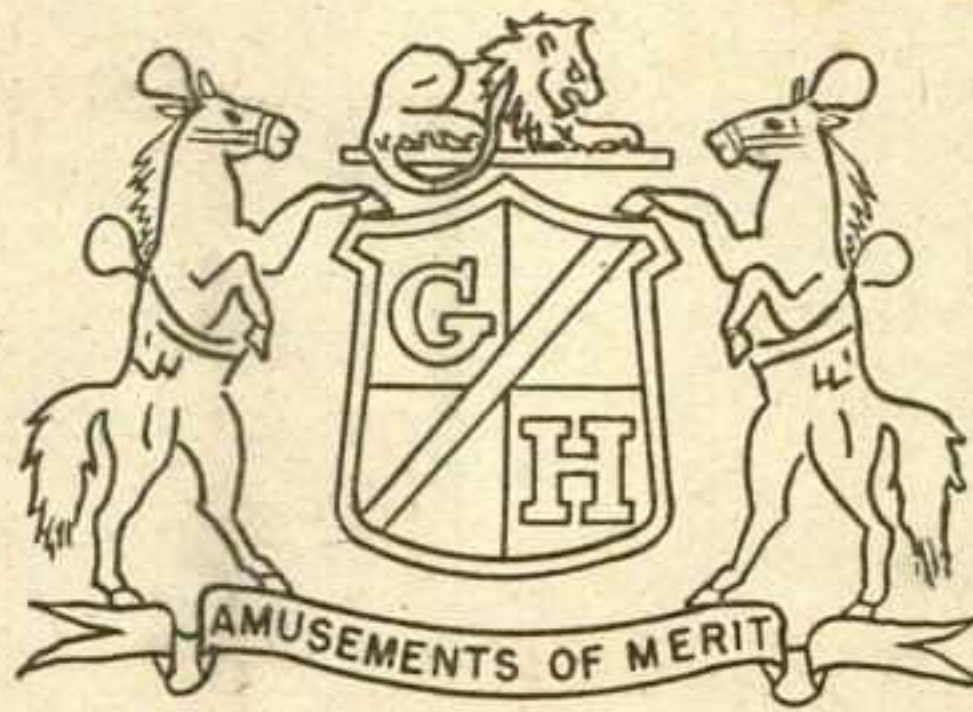




FAIRS



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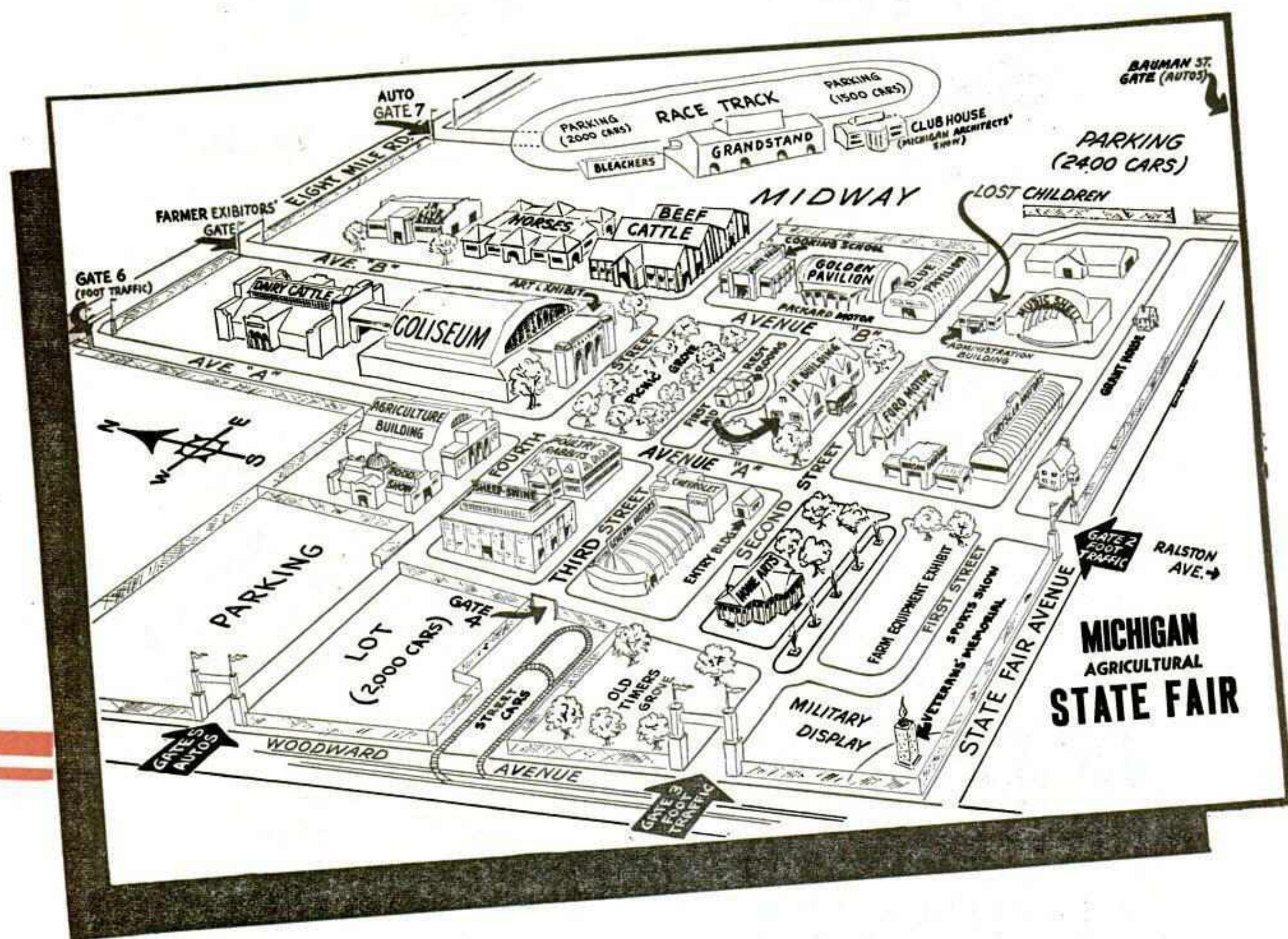
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750,000 ATTENDANCE



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...AS AN EXHIBITOR YOU'LL FIND THAT No other medium in Michigan gives you the opportunity to shake hands with so many of your farm and city customers. World famous for its farm products and industrial might, Michigan offers far greater potential

for sales. Its State Fair, one of America's greatest, offers far more opportunity for product demonstration and public service. When you think of promotion in Michigan think about an Exhibit at its State Fair. The cost is small, the opportunities unlimited.

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MICHIGAN STATE FAIR, DETROIT 3, MICHIGAN

Write for Details

The Billboard

CAVALCADE OF FAIRS

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All Things to All Men

To 85,000,000

Persons Annually

They're Fun, A Big

Spectacle, A Break

in Routine, An

Education, An

Inspiration

But to

Merchants,

National

Manufacturers

They're More--

To Them,

They're

A Terrific,

Low-Cost,

Advertising,

Sale Medium

"MAKERS and Merchants Flock to Show Wares at State, County Fairs."

This was the headline on a recent featured news story in the Wall Street Journal, the bible of the financial world.

To fairmen, the caption conveyed nothing they did not already know. They have been constantly confronted in recent years with the ever-increasing trend by national manufacturers to exhibit at fairs.

To a segment of the financial community, however, the story no doubt came as something of a surprise, for not only did it report that "More and more manufacturers and merchants are discovering a new—and, some feel, terrific advertising medium in the old institution of State and county fairs," but also, "In some cases, the fairs have opened up new sales fronts. And at low cost, too."

To the more alert businessmen, particularly those in the realm of sales, the findings of the Wall Street Journal came as no surprise. Instead, it merely provided added testimony to bolster their contention that their firms, if already exhibitors, should intensify their activities in that field.

★ ★ ★

FINANCIAL history abounds with success stories of exhibitors. Undoubtedly, the most outstanding is that of the founder of the F. W. Woolworth chain. He first tried selling merchandise at five and 10-cent prices at a county fair in New York State. His success was phenomenal; he sold out all of his merchandise by the time the fair was half over and hurriedly reordered. It was that success that caused Woolworth to try the five-and-10 idea in a store.

Exhibiting at fairs—and fairs themselves—has changed greatly since the first try by the Woolworth founder. To be sure, fairs have grown older and become established institutions, but they also have grown bigger, attracted greater crowds, and constantly heightened their appeal.

As a result, fairs today are firmly entrenched as huge crowd-pullers. Estimates place annual attendance at fairs in the U. S. and Canada at 85,000,000. If anything, such estimates are on the conservative side. But, impressive as that figure is, of more importance from the standpoint of an exhibitor is that the average fair patron is of the type seeking newer things and usually has the wherewithal to buy.

In some minds, however, the impression still lingers that fairs are little more than community get-togethers with some cattle, sheep, hogs, candy floss, Merry-Go-Rounds and barkers. Little do these people realize that fairs have grown into big business—that many have been built at costs of millions—and that their receipts in many cases surpass the million dollar mark.

★ ★ ★

EVEN the smallest fairs bear little resemblance to those of yesteryear. Now, they are well-staffed and have facilities matching, if not surpassing, those to be found in any exhibition.

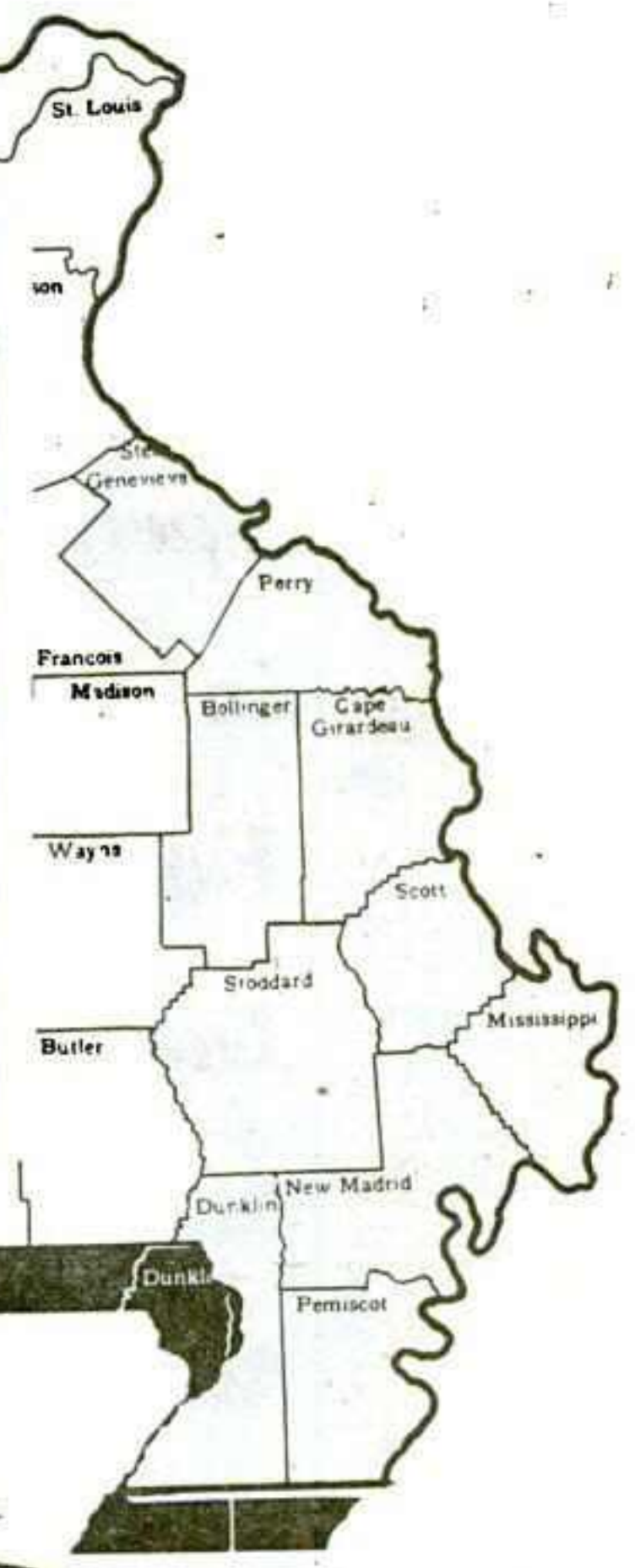
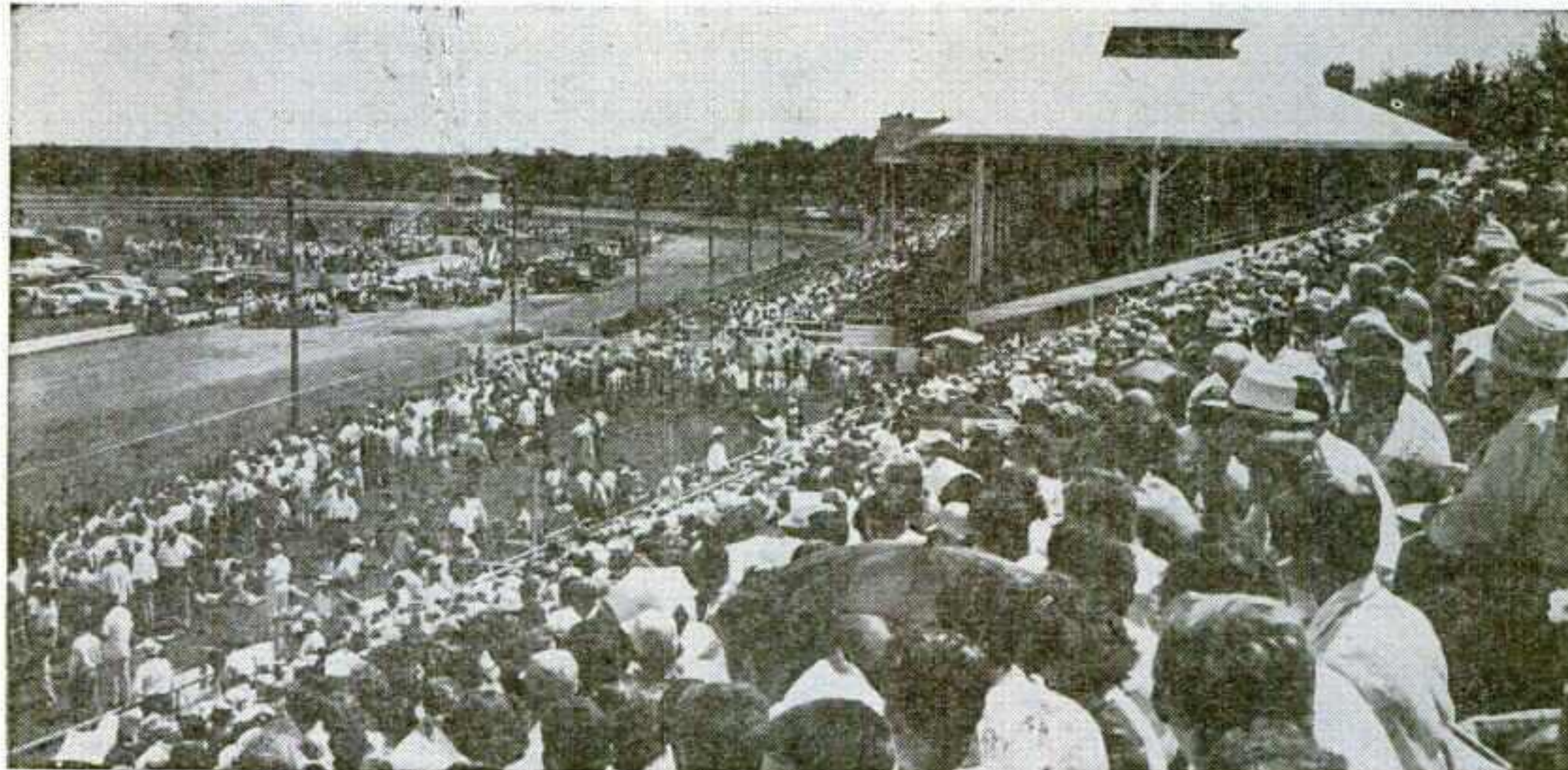
It is not easy to wipe away some of the misconceptions about fairs. Consumer magazine writers, steeped in tradition in some cases, all too often dwell on fairs with a nostalgic touch, unaware that these institutions have not only matched progress but in some cases blazed the trail for the latest in all types of merchandise, machinery and appliances.

But the biggest stimulant to the fair exhibition field, apart from the mounting realization of its potential as an advertising medium or sales room, has been the merchants and manufacturers themselves. Competition has returned and in their efforts to garner their share of sales, many firms have turned to exhibiting and have found the rewards big.



1952 ATTENDANCE

Missourians were in the Fair mood in 1952. Total attendance of the first five days (before the tornado) was well in excess of that of any previous year. The tornado lost Thursday, normally one of the biggest days, and caused two grandstand shows to be canceled. Even so, total attendance at the Fair lacked less than 4% of setting an all-time record.



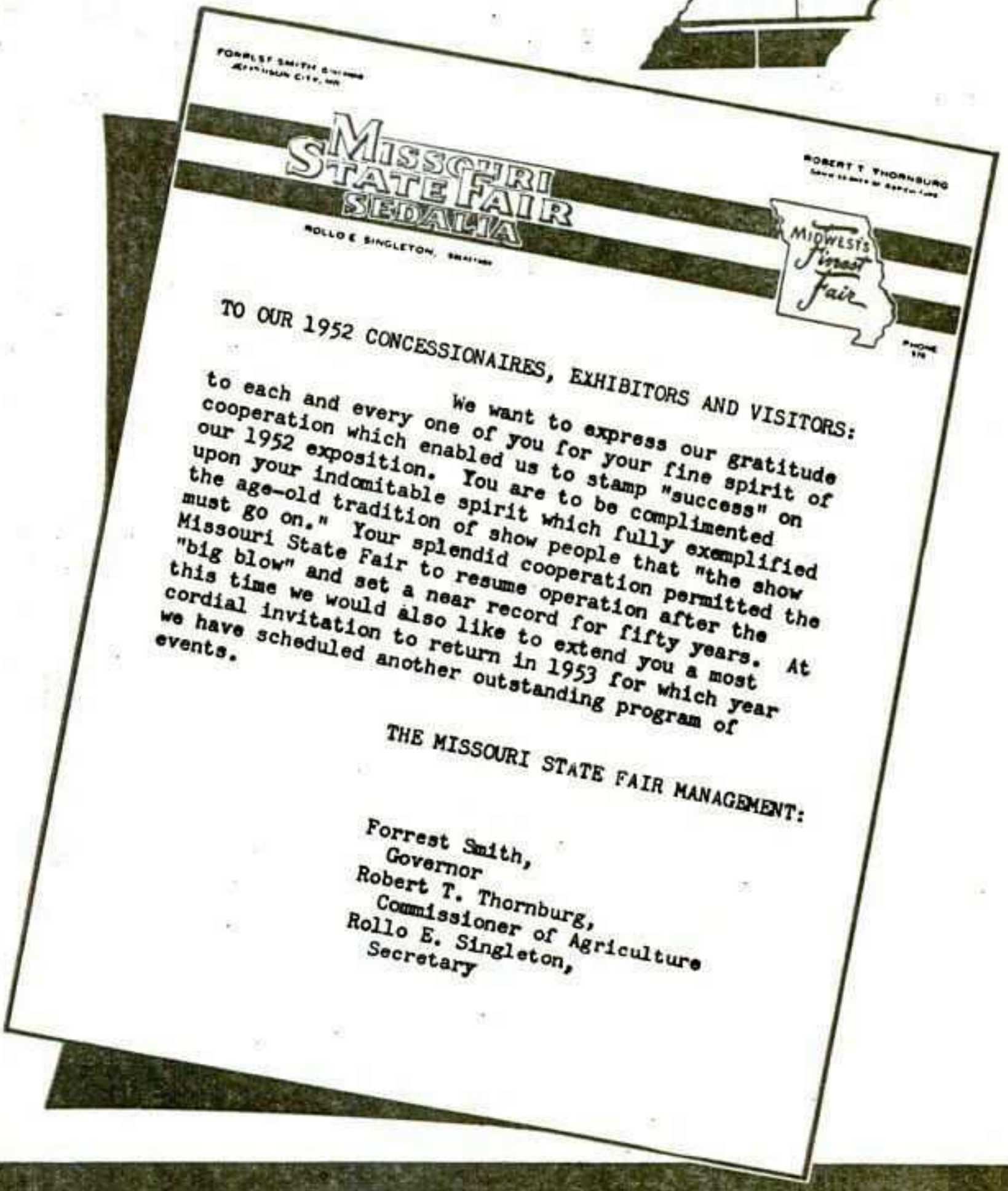
PLAN TO ATTEND MISSOURI ASSOCIATION OF FAIRS AND AGRICULTURAL EXHIBITION'S CONVENTION

January 15 and 16, 1953

Governor Hotel, Jefferson City, Mo.

The 154 fairs that comprise the membership of the Association now receive State aid. Attendance at these fairs, as well as exhibits and total premiums offered, is increasing annually. Concessionaires would do well to investigate possibilities for greater operation in Missouri. Introductions of show people will be made at the convention and formal sessions will occupy only a part of the time. You are most welcome to come and get acquainted with Missouri fair officials.

ROLLO E. SINGLETON
Secretary-Treasurer
Department of Agriculture
Jefferson City, Missouri



1953 DATES : AUGUST 22 to 30

TORNADO



BIGGEST damage ever wrought a carnival resulted when a tornado, hitting with a devastating force, struck the Cellin & Wilson Shows at 1:20 a.m., August 21, at the Missouri State Fair, Sedalia.

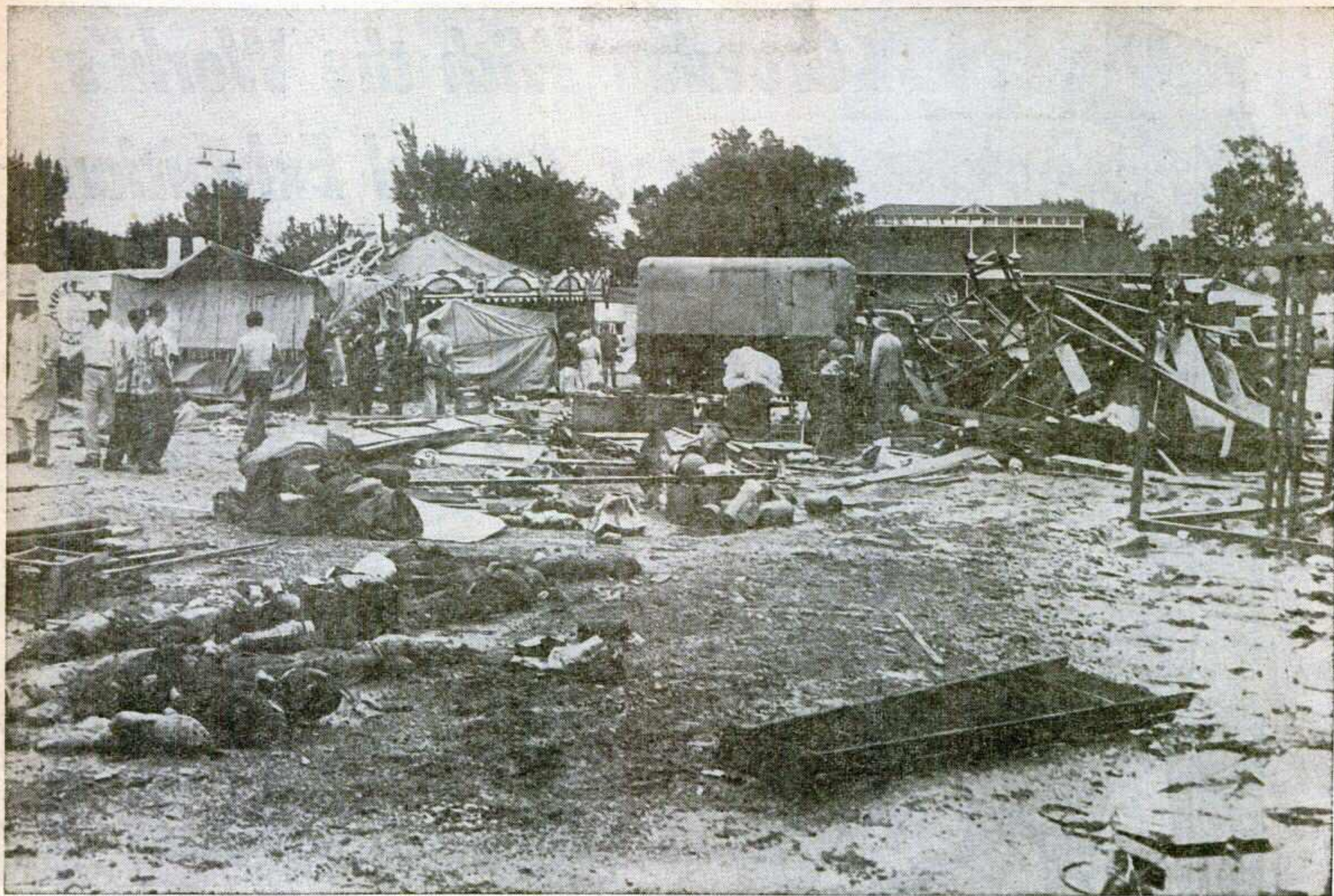
Down went rides, shows, light towers, concession stands and other show gear. Bowled over were huge house trailers, heavy supply trucks and entrance arches.

The midway was transformed within a few minutes into a tangled mass of twisted rides, bent show frames, shredded canvas, overturned trucks, trailers and concession stands.

A 3.74-inch rain, which followed quickly in the wake of the twister, added to the damage.

There was one fatality: Harry Pyle, con-



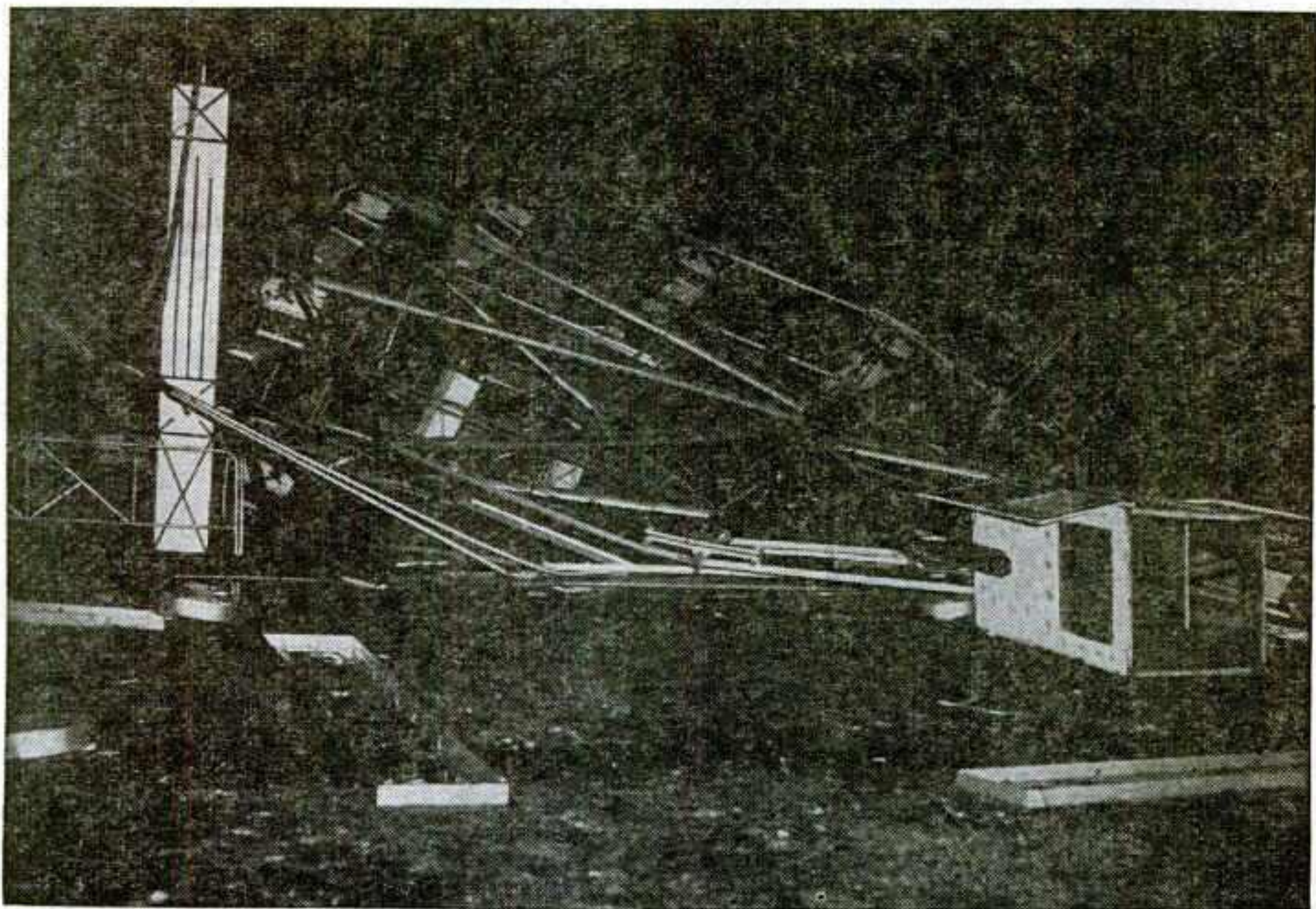


cessionaire, was killed when his house trailer was tossed 60 feet in the air and dumped on its side.

Damage to show and concession equipment ran into six figures. Photos depict the havoc.

Great as was the damage, it did not stop the Cetlin & Wilson Shows; they were back in action on a partial basis as soon as the debris could be cleared away.

Show suppliers and fellow showmen rushed to the aid of co-owners Jack Wilson and Izzy Cetlin. At the show's next stand, the Indiana State Fair, there were still mute reminders of the damage, but the show—thanks to the arrival of new canvas, hurry-up repairs and replacements to rides and show equipment—was well on its way back to normal strength.



*Growing With the World's
Greatest Annual Exhibition*

STATE FAIR

of

TEXAS

JOE MURPHY • MARGARET PUGH • JACK LINDSEY

Our Thanks

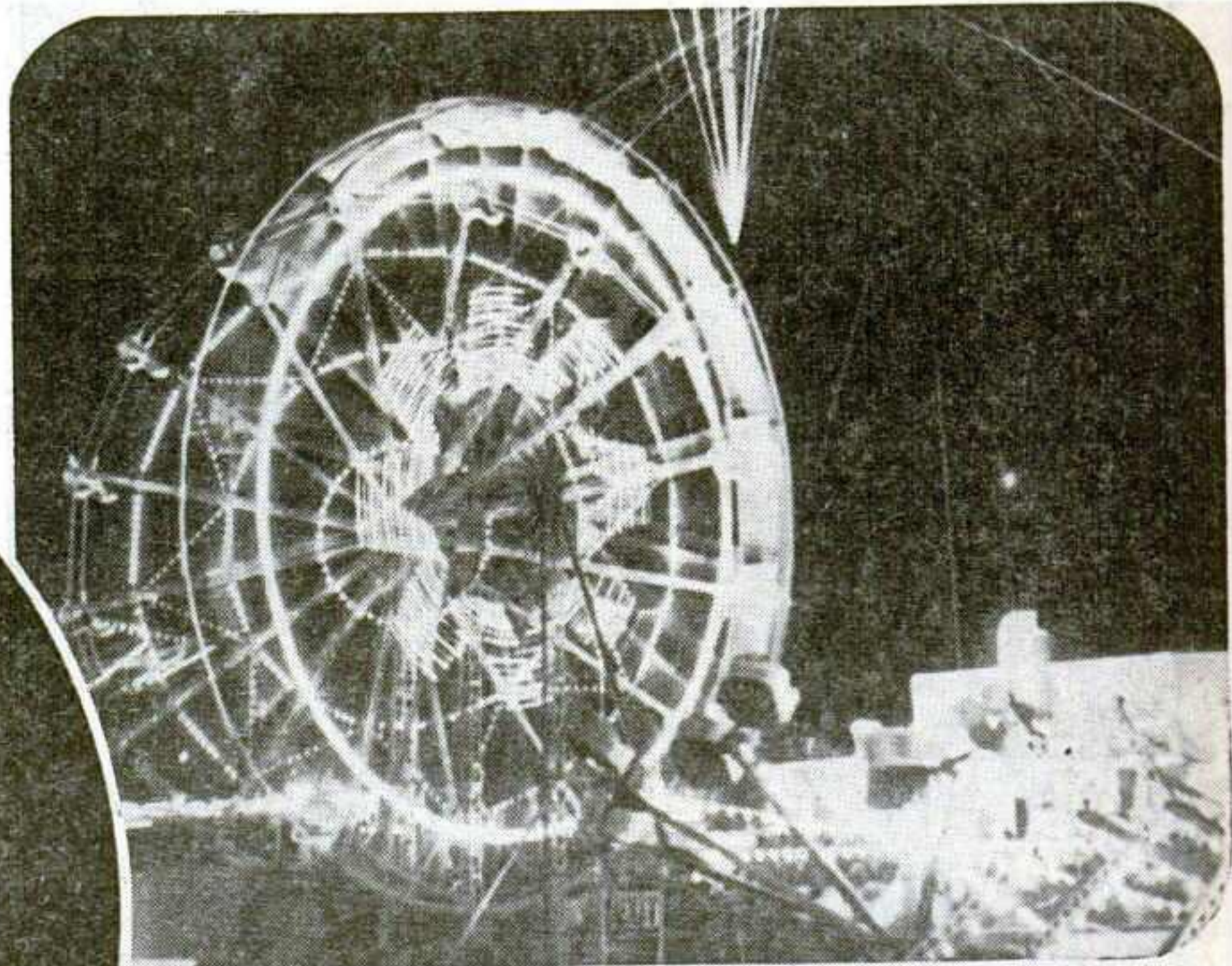
To the Directors and Officials of the State Fair of Texas for their splendid co-operation, and to our Associates and Friends, who have enabled us to serve the People of the Great State Fair of Texas.

We Are Proud

to be privileged in doing our part in the continuous growth and popularity of this annual event, which is now the Greatest Fair or Exhibition in the United States, and which is destined to become an event without equal anywhere.

We Pledge

To continue our Efforts to have our Rides, Attractions and Concessions to remain on a par with the standards and purposes set by the Directors and Management of the Great State Fair of Texas.



NOTICE TO CONCESSIONAIRES:

In keeping with our Revamped Midway, which is now considered the finest in America, we are always interested in New and Unusual Games and Stock Concessions. Such Operators must be Top Men in this Field, and on a par with our High Standard of Operation. Contact us for both our Fair Park season and the 1953 State Fair of Texas.

**TEXAS STATE FAIRGROUND
DALLAS, TEXAS**

TEX is A Big 'Un

1952 Attendance 2,387,140



STATE FAIR OF TEXAS

James H. Stewart
Exec. Vice Pres. & Gen. Mgr.

DALLAS

1953 Fair Dates
Oct. 10 thru 25

KY. PLANS KING-SIZED

**New \$15,000,000 Louisville Plant Planned for '55;
435-Acre Site to Have Huge Stadium, Coliseum;
Buildings To Be Connected; Provide Ample Parking**

KENTUCKY will have a \$15,000,000 plant in 1955 if plans, now well under way, are carried thru. And there is every reason to believe they will.

A 435-acre site in Louisville already has been purchased. The State Building Commission has earmarked \$3,500,000 for the project. Sale of the present fairgrounds will net about \$2,000,000. The remaining money is expected to come from the issuance of revenue bonds.

Draftsmen have been busy for months readying detailed plans for the plant, and expectations are that bids will be asked shortly after the turn of the new year.

The plant is to include a coliseum that will seat 12,000 for stagershow 14,600 for horse shows and 17,200 for basketball; a horseshoe-type stadium that will house 1,600 head of cattle, and an exposition building with 183,400 square feet of exhibit space. Additional space will be provided under the stadium.

The coliseum and its wings will constitute a structure 297 by 515 feet, larger than Chicago's International Amphitheater, where the two national political conventions were held this past summer. In addition to the arena proper, the coliseum will have two meeting rooms, both with a capacity of 1,000 persons.

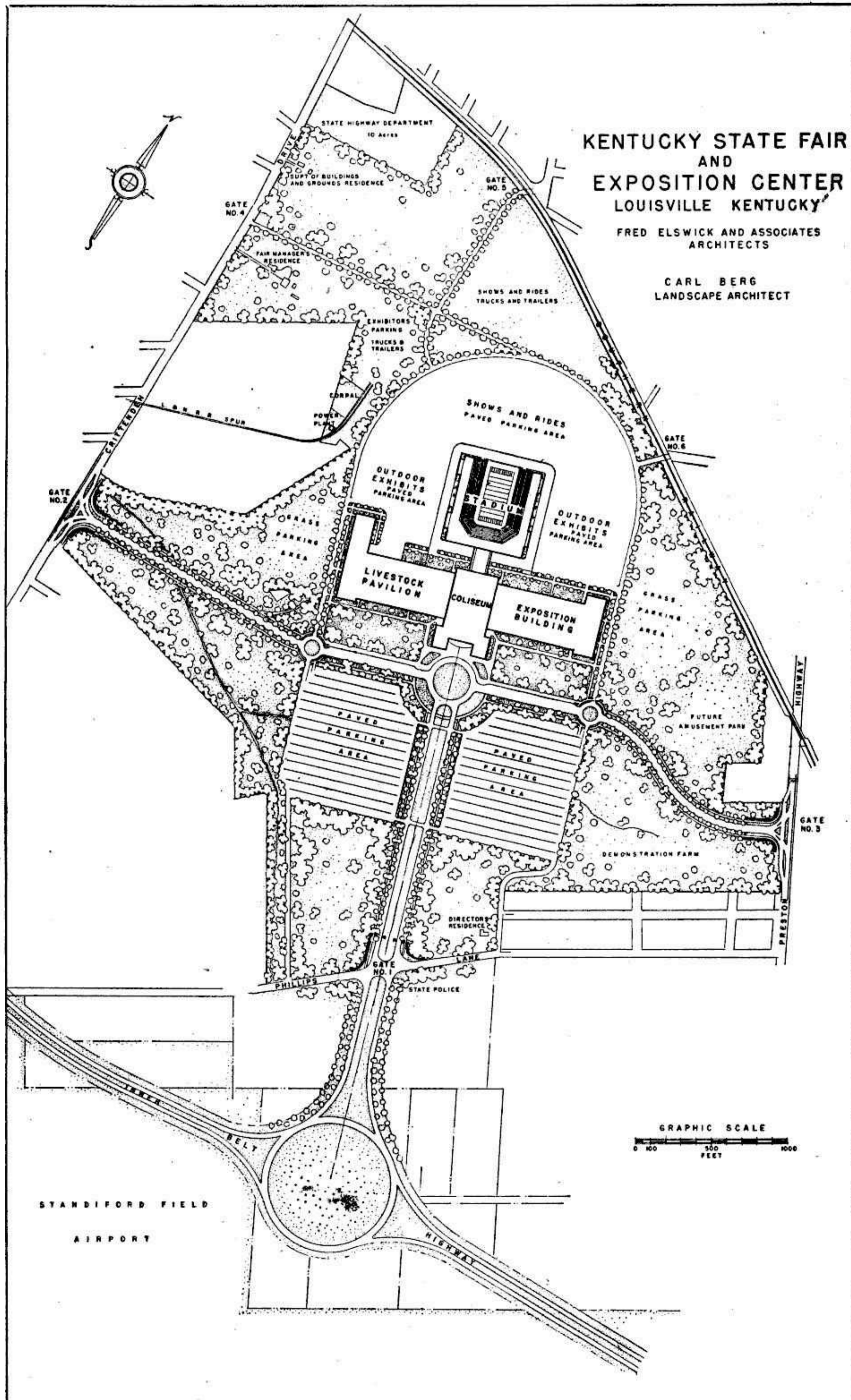
The exposition pavilion and the livestock pavilion will be connected with the coliseum, and at times will be available for indoor parking for coliseum events. They will be able to accommodate 1,000 cars. Outdoor parking areas will handle 12,000 cars.

The coliseum and stadium also will be connected by a 100 by 160-foot building planned for a variety of purposes, including warm-up space for entries in the horse show, for shelter between structures in bad weather, and for exhibit purposes.

A broad concourse around the north side of the stadium will be the midway area, with paved parking areas and space for outdoor exhibits flanking the fun zone. Provisions for future possible needs include a site set aside for an amusement park.

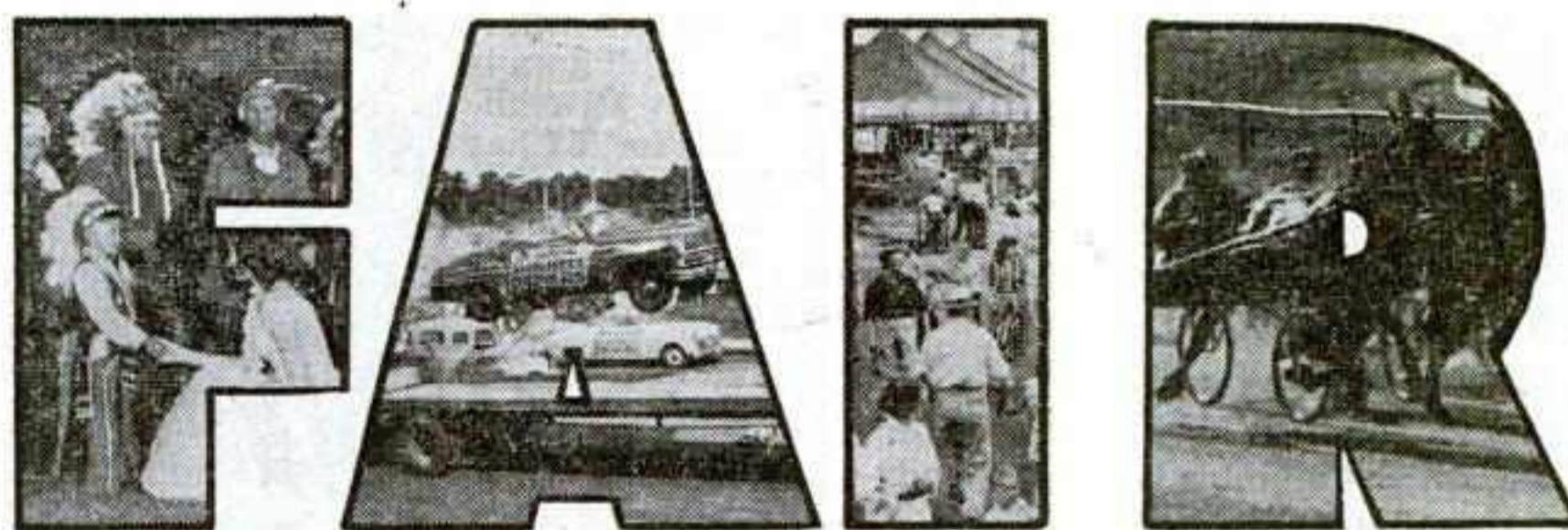
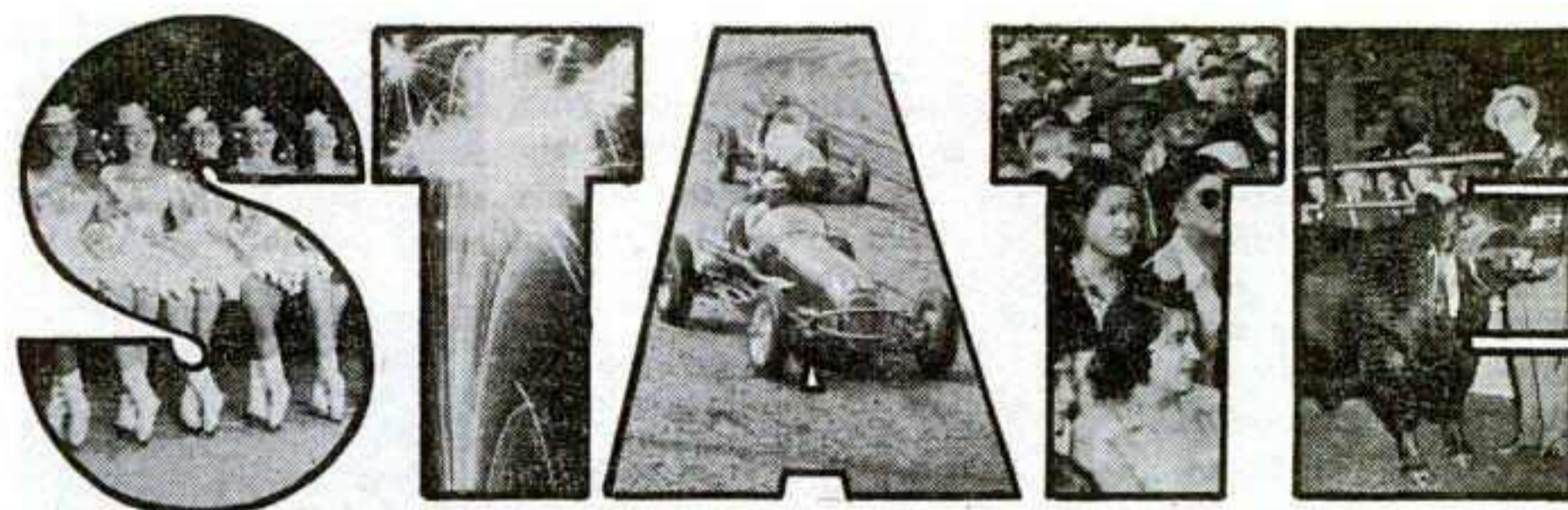
The plant will differ from the traditional fairgrounds in that it will have no race track. The omission is due to the fact that Kentucky already has an adequate number of excellent racing plants. It also differs because of the emphasis on a huge coliseum, and this stems largely from the keen interest Kentuckians have in horse shows and a desire to bring big events, such as national political conventions, to Louisville.

Few State fairgrounds have football-type stadiums, and the reason for inclusion in the plan of a 37,000 capacity stadium was the dearth of adequate school stadiums in Louisville and the intent to present major college football games.



Where Agriculture Joins Industry in a 16 BILLION DOLLAR MARKET!

• The NEW YORK •



SYRACUSE, NEW YORK

The Empire State's Annual Agricultural and Industrial Exposition

Increased Attendance Year After Year...

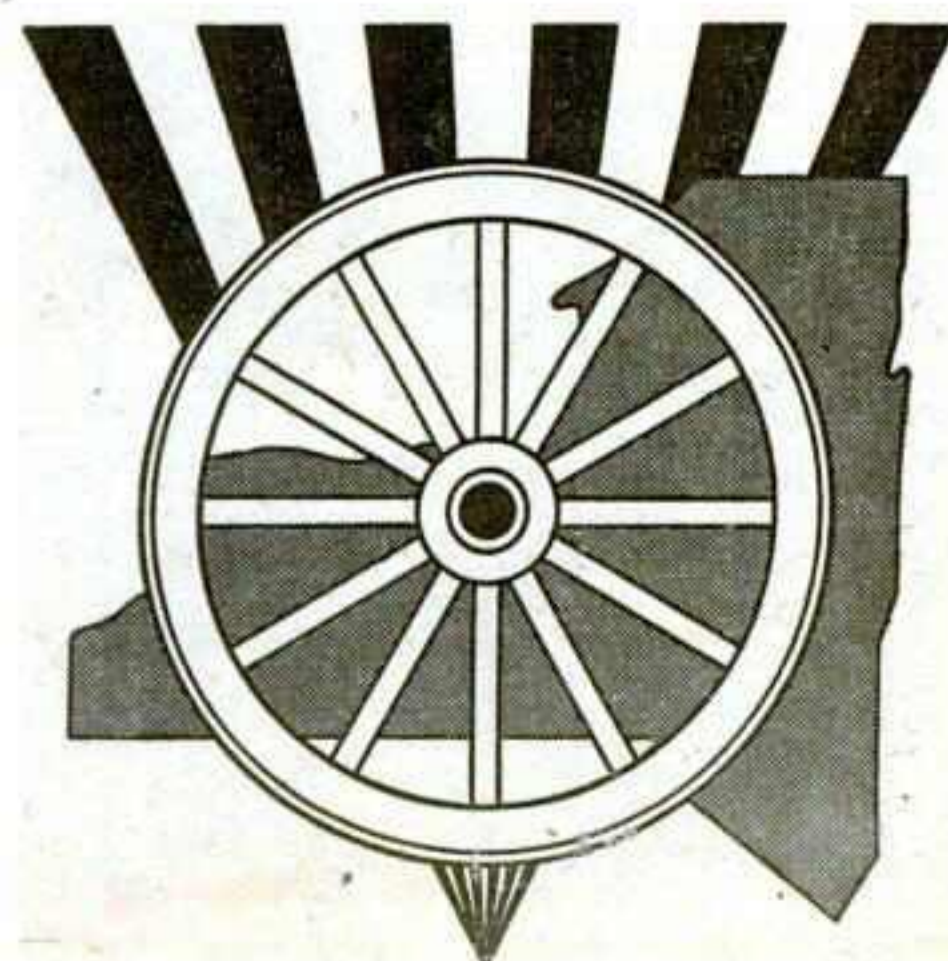
... 417,365 in '52

... Once again, a record-breaking attendance attests to the tremendous drawing power of the Empire State's greatest annual event. It's a drawing power you can turn to profit with a carefully

planned exhibit in our completely modern, completely equipped exhibition facilities. Cash in on this one great opportunity to meet more than 400,000 potential cash customers face to face.

**RESERVE YOUR DISPLAY
SPACE TODAY THROUGH:**
Harold L. Creal, Director
New York State Fair
Syracuse, N. Y.

NEW YORK STATE'S ANNUAL
AGRICULTURAL & INDUSTRIAL EXPOSITION



PNE Grows Into Biggie

Vancouver Expo Pushes Way Into Top Level Of Major Events; Pulled 716,385 in 1952; Has Broad Year-Round Activities Schedule

FAR off the beaten paths so far as fairs go, the Pacific National Exhibition at Vancouver, B. C., has been growing with leaps and bounds until it now holds firmly to the distinction of being one of the major expositions on the North American continent.

Paid gate admissions for its 11-day run this year totaled 716,385 for outside gate receipts of \$267,970. This con-

profitable year-round program.

The PNE layout embraces a 5,100-capacity Forum equipped with an ice rink of such size that 1,000 skaters can use it at one time; a roller skating rink; an 18-hole golf course with clubhouse facilities; Exhibition Gardens, which abound in fountains, floral and shrub plots and tree-lined walks; a five-furlong race track which accommodates 20,000 spectators; a standard Olympic open-air sports arena, and an Indian museum.

Facilities are used for a wide variety of purposes, ranging from dancing to name bands in Exhibition Gardens to rodeos, boxing, basketball, circuses, and what have you?

At present, the property and buildings are assessed at \$2,500,000. Long-range planning calls for the erection of more buildings, including a \$5,000,000 coliseum to seat 10,000 and a new British Columbia Building to cost \$1,000,000.

The PNE is so situated that it does not fit into the regular routes of U. S. attraction show bookers or U. S. railroad carnivals. But the PNE has worked out a pattern of operation which successfully surmounts those obstacles.

For its feature attraction it has brought in the Polack Bros.' Circus in recent years, and the show has registered solidly with PNE, building increased patronage each year to the point that it has exhausted the seating capacity of the Forum.

The midway is a joint operation. Included are the permanent rides and concessions operated in the exhibition's year-round park, Happyland, by the Pacific Coast Amusement Company, plus the

Cavalcade of West Shows, a California-based truck show, and the Royal Canadian Shows of Vancouver.

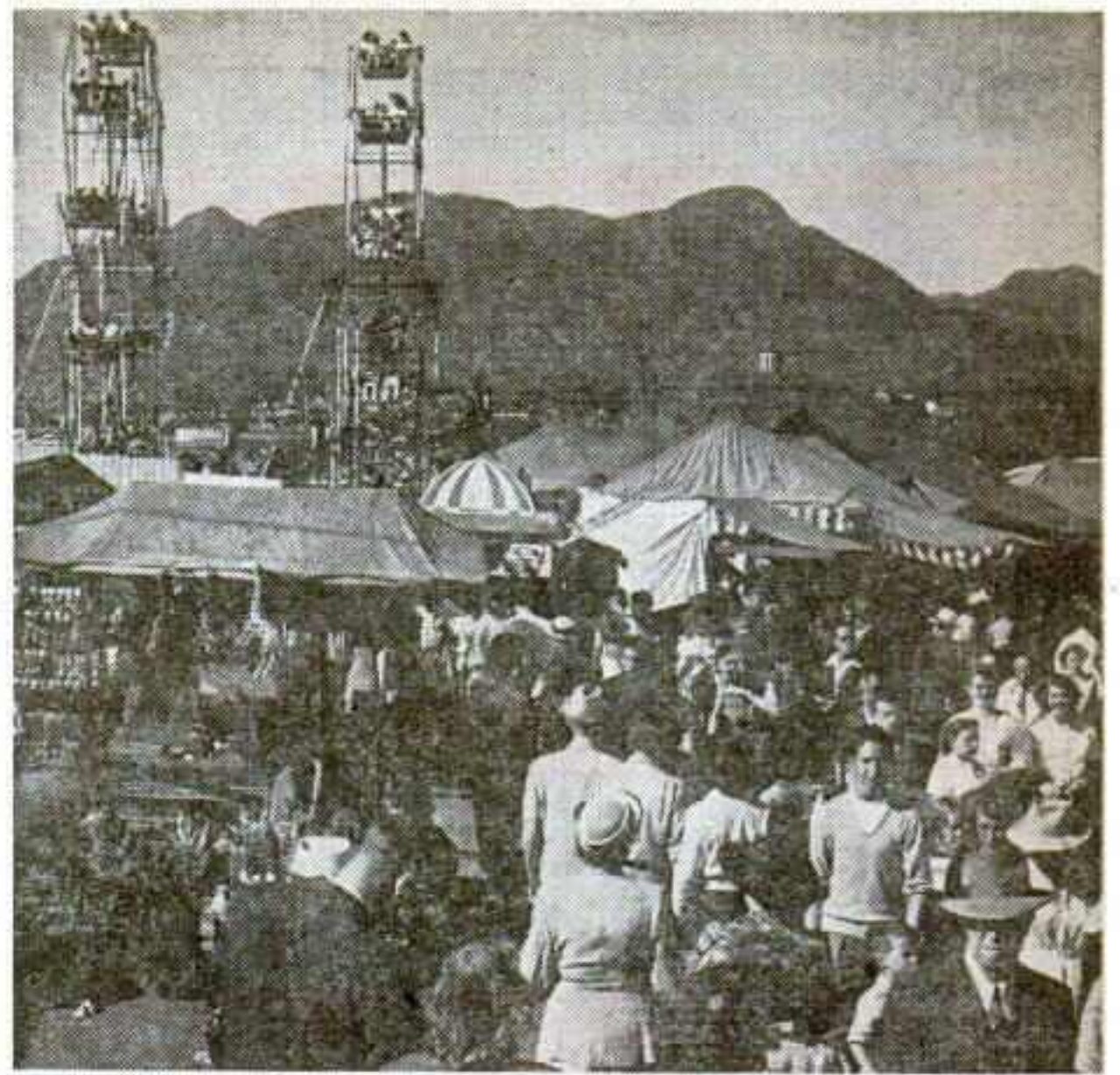
One of the attraction highlights of the exhibition is the outdoor theater, offered without any admission charge and presenting revues, bands and dancing acts recruited from dance schools all over the province. Most of the acts are booked at no cost, but the nut of the presentations averages about \$1,000 a day.

Another highlight of the exhibition is the hobby show, staged in the Exhibition Gardens Building. Each year the show, which carries a 25-cent admission charge, grows in appeal and in attendance. Interest on the part of exhibitors is so great that already all available display space for '53 has been committed.

The PNE does a highly effective promotion job, paying much attention to providing for the needs of newspaper and radio people. This year a seven-room house on the grounds was converted into a press club containing two social rooms, four work rooms that can accommodate 40 writers at one sitting, a dark room for photographers and a comfortable outdoor lounge.

Exhibition has a 28-member board of directors, headed by President G. Mort Ferguson. Ben Williams is the full-time executive manager and he has Ira E. Rae as his secretary. PNE's permanent staff numbers 60, with the pay roll jumping to 650 during the exhibition.

David Dauphinee manages the Forum the year-round and during the fair serves as midway superintendent. D. A. Grout is supervisor of exhibits and parade manager. Other key staffers are Charles Defieux, publicity director; Jack Hopkins, superintendent of building and grounds; Gordon Brandreth, manager of the outdoor theater, and James Banham, hobby show manager.



Midway consists of permanent ride and concession installations, plus two touring carnivals.



V. BEN WILLIAMS

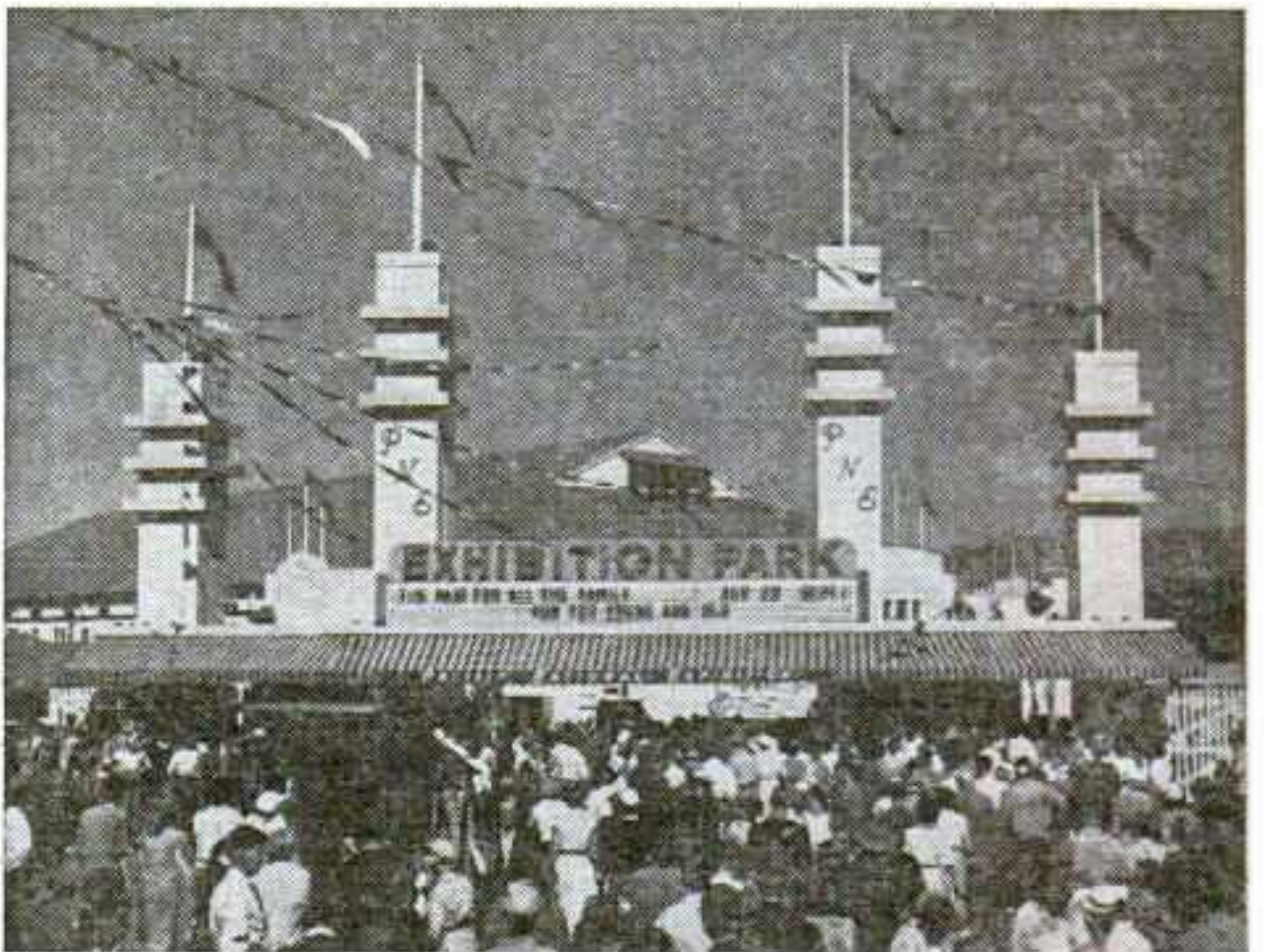
trasts sharply with its first run 42 years ago, when the PNE drew 68,000 persons in six days for a gate gross of \$18,525.

In its first run, it gave out \$7,800 in prize money; this year premiums aggregated \$60,000, almost eight times as much as for the maiden run.

The PNE's growth in a large measure followed the development of British Columbia, particularly of the Vancouver sector. But, in almost equal measure, the exposition's rise has come from able, forward-looking management which has developed not only a huge, solidly entrenched annual exposition, but also a multi-purpose plant and an active and



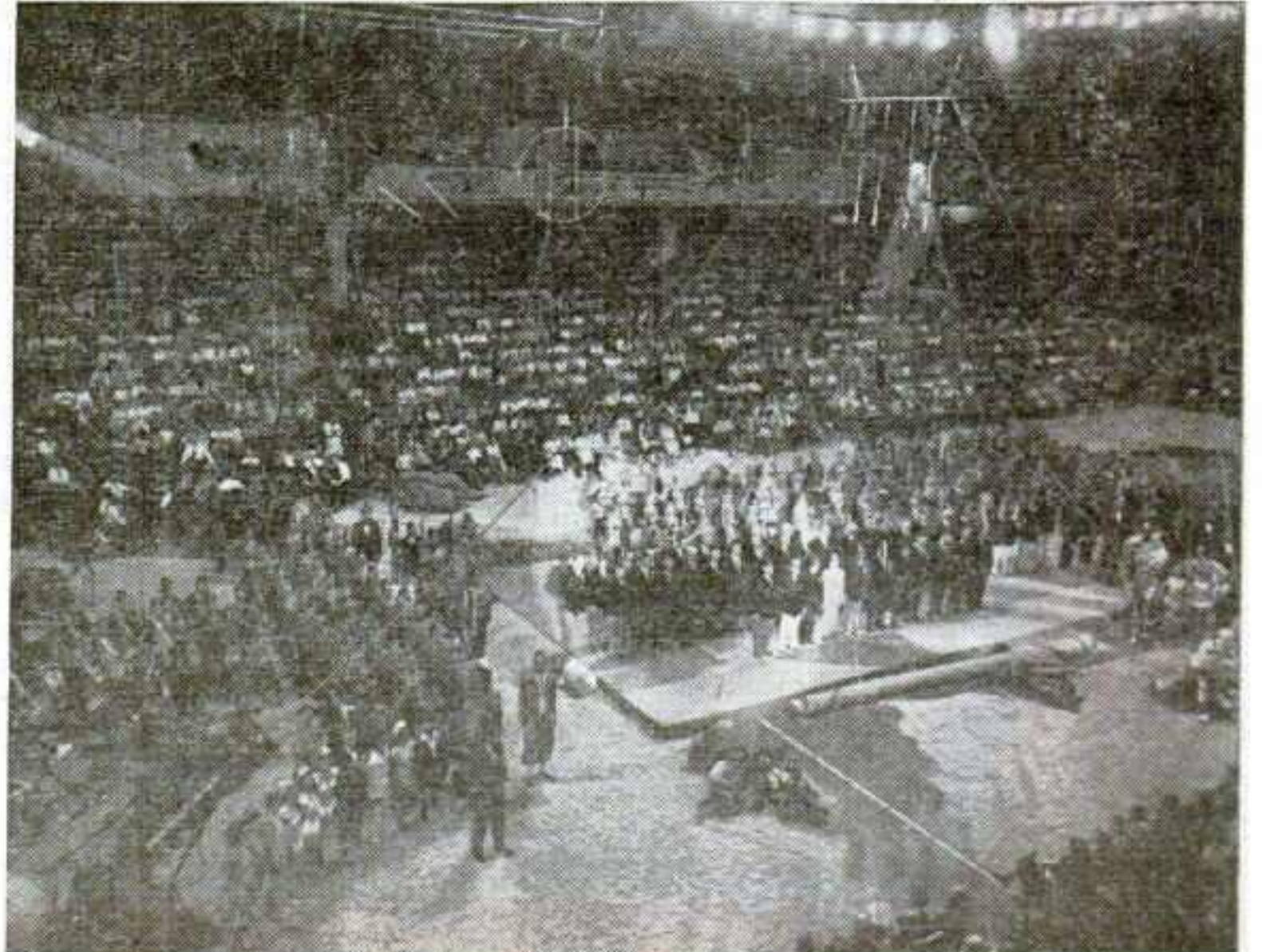
PNE is promotion and parade wise. Attractive float above was used in interest-building parade.



Typical crowd is shown above thronging thru modernistic entrance to PNE plant.



Front entrance to the Forum is done in circus motif for the PNE's top feature, the Polack Bros.' Circus. Crowd above is usual sight in line-up to see the circus.



PNE patrons have become ardent circus fans since exhibition brought in Polack Bros.' Circus as exhibition's big feature. Picture shows Forum crowded for circus performance.



OVER 2,717,000 VISITORS
CRAM SHOW IN 2 WEEK
PERIOD . . .

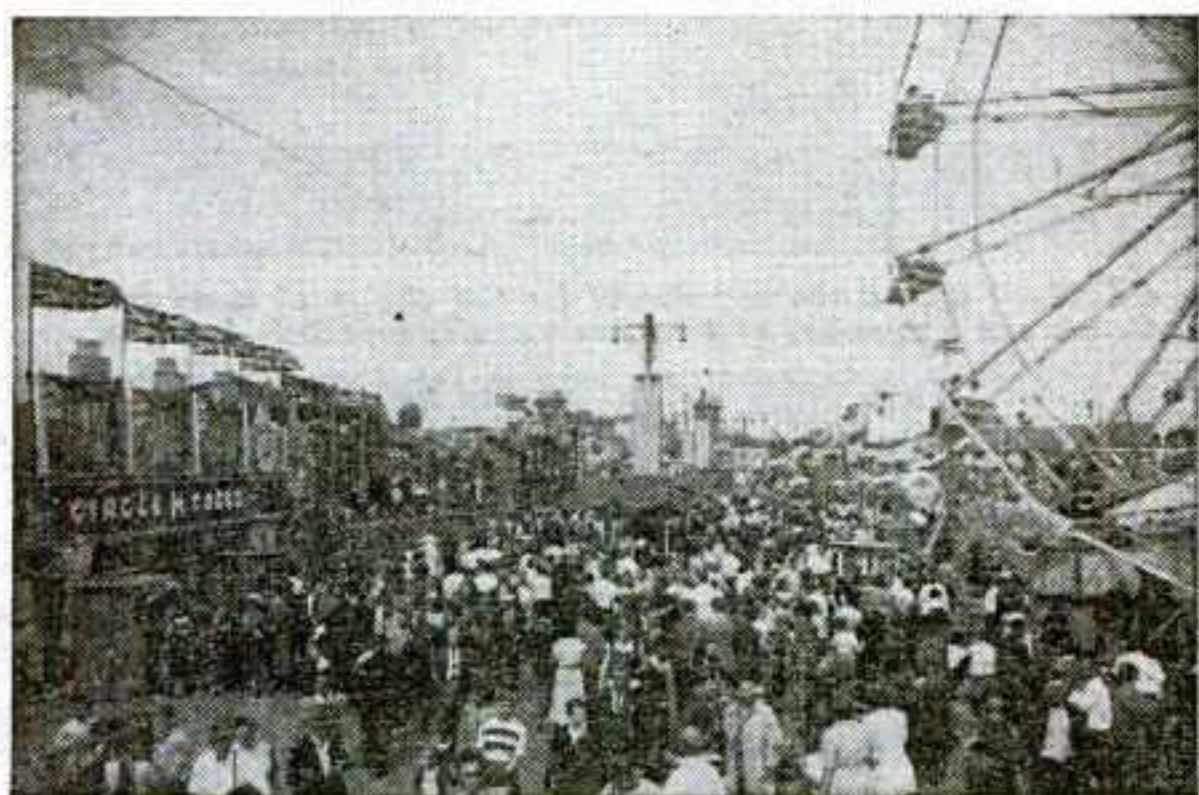
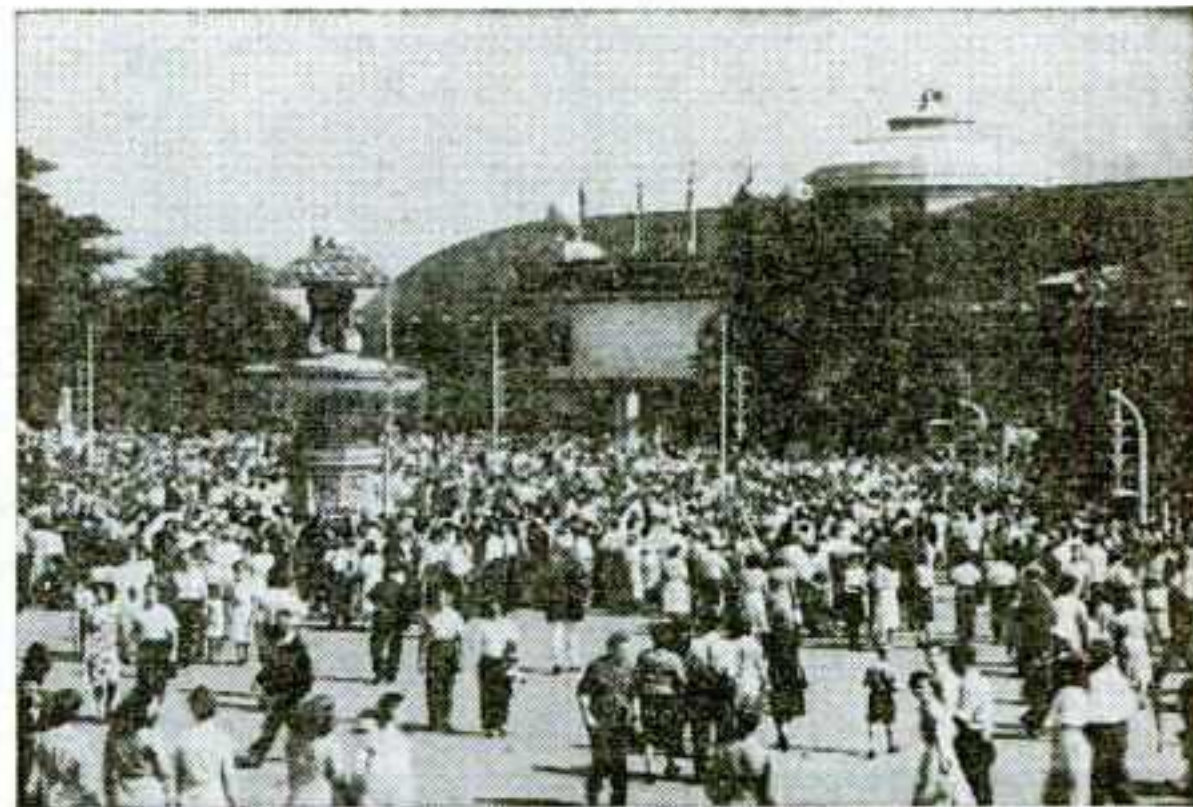
IN 14 DAYS as many people pass through the Canadian National Exhibition gates as populate the states of Arizona, Idaho, Montana, Nevada, New Mexico and Utah . . . an attendance equal to one-fifth the population of the Dominion of Canada.

AS a show-case for the world's products the Canadian National Exhibition has no equal. Where else can a product be displayed in 2 short weeks to so many who mean so much to its success?

PLAN now to come to Toronto in 1953 for the 14 most event-filled days of the year.

1953 DATES

AUGUST 28- SEPTEMBER 12



J. A. Northey, President
Hiram E. McCallum, General Manager

Administration Building
Exhibition Park
Toronto 2-B, Canada

Accent on Art

Spartanburg Annual Ties Exhibits In With International Events, Also Depicts Area Month-by-Month

By MARGARET M. MOORE

THE Piedmont Interstate Fair, Spartanburg, S. C., each year presents and features the various arts in a panorama of color, design and interpretation — affording variety, but unity thru the development of an appropriate, carefully chosen and timely over-all theme.

"Cavalcade of 1952" was the theme featured this year. National and international situations, interests and appeals were depicted. The year seemed destined to be one filled with colorful events and changes, both great and small, claiming attention of the arts, sciences, all people. It seemed fitting to salute these events, ideas, ideals, hopes, ambitions or achievements and bring them into one moving "Cavalcade of 1952."

For development of this theme there loomed a wealth of material from the various nations, their flowers, customs or significant events; from the political campaign, the world of literature, music, drama, from local events, facts, fiction, or fantasy garnered thru radio and television and from magazines and newspapers.

To the Junior exhibit division, an outline was submitted suggesting topics from which each group selected their exhibit theme. These ranged thru a wide field of activities, interests, ideals or influences pertaining to 1952 Junior living. A similar outline was offered the Senior exhibit division suggesting appealing subjects—from the arts, education, religion, fashions, interior, outdoor and holiday decorations to books, songs and their 1952 ambitions.

Each section of the Food and Needle Arts divisions—the Hooked Rug Show, the Festival of Dolls and all other special exhibits were linked into the theme with blooming decorations.

The House of Flowers afforded the highlight of the

development of the theme for there could be no more versatile medium than flowers. Talents of clubs and individuals from the various counties, making up the Piedmont Interstate Fair, combined their efforts.

Following the schedule there were those whose arrangements were suggested by a variety of color tips from 1952 magazines—as—"White is right — day or night" — Vogue.

There were arrangement classes suggested by 1952 newspaper headlines, magazine titles, phrases, covers, advertisements and articles. There were compositions in niches, suggesting with flowers and accessories 1952 from Broadway to Hollywood and back to local attractions.

In one of the timely classes for MEN ONLY there was suggested "M'Lady's Hat of 1952" and there was a composition telling the tired story of "Midnight — March 15, 1952." The men and the Junior arrangers depicted their hobbies. There were those who promoted the decorations and interest by making arrangements, portraying some significant fact of each month of the year. These "Piedmont Pinnacles" were exhibited in seats of a glamorized moving ferris wheel.

In a semi-circle of large niches, flowers and accessories told a story from many of the United Nations—a custom, a fact, a scene or a fancy.

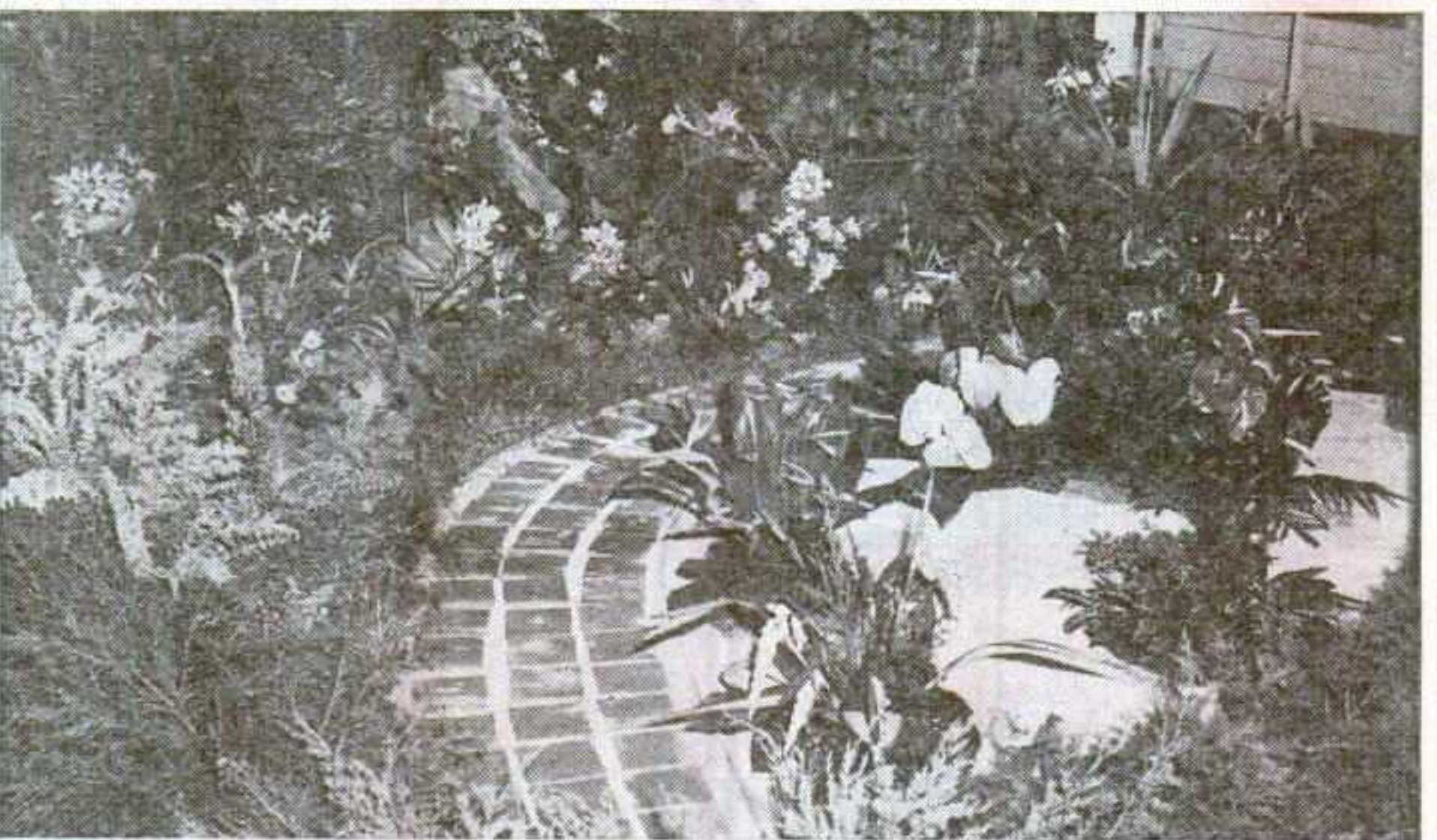
To unify these exhibits there was created in the center a garden flowered by many nations. Flowers and shrubs from a number of different countries were set to bloom around a waterfall and pool in one quiet, rare and exotic garden, suggesting the hope that "in unity there is more than strength—there is beauty and peace"—a fitting climax to the "Cavalcade of 1952."



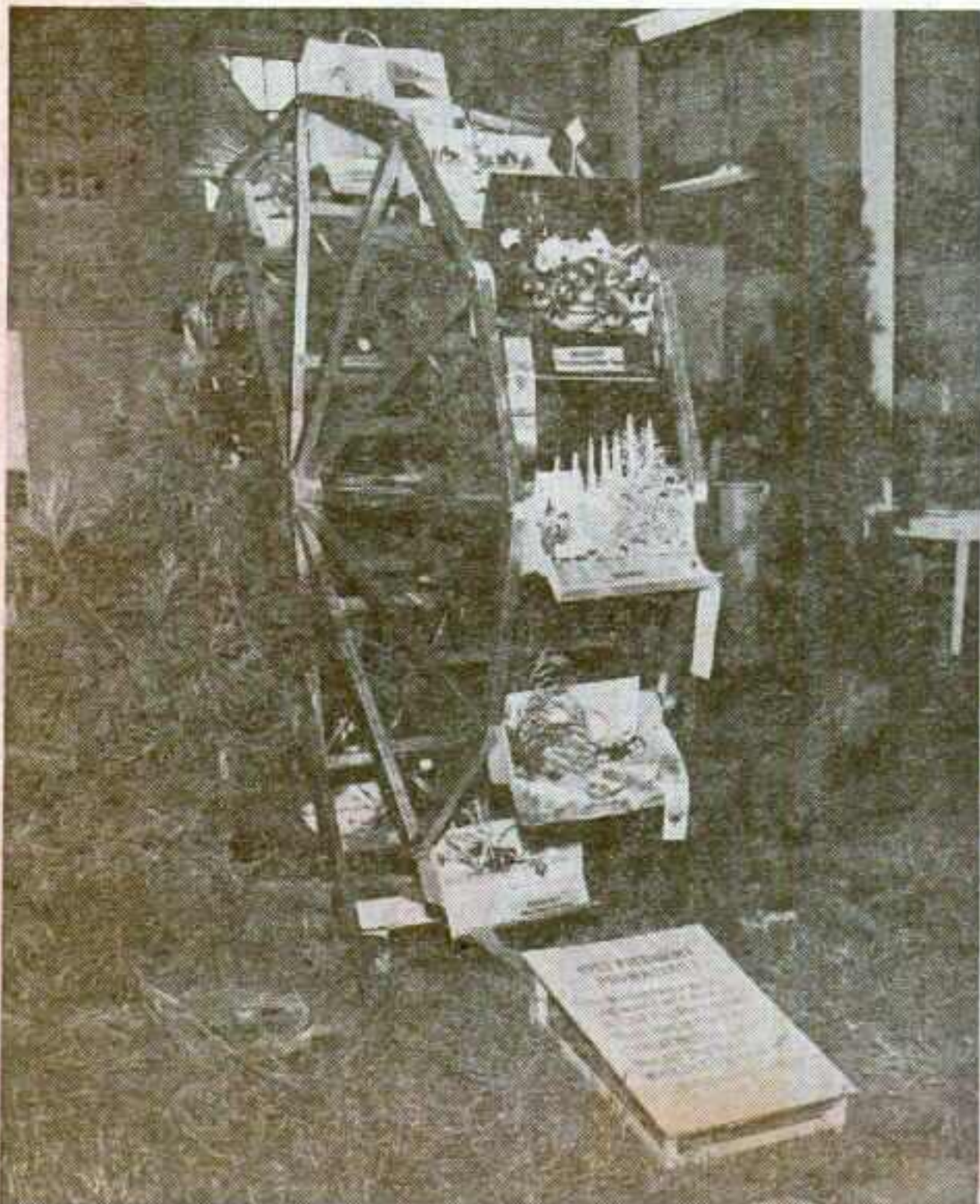
Because of space limitations some of the United Nations were grouped together in a single exhibit. The one above depicts the participating Central American countries.



A section from the Festival of Dolls. More than 500 dolls were displayed. These represented all types, nationalities and characters and included a collection representing brides of all nations. All were hand dressed in authentic costumes.



"Nations United in a Garden" offered the opportunity for the display of many rare and exotic flowers, including orchids grown by hobbyists and a shipment of Hawaiian varieties especially flown in.



The months of the year and what they bring to the Piedmont area were portrayed in miniature on the paddles of this simulated water wheel.



Section of the rug show, an important part of the arts and crafts exhibit at the Piedmont Interstate Fair.

Illinois

STATE FAIR

EXHIBITORS

Modern, spacious buildings can accommodate every type of exhibit.

Measure attendance figures with circulation figures and you'll find this will be far and away your lowest cost-per-inquiry means of reaching the Illinois Market.

CONCESSIONAIRES

Year after year the Illinois State Fair has proved to be a consistent winner.

Get the details early for attractive peak traffic locations.

ATTRACTION PEOPLE

The Illinois State Fair program places greater emphasis on quality attractions.

If you have something unusual to offer in keeping with our plans, it will pay you to consult us.

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Illinois . . . where competition for sales is keenest, where normal publicity channels are over-loaded with urgent advertising screaming, shouting, begging, you'll find a change-of-pace medium to tell your story by exhibiting at the Illinois State Fair. Here some one million Illinoisans come every year to visit their State fair. Farmers, teachers, workers, business men, office workers all have an interest in the features and attractions designed for their education and entertainment. You'll find them "in the mood" to listen to your story, be it sales of a product or an idea.

If you are in charge of your firm's sales or public relations program in Illinois, you'll want to include an attention-compelling exhibit at the Illinois State Fair in your plans for 1953.

SPRINGFIELD

THE 1953

ILLINOIS STATE FAIR
WILL BE THE GREATEST EVER
DATES: AUG. 7-16 INCLUSIVE

WELCOME: Exhibitors, Concessionaires, Visitors. You will be interested in the tremendous program arranged, which will clearly show you the terrific force in Educational, Agricultural and Industrial Achievements of the Great State of Illinois.

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Exhibits ... That Sell

THE Canadian National Exhibition at Toronto long has reigned as Canada's greatest showcase . . . a powerful mart for world-wide products, as well as those for the home use.

But the CNE is a showcase of another kind—a display of man's art. As such, it ranks among the finest in the world.

Exhibitors, the vast majority of them many-time repeaters, have found that the CNE gives them a tremendous audience within a short time—to be more specific, 2,000,000 persons within 14 working days.

They have found that those millions are buyers or would-be buyers. And they have reaped tremendous rewards.

Spurred by the CNE's progressive management, exhibitors strive each year to improve the selling quality of their exhibits. They give their displays lavish treatment. As indicated by photos they use ample space, give great thought to the selection and application of color, and employ the latest in ingenious lighting effects.

The results have been continued higher sales, bigger orders, or improved public relations. To fairgoers, the commercial exhibits have for many years rated as one of the CNE's major attractions. To the CNE, the commercial space receipts have soared into a big source of revenue. This year such sales brought in \$517,283.85. And that sum is a mere indication of what the displays yielded the exhibitors.



wanted

NATIONAL ADVERTISERS whose sales need stimulating in the Wisconsin Market must be prepared to meet 850,000 farm and city customers.

1953
DATES
●
AUGUST
22-30

Wisconsin's greatest outdoor event is your greatest sales promotional opportunity. Nowhere else can you find so many customers to talk to, to show your product to, to meet in person and promote your public relations.

As the showcase of Wisconsin's agricultural, educational and industrial achievements, the Wisconsin State Fair annually attracts the cream of your prospects from all over the State. You'll meet them through your exhibit under ideal circumstances . . . You'll have the opportunity to learn what they think of you, too.

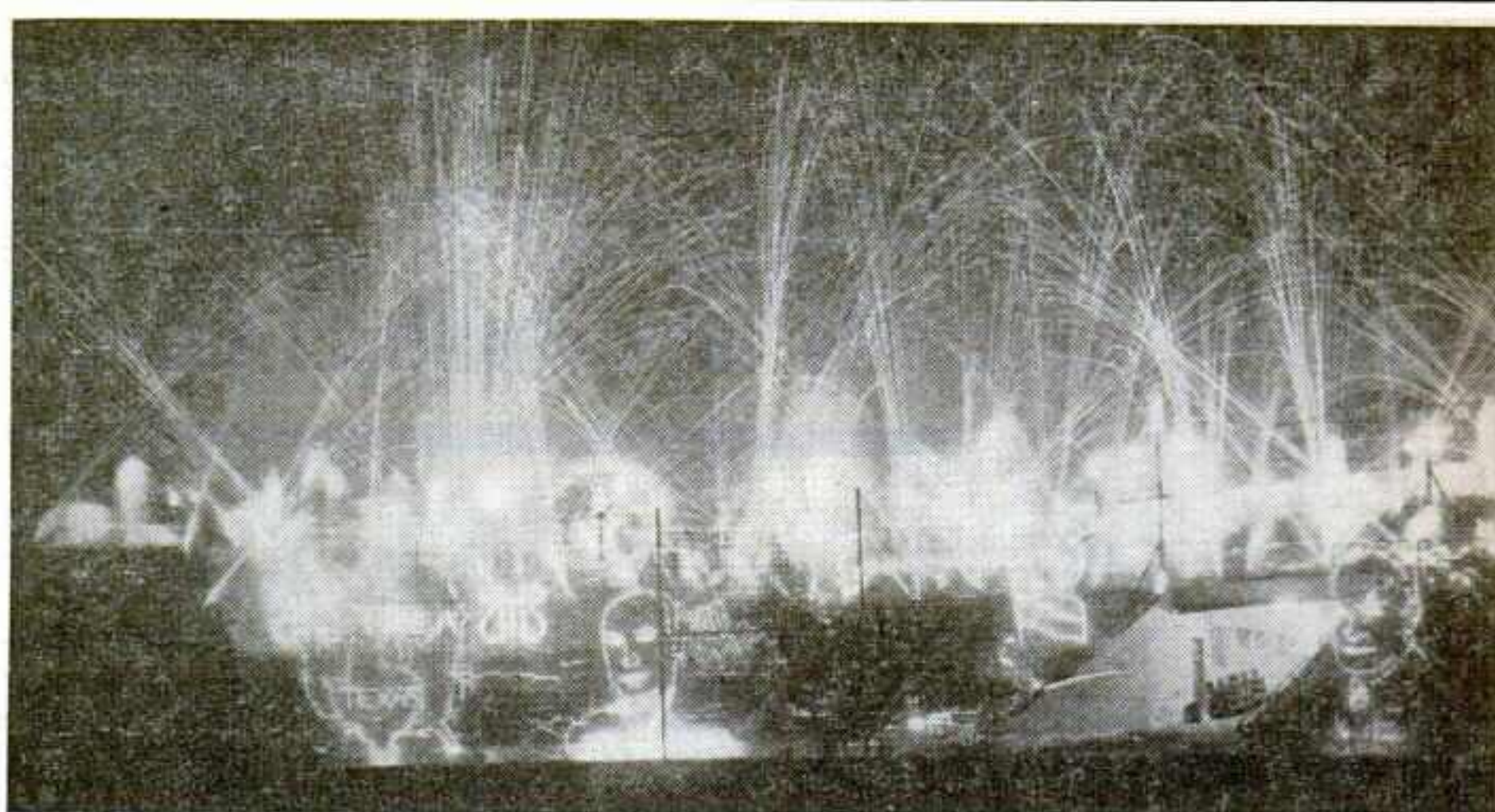
For complete details on the market, write for the **WISCONSIN STATE FAIR SURVEY**, a complete report prepared by the Research Department of The Milwaukee Journal.

WISCONSIN STATE FAIR

WILLARD M. MASTERSON, Manager, State Fair Park, Milwaukee 14, Wisconsin



Hopalong Cassidy (William Boyd) appeared before more than 40,000 small fry fans in free matinee show on Elementary School Day at 1952 State Fair of Texas. This was probably biggest of special events which packed 'em into fair's big Cotton Bowl stadium.



Fireworks displays, presented by Art Briese, of Thearle-Duffield Fireworks Company, Inc., were presented in conjunction with three State Fair of Texas' big special shows in Cotton Bowl. Solo pyro displays were seen by estimated 60,000 people at two shows. This unusual photo shows virtually the entire program, having been exposed at several different times during the show.

Special Events Go Big at Dallas

Seven Free Cotton Bowl Specs Pull 200,000; Fair Puts Accent On Size, Not Number of Features

SPECIAL events and free shows drew big at the 1952 State Fair of Texas, with emphasis on bigger events with maximum crowd-pulling possibilities rather than numerous small activities. The latter, however, were not neglected.

More than 200,000 people attended the fair's seven biggest and best-promoted special events in the expo's mammoth 75,504-capacity Cotton Bowl.

Top draw was the personal appearance by Hopalong Cassidy (William Boyd) on the afternoon of Elementary School Day. About 40,000 kids saw Hoppy, who was backed by Western acts from a local radio station. Hoppy show was made possible by Jake and Phil Golman, Dallas bakers of the Hoppy-endorsed Holsum bread.

Fireworks put on by Thearle-Duffield, Inc., were

presented in conjunction with three of the free shows. However, solo pyro displays at night, following Hoppy appearance and on the fair's big Sunday, October 12, drew an estimated 30,000 for each of the fireworks show alone.

Other big draws included 30,000 for Dallas Day program, sponsored by Junior Chamber of Commerce, 25,000 for the East Texas Day Show and 10,000 for the Music Festival, the latter being pared by cold weather.

About 30,000 attended fair's second annual religious festival in the bowl on the final evening of the fair.

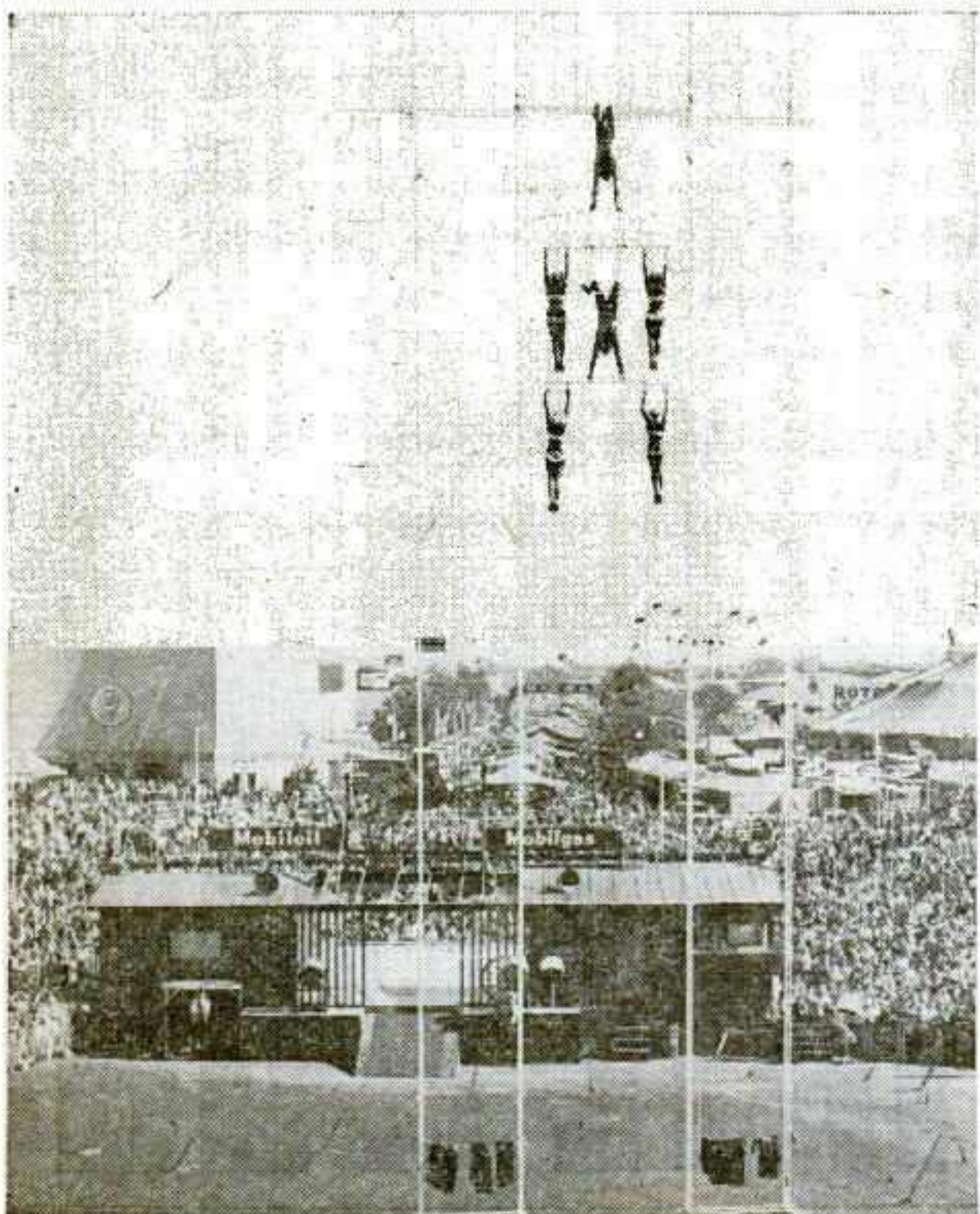
Joe B. Rucker Jr., fair's special events director, staged free shows in the stadium and lined up about 200 other events and programs on the fairgrounds during the 16-day fair.



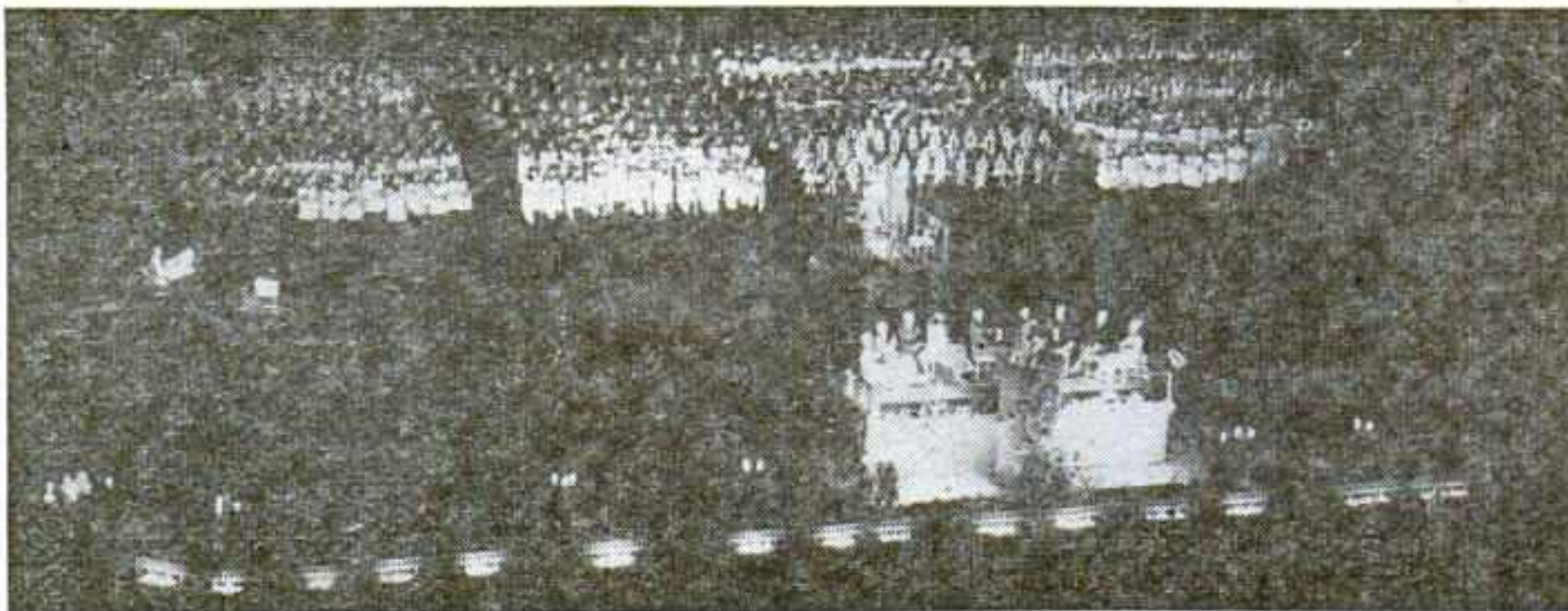
Precision marching Apache Belles from Tyler Junior Collage are featured at East Texas Day free show in Cotton Bowl. Attendance, about 25,000. Show also featured Margaret Whiting, Liberace, the Four Aces.



Paul Lavalle, conductor of Cities Service NBC Band of America, leads 2,500 high school bandmen at Music Festival in Cotton Bowl. Festival drew about 10,000, attendance being held down because of cold weather.



Johnny Gibson's Hollywood Sky Ballet puts on free show before thousands clustered around Magnolia Midway Stage. Gibson act, along with Benny and Betty Fox, performed twice daily during fair. Show is presented by Magnolia Petroleum Company. Stage, seen here from the rear, is used for dozens of special events, ceremonies, concerts, etc.



State Fair of Texas religious festival, held for second year in Cotton Bowl, drew about 30,000. Gate charge to grounds is removed two hours before festival begins. Fair considers festival excellent public relations as well as impressive spec appealing to important segment of population. Festival features nationally known minister, massed choirs, instrumentalists.



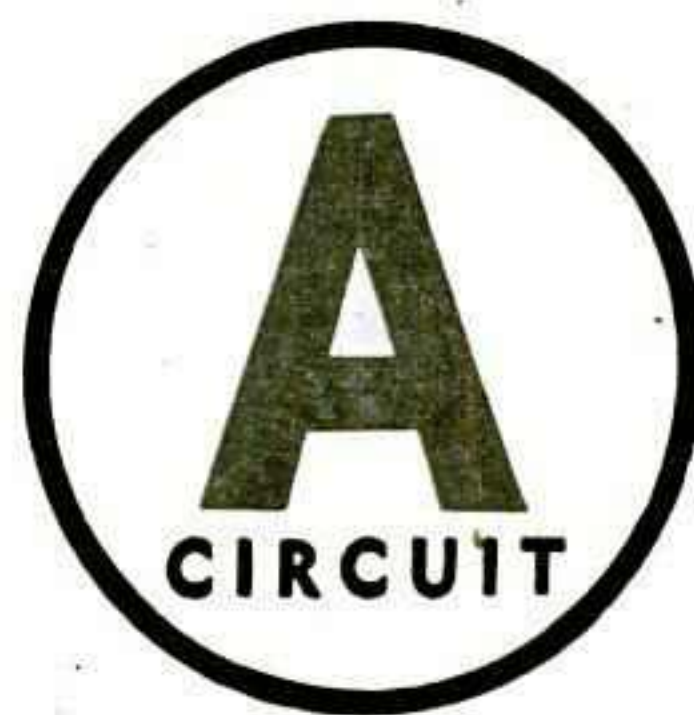
View above shows gridiron set for religious services plus part of the 30,000 persons who attended the free event on closing Sunday.

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CUSTOMERS WILL SEE THE PRODUCT
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For complete details and reasons why you should exhibit here, write to:

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EXHIBITION OF MANITOBA
BRANDON, MANITOBA
1953
June 29-July 3

CALGARY EXHIBITION
AND STAMPEDE
CALGARY, ALBERTA
1953
July 6-July 11

THE EDMONTON
EXHIBITION
EDMONTON, ALBERTA
1953
July 13-July 18

SASKATOON INDUSTRIAL
EXHIBITION
SASKATOON, SASKATCHEWAN
1953
July 20-July 25

THE REGINA
EXHIBITION
REGINA, SASKATCHEWAN
1953
July 27-August 1

**Annual Meeting: Jan. 19-20-21, 1953
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**CLASS "A" CIRCUIT
OF FAIRS OF
WESTERN CANADA**

*cordially invite
fair men, show-
men, concession-
aires, attractions
people to their
annual meeting*

LINCOLN SURGES AHEAD

Able Ed Schultz, Backed by Progressive Board, Lifts Nebraska State Fair Into Black; Boosts Income, Gate Sharply; Makes Many Improvements

FEW fairs can match the tremendous strides made by Nebraska State Fair at Lincoln in the last six years.

In 1946, the year, incidentally that Ed Schultz assumed the secretarial-managerial reins, the Nebraska annual was deep in the red.

It had an indebtedness of \$209,000 on its grandstand and

history. The fair's treasury contains a sizable surplus and plans are being pushed for new improvements.

Supported by a progressive fair board, Schultz has built up the fair's income while keeping a close eye on expenses. In 1946, when money was freer than this year, the event pulled 215,000 people and receipts of \$347,364. This year, despite the tighter dollar, the fair attracted 279,000 persons and grossed \$534,381.

Chief among the reasons for the increase in both attendance and receipts has been the attention paid to grandstand attractions. Schultz has sought constantly to upgrade the caliber of the entertainment program. At times this involved calculated risks. But Schultz and his board took them, and invariably they paid off.

Evidence of this is found in a comparison of the grandstand receipts in 1946 and 1952. The grandstand take in 1946 was \$72,295.25; this year it was \$110,166.32, more than a third higher.

There are many other reasons for the fair's success. Generally these boil down to upgrading of all departments and stronger publicity and promotion.

Schultz has pushed for as much year-round use of plant facilities as is possible without overdoing the programing of events. Thus auto racing, which has developed into a powerful fairgrounds attrac-

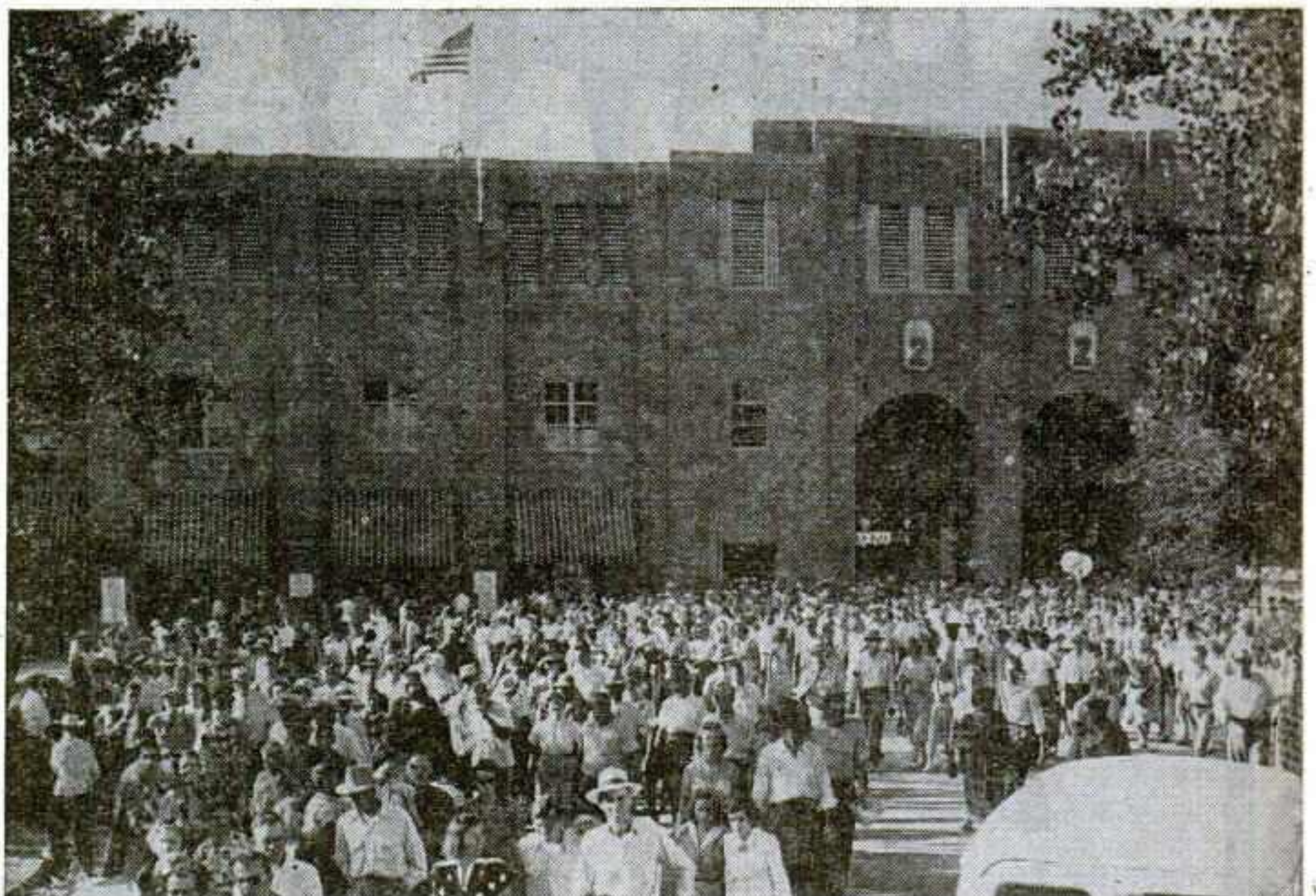


ED SCHULTZ

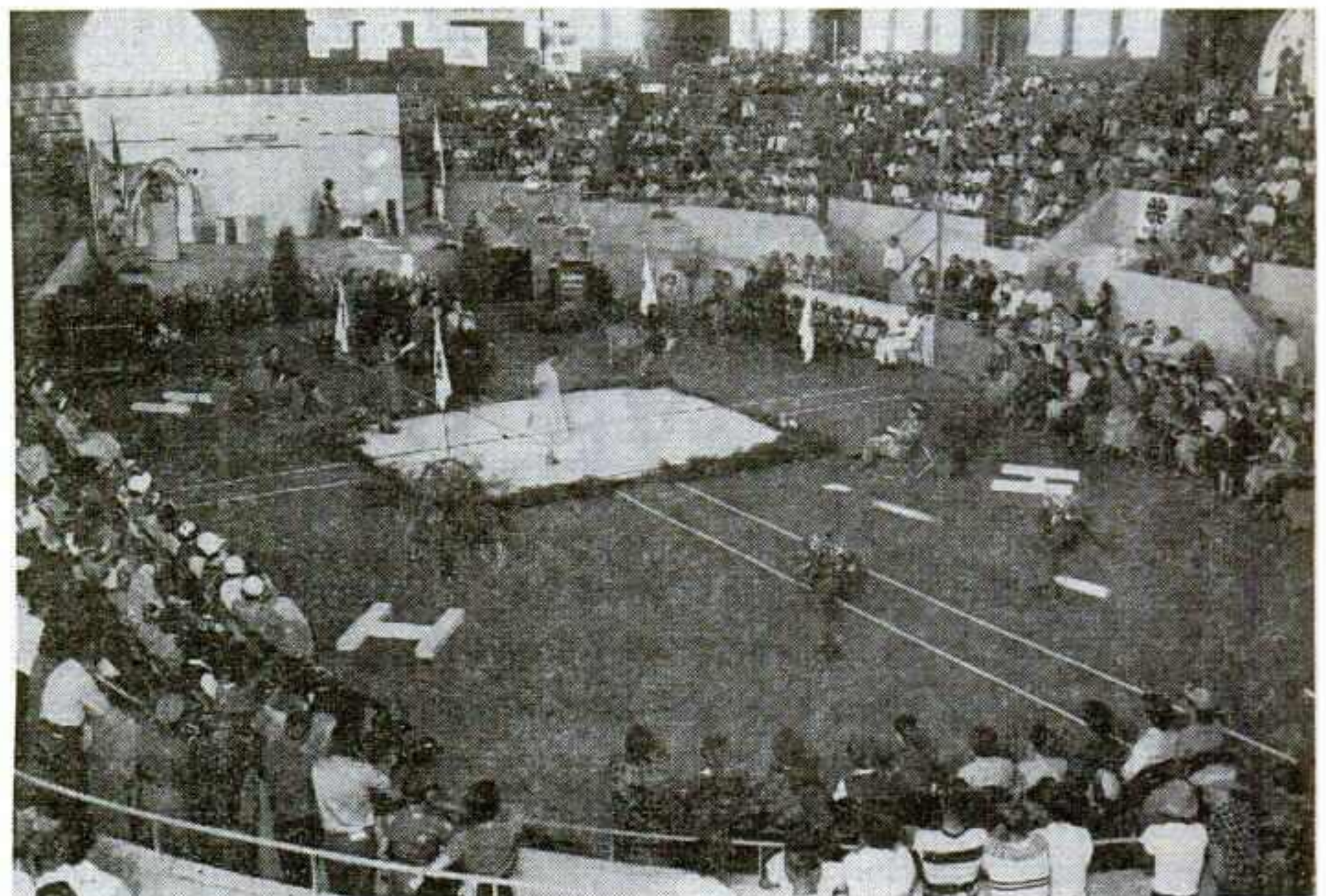
uncomfortably high debt charges. Four years later, September, 1950, that debt was wiped away.

Relieved of the need to set aside payments and interest charges on the grandstand bonds, the fair was free to build up its cash reserves. In the intervening years it has done that—and more. It has made substantial improvements and boosted the quality and scope of its program.

As a result the plant now is in the best condition of its long



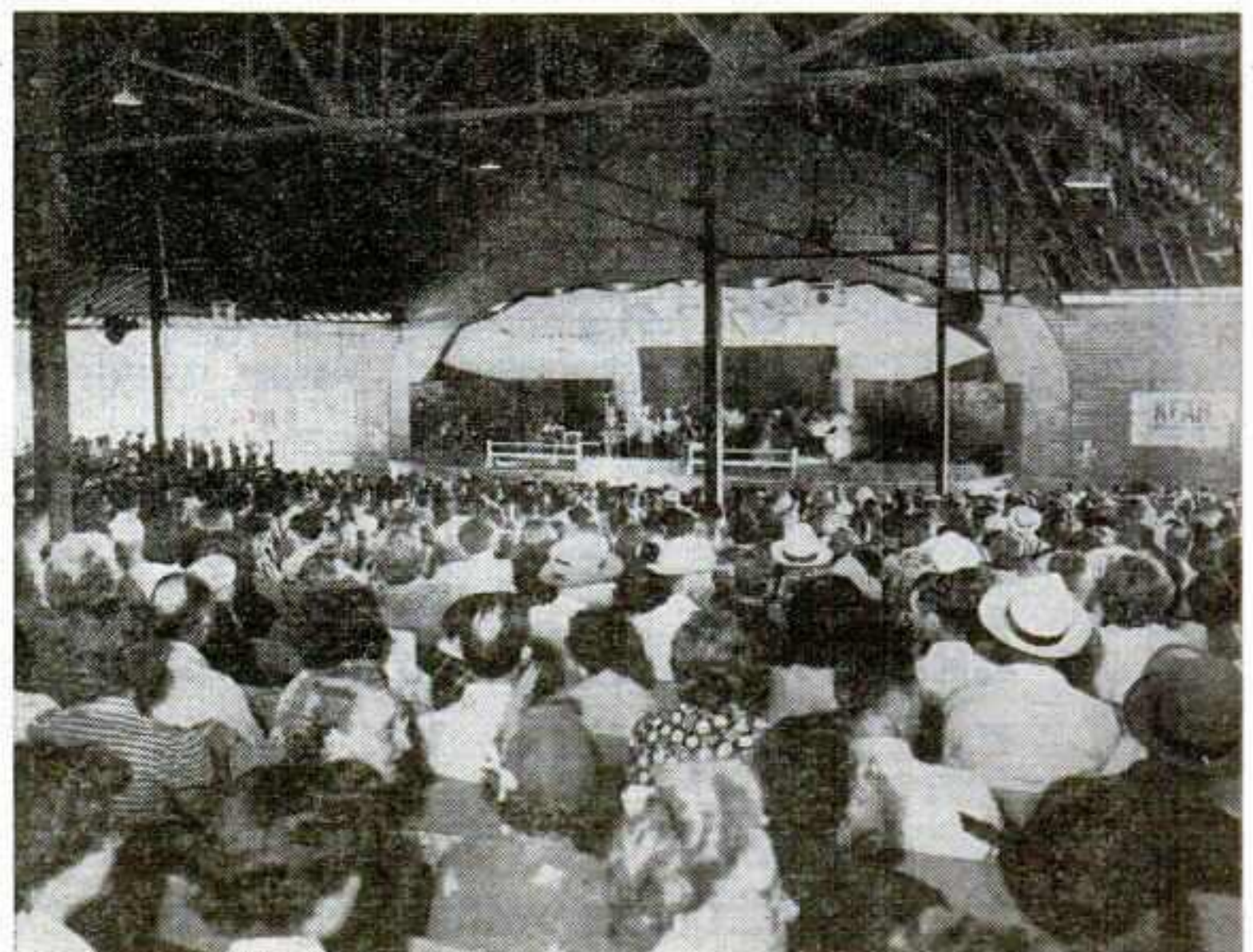
Main entrance of the grandstand is pictured with crowds pouring out following the break of the matinee show.



Dress review, one of the many events staged in the 4-H building during the fair. Building is used for variety of purposes at times other than during the fair.



Aerial view shows each half of the Nebraska State Fairgrounds. Note densely packed parking area at the extreme left.



Crowd above was typical for shows offered in the 4,800-capacity open-sided auditorium. Talent for these presentations consists of radio shows or bands.



Automobile racing proved a consistent crowd-puller and money-maker at the Nebraska State Fair. Typical crowd-action shot shown above, with Al Sweeney of National Speedways, who stage the events, waving the checkered flag.

tion at Lincoln, is limited to five days a year, three during the fair plus still dates on Decoration Day and July 4.

A rodeo is presented for four days in June, and a 17-day horse-racing meeting with pari-mutuel betting is presented in August.

Buildings suitable for year-round use are utilized as much as is practical and several touring attractions appear indoors at the fairgrounds at times other than during the fair. This not only brings in added revenue, but also keeps the fair set-up in the public eye and enables better maintenance of plant facilities.

This year the fair spent \$60,900 in new additions or additions to existing facilities. Among the principal projects were a new \$15,000 hay and feed barn, large restrooms for midway employees built at a cost of \$6,000, large women's and men's restrooms costing \$25,000 and hard surfacing of the midway at an expense of \$9,000. Other projects included reworking the parking lots and the acquisition of a portable safety zone fence in front of the grandstand.

The fair has shown a keen awareness of the needs of midway people. The restroom, built for carnival employees, is one of the finest of its kind. It includes, among other things, hot and cold showers.

A run-down of improvements in the five years before 1952 shows a wide range of plant improvements and acquisitions. In 1951 expenditures for such purposes aggregated \$37,000; in 1950, \$39,000, and in the preceding three

years a total of more than \$100,000.

Additional improvements are now under way. No. 1 on this list is the erection of a two-story office building, 50 by 150 feet, which will include an open-air auditorium, private dining room, steel vault, press headquarters, and post office plus several offices.

Major building project planned for the near future is the erection of a new coliseum, of 200 by 280 feet, with a seating capacity of 5,200 for arena-type events and a capacity of 8,000 when the arena floor is used for seating.

The fair has made vast strides in heightening appeal of fairgoers of various tastes. Each year it has sought to obtain a national livestock show and, under Schultz, it has brought in several. It also has worked to raise the standards of the commercial exhibits, and in this it has been eminently successful.

Such exhibits have grown to such an extent that the fair no longer has sufficient space to accommodate applications, and in recent years as many as 150 would-be exhibitors have been turned away. The farm machinery display has shown vast growth, forcing the fair to convert space formerly used for parking into exhibit space.

The growth of the fair on so many fronts stems in part from the industry and application of Schultz and also from the progressive-mindedness of the fair board. With a continuation of that combination, the Nebraska State Fair is expected to further its steady, sound growth.

From  to  to  to  to you'll find customers for every type of product at the . . .



ATTEN DANCE
1952 375,000

1951 325,000

1950 310,000

Official State Fair of Kansas

**1953 DATES
SEPTEMBER
20-25 INCL.
TENTATIVE**

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 - High School Bands
 - State Fair Airstrip
- AN INDEPENDENT MIDWAY**

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WM. H. WEGENER, Assistant Secretary
HUTCHINSON, KANSAS
WILLIAM CONDELL, President **VIRGIL C. MILLER, Secretary**



Marching bands parading on the fair's streets liven up proceedings. Lining the street at left are some of the uniform concession stands built by the fair this year and leased out to churches, veterans' organizations and service clubs.

VETS BUILD BIGGEST DAY

Free 10-Hour Show by Bands, Marching Units, Drum and Bugle Corps Crams Huge Grandstand; 37 Groups Vied for Year's \$10,000 Cash Awards

VETERANS' DAY is the biggest of all at the Illinois State Fair, Springfield, and the chief reason for that is its program: An all-day competition for veterans' bands, drum and bugle corps, drill teams, clown bands, and their younger counterparts, musical and drill units of junior-veteran organizations.

Ever since World War II, the day has taken on increased stature, attendance and program-wise. New, younger veterans moved into the various groups following the last war to swell membership and infuse new enthusiasm, and this trend is expected to continue for some years.

The first year after the war 22 units participated. This year there were 37, and the units averaged about 40 members each, considerably more than the units that preceded them immediately after the war.

Offered as a free show, the veterans' program is presented in front of the fair's huge grandstand, starting usually at noon and continuing until 10 p.m., with only a break of about 45 minutes during that period. By the close of the program, State champions have been picked.

Cash Prizes

A total of approximately \$10,000 in cash prizes was awarded this year, with \$850 as the top single prize. More than 1,500 individuals took part. Those attached to units but not actually playing or drilling, brought the number of those at the competition up to 2,000.

In addition, of course, each contingent was accompanied by relatives, friends, and a large number of loyal organization supporters, many of whom follow their particular unit with the same ardent spirit as the supporters of a

small town basketball team.

Practically all of the units were flashily arrayed in bright uniforms, and their appearance, particularly in the marching movements or in massed array, presented an eye-filling spectacle. The martial airs naturally added to the presentation.

The Springfield grandstand is one of the largest in the nation, yet from the time the program began until it terminated 10 hours later, excepting only for a 45-minute interruption, the stand was crammed.

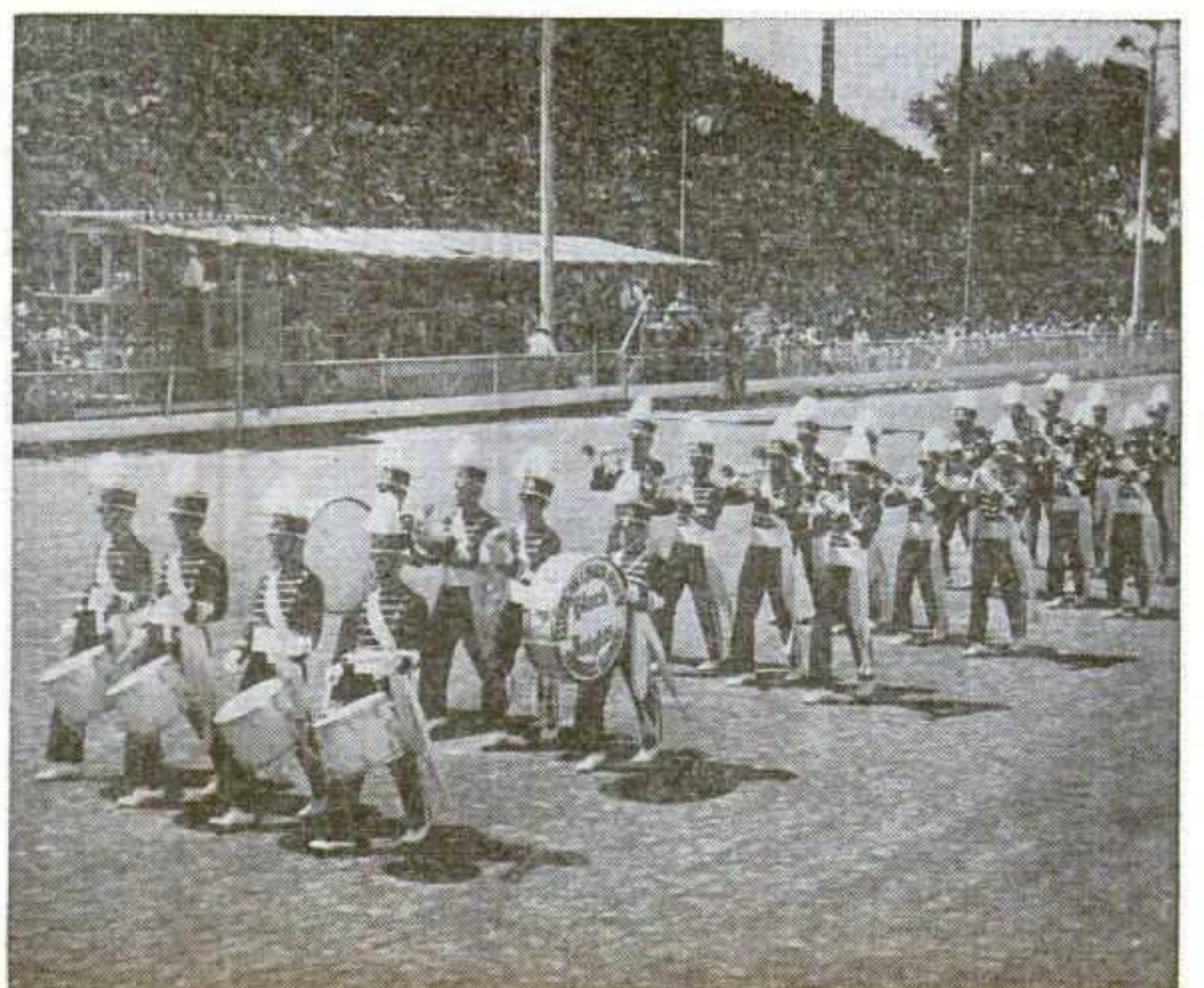
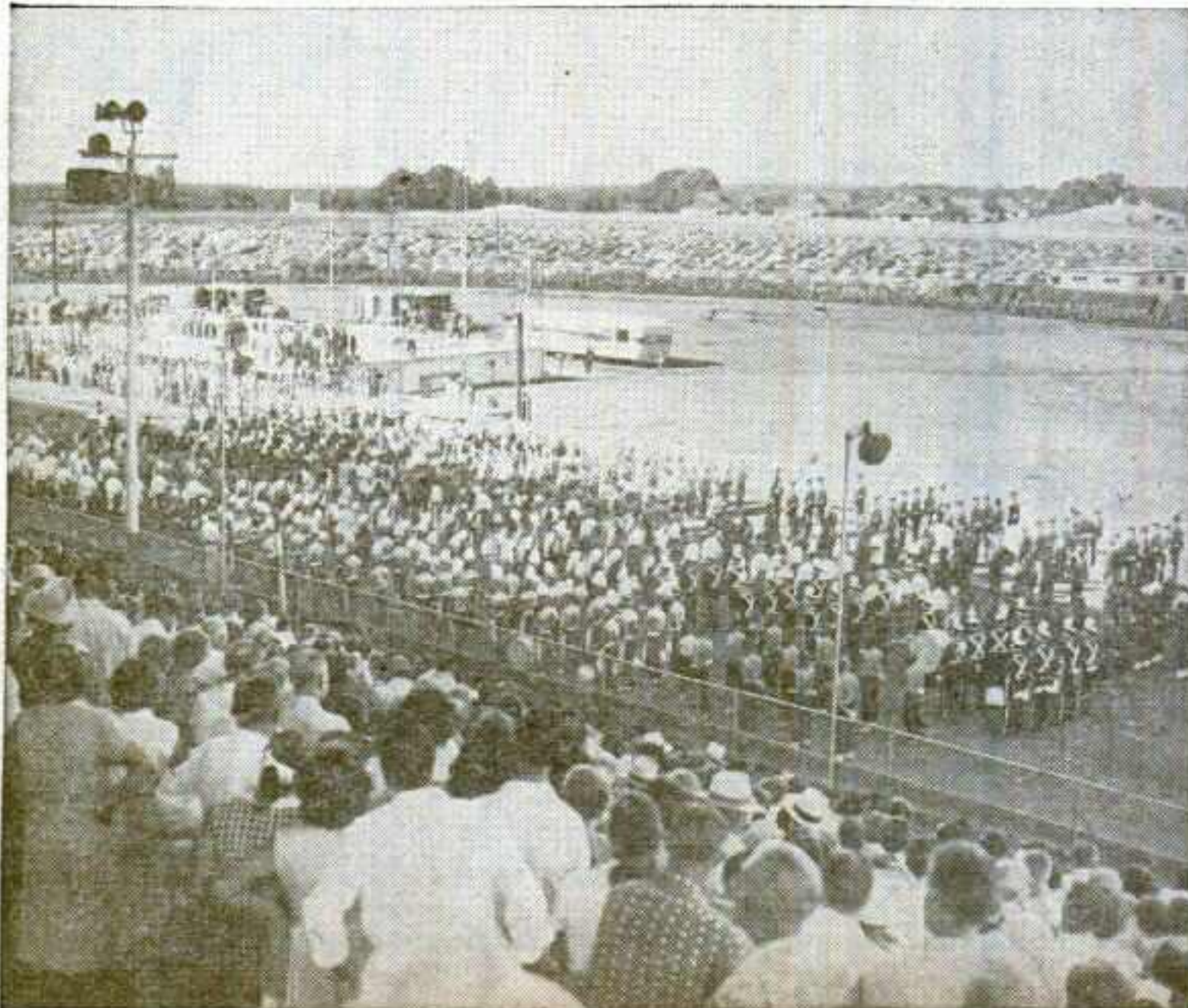
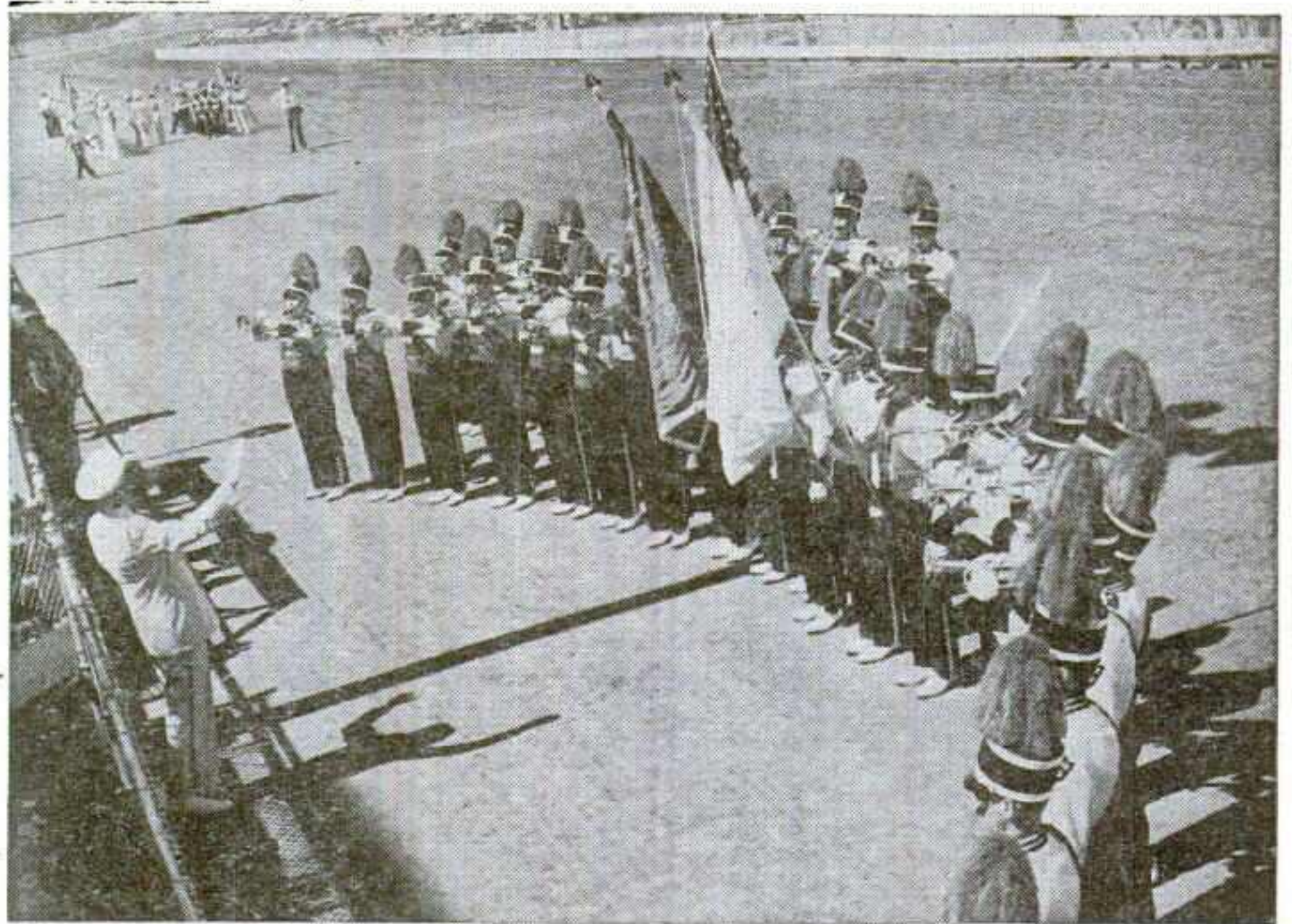
Grandstand Hypes Biz

To be sure, the grandstand brings in no revenue on the day—which always falls on the first Sunday of the fair. But grandstand eat-and-drink concessions thruout the grounds do a thriving business. So, too, do the midway and such features as the ice show, presented elsewhere on the grounds.

Of all fairs in the country, Illinois probably is the most generous toward veterans. It gives them free admission to the fair every day as a result of an act of the State Legislature. In recent years the fair has tightened up its gates. Now the outside gate on Veterans' Day, which had been on only a token "paid" basis, is actually tight, with only ex-servicemen admitted free.

Raymond A. Byers, the fair's superintendent of the Veterans' Day program, starts preliminary work in January, when he first contacts officials of the various American Legion, Veterans of Foreign Wars, and Amvet units thruout the State.

Further growth in the day's activities is expected, according to Byers. Not only are more new, younger vets joining the various units, but there has been a sharp increase in the number and size of the junior organization units, made up of sons and daughters of veterans.





Glistening exhibit of commercial butter-making at the Minnesota State Fair has become an annual feature. Sponsoring creamery has won many customers from fairgoers since the exhibit was first introduced. Demonstrating snares and holds attention of fair patrons.

Boost Baking, Butter-Making

On Site Production at St. Paul Delights Crowds, Wins Customers

COMMERCIAL on site, in sight butter-making and baking, have proved powerful exhibits at the Minnesota State Fair. St. Paul, compelling avid interest and winning much good will from the industries and companies they represent.

The baking exhibit was new in '52 and registered big. Sponsored by the Millers' National Federation, it consisted of a completely equipped bakery, spotlessly white thruout. More than 200,000 slices of buttered bread were given away to fair visitors. On the fair's opening day as an added feature, Art Linkletter, CBS radio-TV star, made a personal appearance at the exhibit.

The sponsoring federation was gratified at the response which had been designed to acquaint the public with the values of enriched bread and bakery products.

Commenting on the exhibit's success, Nate Crabtree, public relations director for the federation, said: "The exhibit definitely reached the audience we had in mind. It received a good showing by the fair. Every bit of comment we received was favorable, and we are sure our first venture in fair exhibition will accomplish the purpose the federation had in mind."

Press reaction to the exhibit was ardent. Typically, the Southwestern Miller, trade journal in Kansas City, editorialized: "The fine presentation by the Millers' National Federation at the Minnesota State Fair should encourage similar presentations at other agricultural fairs thruout the country."

Butter-making has been a highly successful featured exhibit at the Minnesota annual for a number of years, and in '52 it registered as strong as ever with fair patrons. Sponsored by one of the leading name brand butters in the State, the exhibit again was presented in a highly attractive and forceful manner that emphasized the cleanliness of the operation.

The entire operation was enclosed, with a long display window extending the full length of the long enclosure, permitting easy vision to large numbers of people at one time. Done in white thruout, with much of the butter-making machine either chromed or finished in other bright metal, the exhibit fairly sparkled.

The dairy products company is sold completely on its effectiveness, and that's why the company will repeat the exhibit again in '53.



New in 1952, commercial bakery exhibit at the Minnesota State Fair builds much good will for sponsors and delivers potent message on enriched bread and bakery products. Sponsor gave out 200,000 slices of buttered bread to patrons.

THE MOST POPULAR SALES MEDIUM IN NEBRASKA
... THE ONLY SHOW OF THE YEAR

NEBRASKA State Fair

LINCOLN, NEBRASKA

A \$3,000,000 Showcase for America's
Fastest Growing Agricultural and Industrial Exposition

Nebraska State Fair . . . a product of pride in accomplishment, mirroring the achievements of its people. Always famous for its agricultural wealth, Nebraska is now experiencing a new found prosperity in oil and industrial expansion. If you are looking for a market that reflects stability this is it . . . if you are already established in Nebraska's economy then this is the event to help you grow with it.

\$185 MILLION URBAN MARKET

\$1 BILLION FARM MARKET

#

1953 DATES
Sept. 6-11 Inclusive

For Profitable Concession and Exhibition Space where a great state stages its greatest show . . . come to the Nebraska State Fair.

EDWIN SCHULTZ, Secretary Lincoln, Nebraska

Heads-Up Work Raises Oldie

Eddie Carroll Boosts Aged Annual Into Big Crowd-Puller, Money-Winner

By HARRY STORIN

THE old saw about the first 100 years being the hardest also applies to fairs, particularly the Western Massachusetts Great Barrington Fair.

At the close of the 99th annual Barrington Fair in 1940, it looked like curtains for the institution. Weak management, floods, hurricanes, run-down equipment and a shortage of cash indicated the end. Flocks of creditors lined up to give it a final push into oblivion.

How come it survived? How come almost overnight it became one of the most progressive fairs in the East?

was a fait accompli, he decided to look at what he had bought. Then there was the matter of doing something with it.

Rumors

Rumors spread around Berkshire County that this was going to be the end of the fair. Those in the know said that Carroll was going to use the fair for something else.

The rumors died aborning when Carroll announced an immediate \$50,000 re-modeling program for the first year, with a second set of plans on the boards for the next year.

September, 1952, saw the 12th year of his administration, and every one of those years brought tremendous changes in the physical set-up. Presently a major set of changes is in motion for 1953, and no doubt more will follow, since Carroll is a restless guy.

Modern Touches

All the traditional fair features have been retained, but many modern touches have been added. The transition has been expensive and expansive — but the receipts have risen proportionately.

Growth during the last 11 years has been phenomenal, due in a large measure to horse racing, which has been a fair feature at Great Barrington for almost a century. Years ago it was the trotters — now it is the runners.

The runners had been carded four years before Carroll. During those four years the gains ran 5 per cent, 12.9 per cent and 47.9 per cent over the first year. It has jumped progressively every year since.

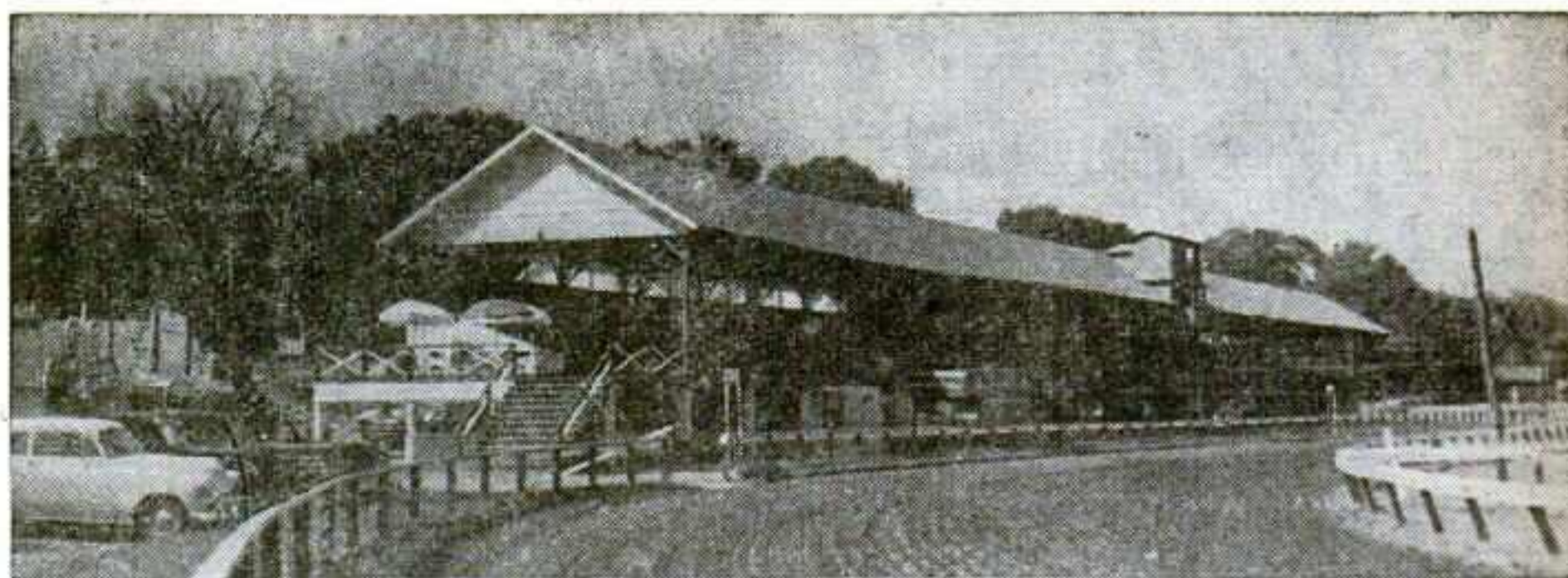
Racing Gains

During the first fair under Carroll's direction, the figure jumped from 47.9 per cent to 254.4 per cent. This year showed a gain over the initial year of 1,434.5 per cent.

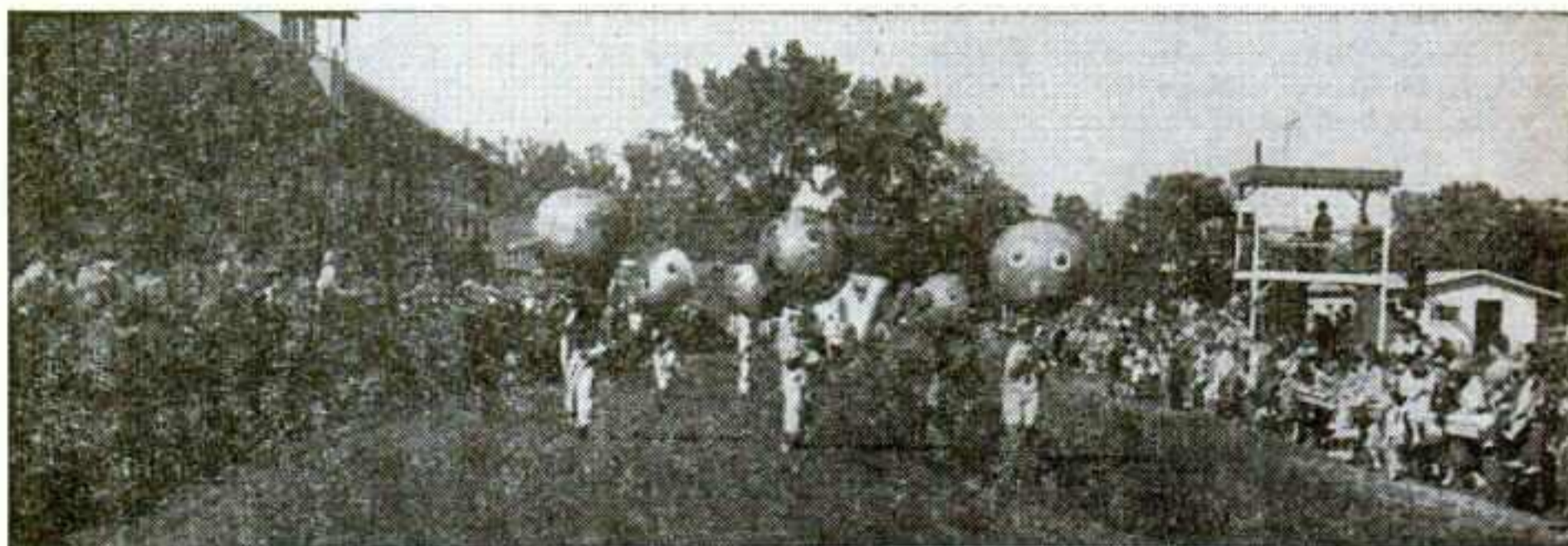
This just didn't happen. There's a reason, in fact a lot of reasons. The gains were not confined to the racing department, but to every fair department.

Take food and beverages. Prior to the new deal, the fair management allowed anybody to come in with any kind of food and drink set-up, with the public taking its chances on price and satisfac-

(Continued on page 130)



The grandstand and turf are kept in tip-top shape. It costs money to keep the track in this condition, but Carroll has discovered that it's well worth it.



Special events, like this parade, are planned well in advance and help keep the turnstiles clicking.



EDDIE CARROLL

Is it true that the man, who accomplished this, bought the whole fairgrounds and paid the creditors dollar for dollar without even setting eyes on the plant?

The Record

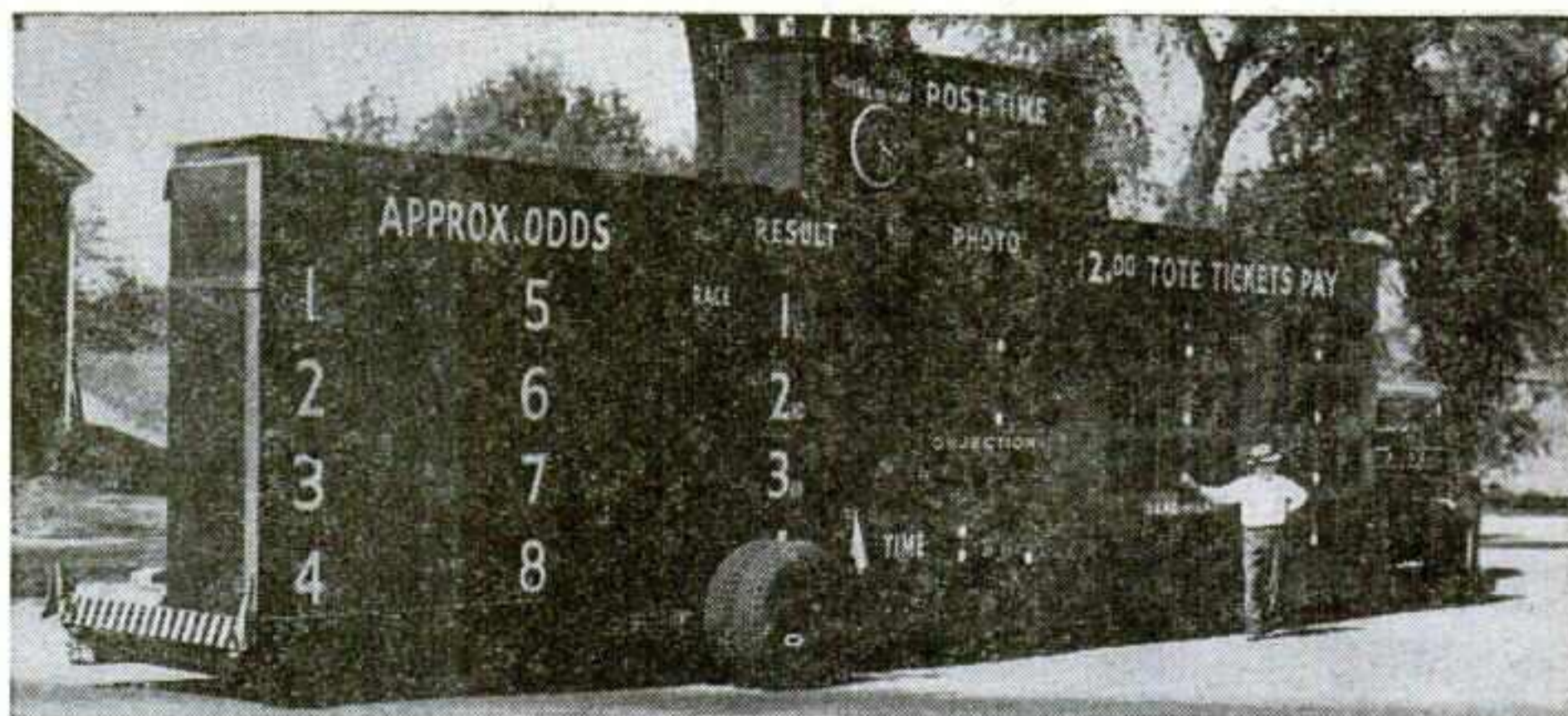
Let's look at the record—a record of nerve, speed and intelligence. It all started over a telephone call. A friend of a friend phoned and said there was a report that the Barrington Fair was on its last legs and could be bought. This information was relayed to the present head of the fair, Edward J. Carroll, and he was immediately intrigued with the idea of revitalizing an old fair.

After all, he had just finished his first year of injecting new life into Riverside—an abandoned amusement park near Springfield, Mass.

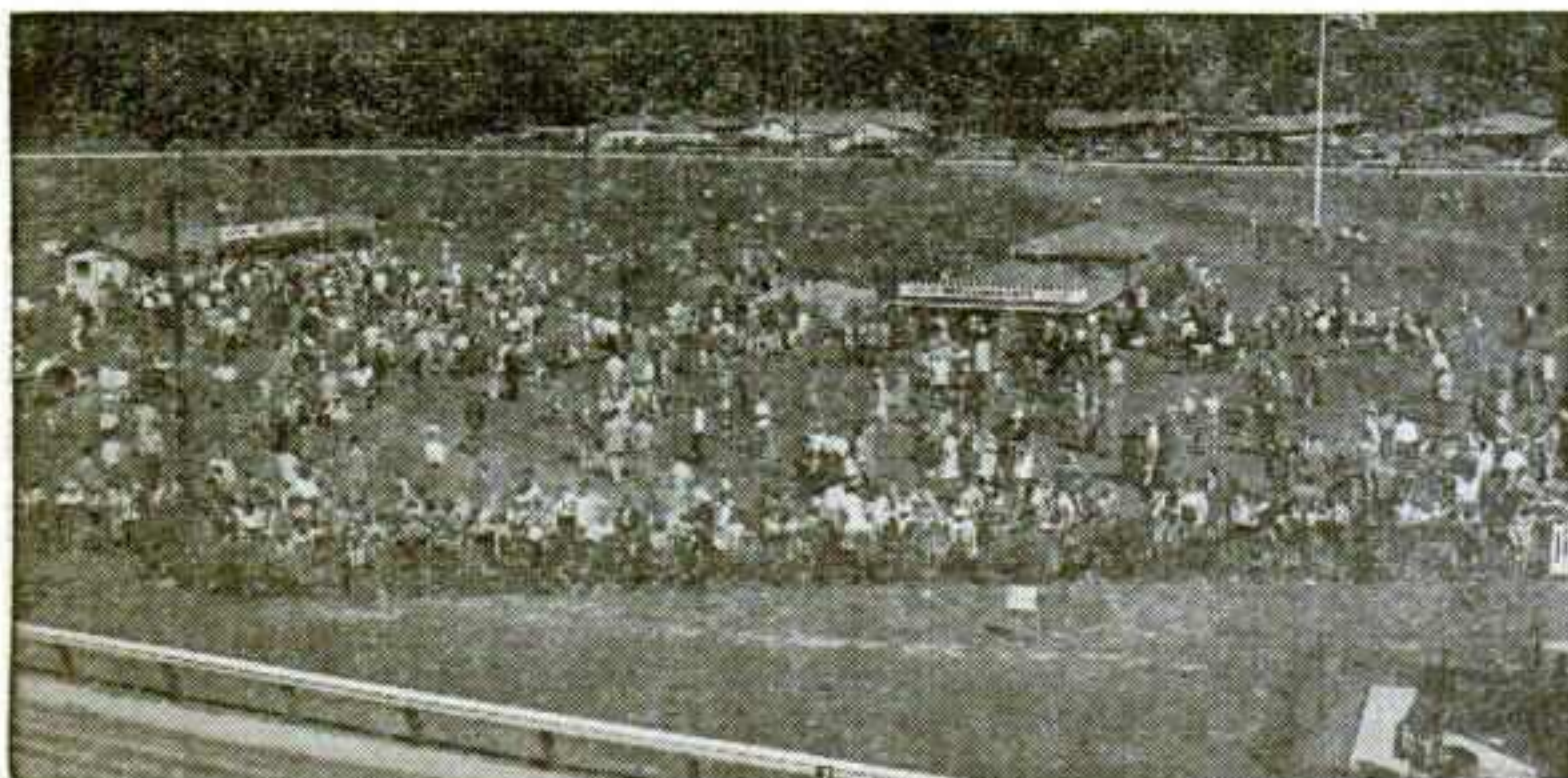
He moved fast, and before you could write Jack Robinson, he had affixed the name Edward J. Carroll to the purchase agreement. After this



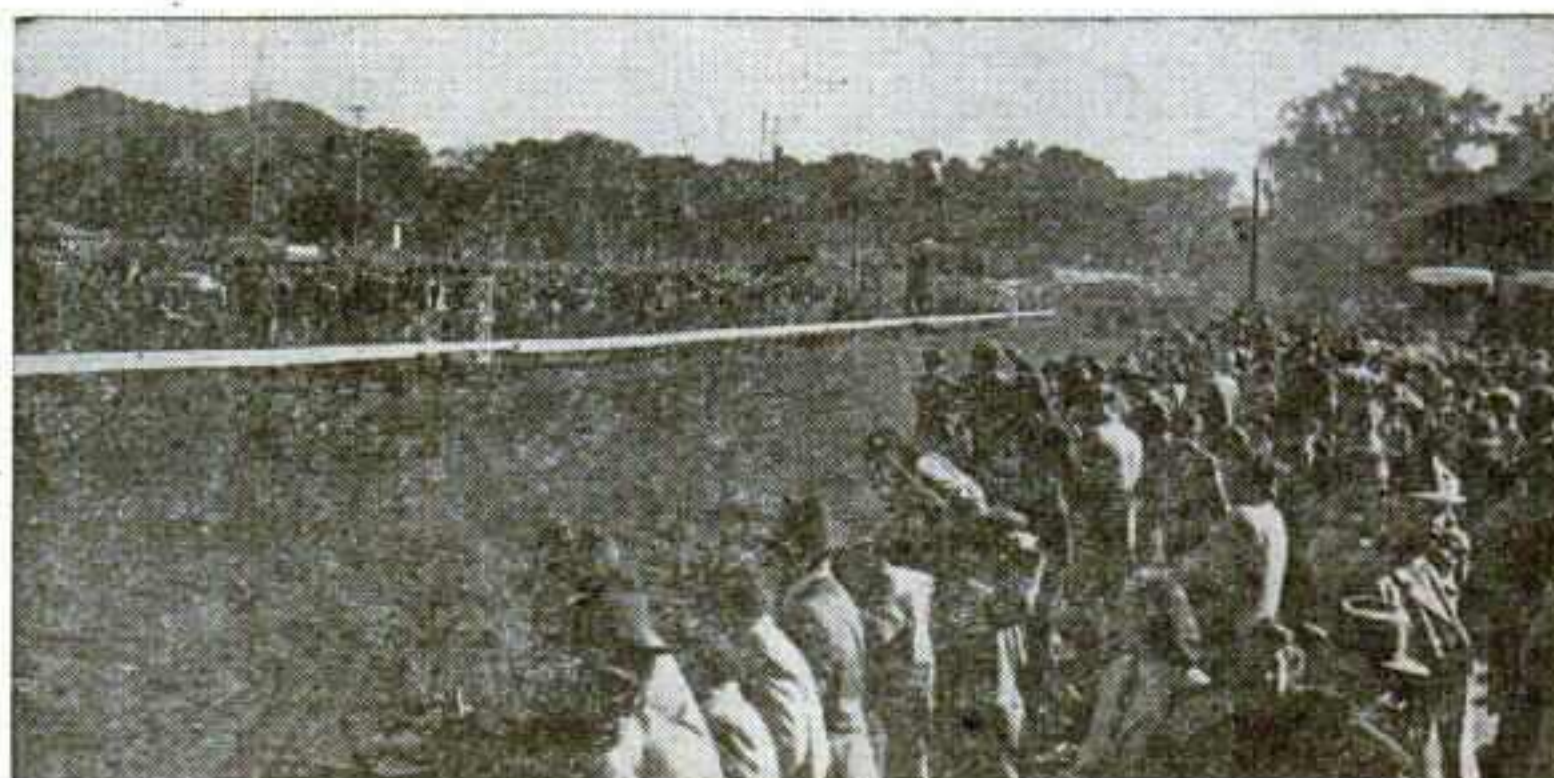
While racing, thrill shows, the midway and the grandstand shows are all essential to a successful fair, top agricultural exhibits are still the backbone of the Barrington Fair.



Ed Carroll spent \$30,000 to have this portable tote board built especially for the Barrington Fair, and the persons who collect on winning horses aren't the only winners.



Pari-mutuel racing has been scoring so heavily at Barrington that the grandstand is unable to accommodate all the fans. Here is the overflow in the infield.



This is a typical racing afternoon at Barrington. Note the packed grandstand, crowded rail and infield.

Cotton Picker: Hit In North

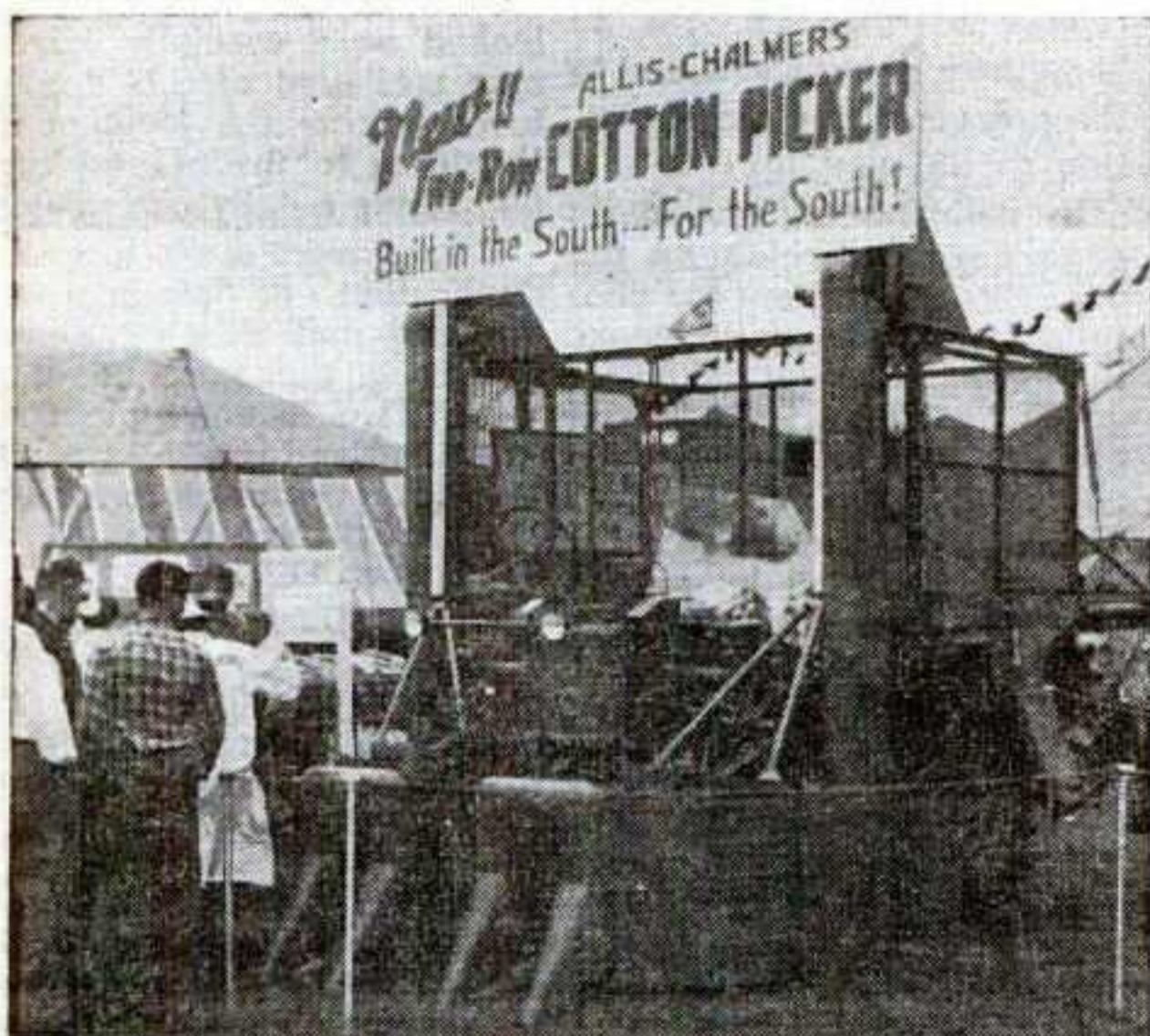
**St. Paul's Farm Machinery Hill
Offers Wide Range of Machines**

A COTTON PICKER, of all things, was one of the top features on Machinery Hill at the 1952 Minnesota State Fair, St. Paul, even tho no cotton is raised within 1,000 miles of St. Paul.

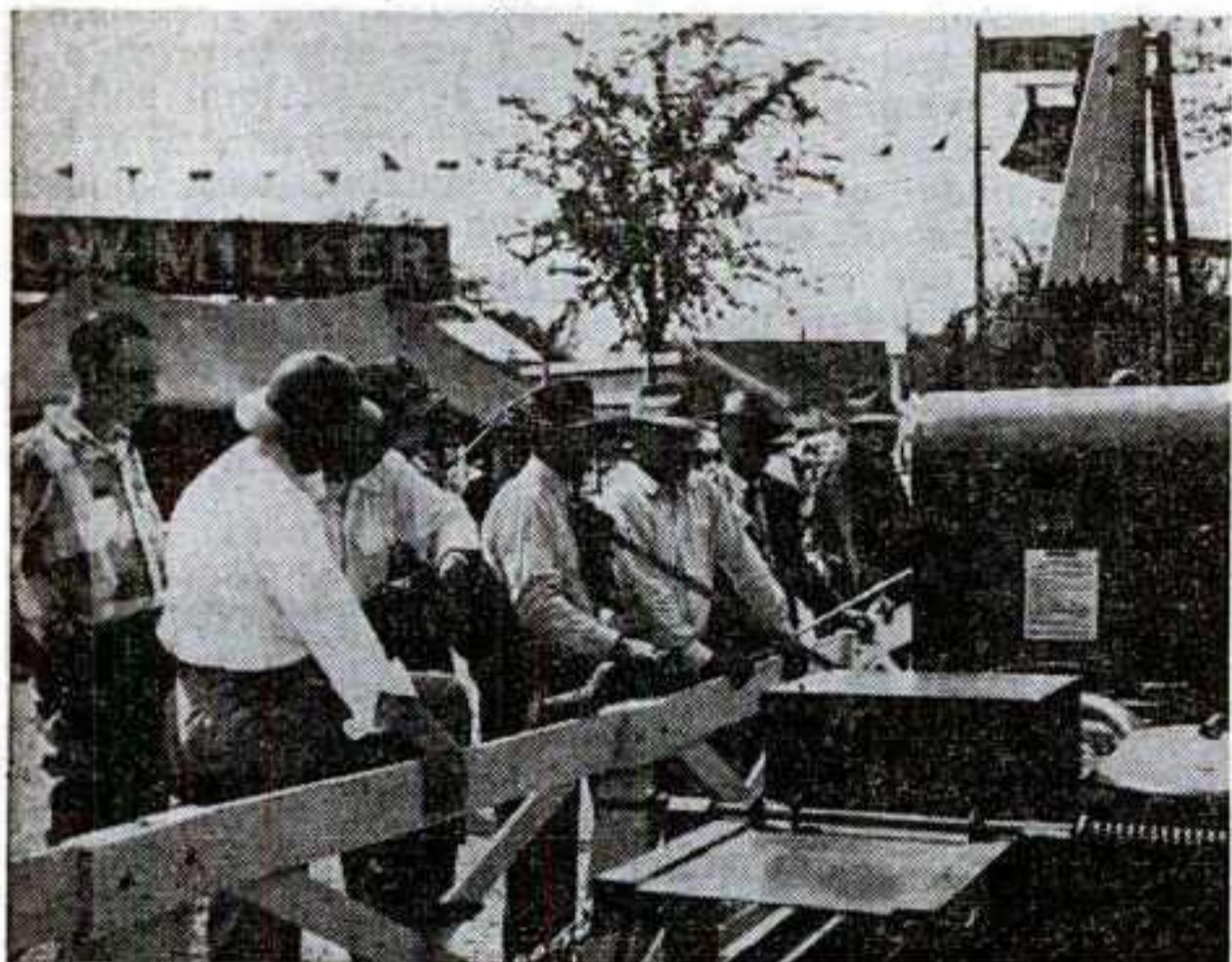
Sponsored by the Allis-Chalmers Manufacturing Company, the exhibit was presented to show the diversity and experience behind all the company's products, according to W. J. Kline, manager of the firm's farm machinery department in Minnesota's Twin Cities.

"We certainly were not interested in selling cotton pickers in Minnesota," Kline pointed out, "but many persons visited our exhibit to see the machine who otherwise would have missed us."

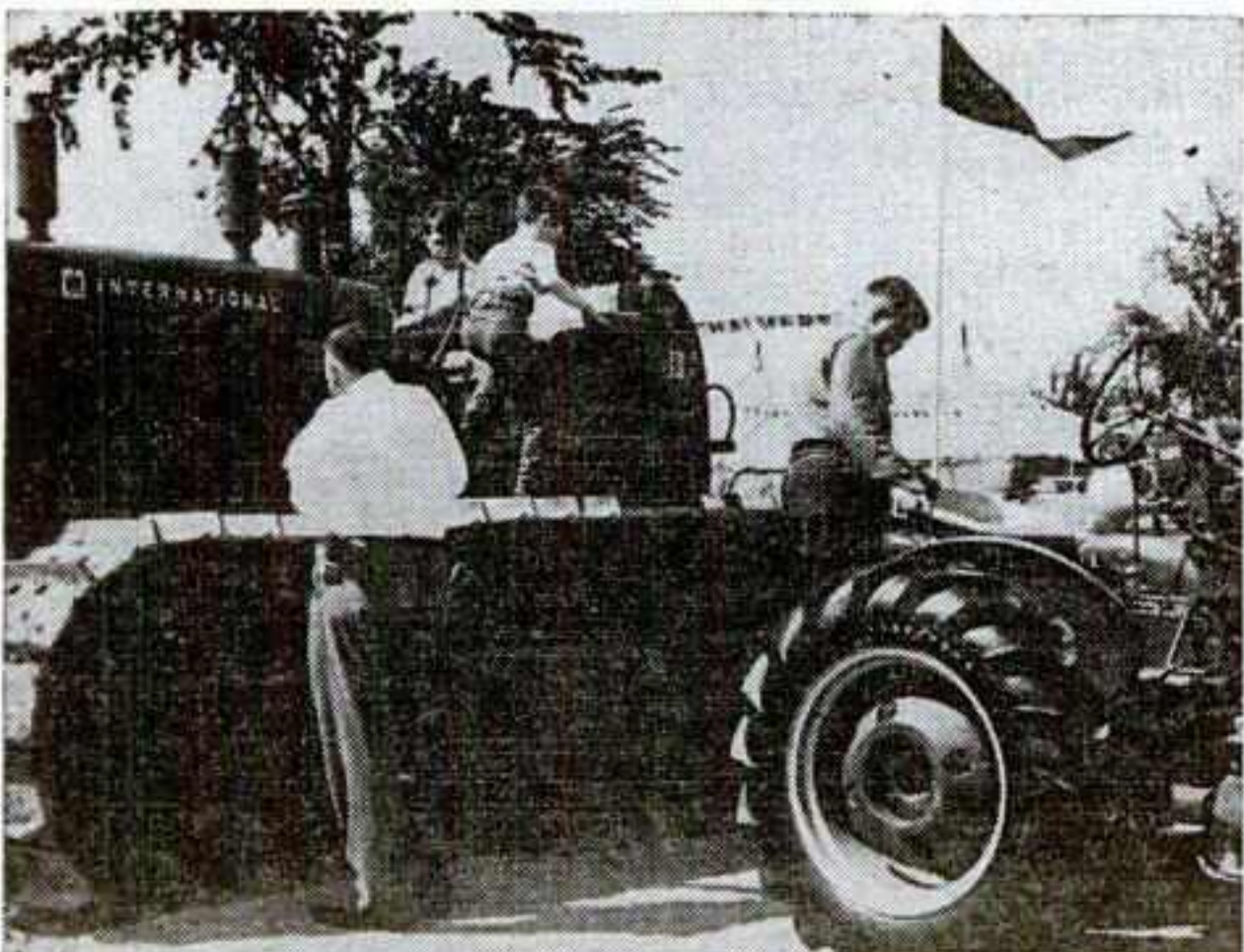
"It was an interesting and effective way to attract new customers. We gave away packets of cotton seeds which many visitors took home to plant in pots. Every time they look at their own cotton plant they are reminded they got the seeds from the Allis-Chalmers exhibit at the fair."



Two-row cotton picker, built for use in the South, proved a top lure at the Allis-Chalmers exhibit on Machinery Hill at the 1952 Minnesota State Fair. Exhibitor was not looking for sales of the picker in non-cotton-producing Minnesota, but the machine sparked much interest and lured many new customers to the company's display of varied farm machinery.



Farmers find Machinery Hill an excellent place to compare the relative merits of the products of competing farm machinery firms. Above was typical of the scenes as farmers swapped observations.



Youngsters delight in mounting some of the larger pieces of farm equipment on Machinery Hill while their dads hunt out particular pieces of equipment for inspection and possible purchase.

Year After Year . . . MORE and MORE Exhibitors Put Their

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OKLAHOMA CITY

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ANNUAL EVENT**

398,365 Came in 1952

1953 DATES
SEPT. 26
THRU
OCT. 3

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and see how it will help you**

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- 2. Public Relations:** Show them how your product or firm ties in with their program for better living.
- 3. Demonstration:** Let them see how your product works for them.
- 4. Sales Training:** Bring your salesmen, let them get first-hand knowledge of what their customers think of your product.

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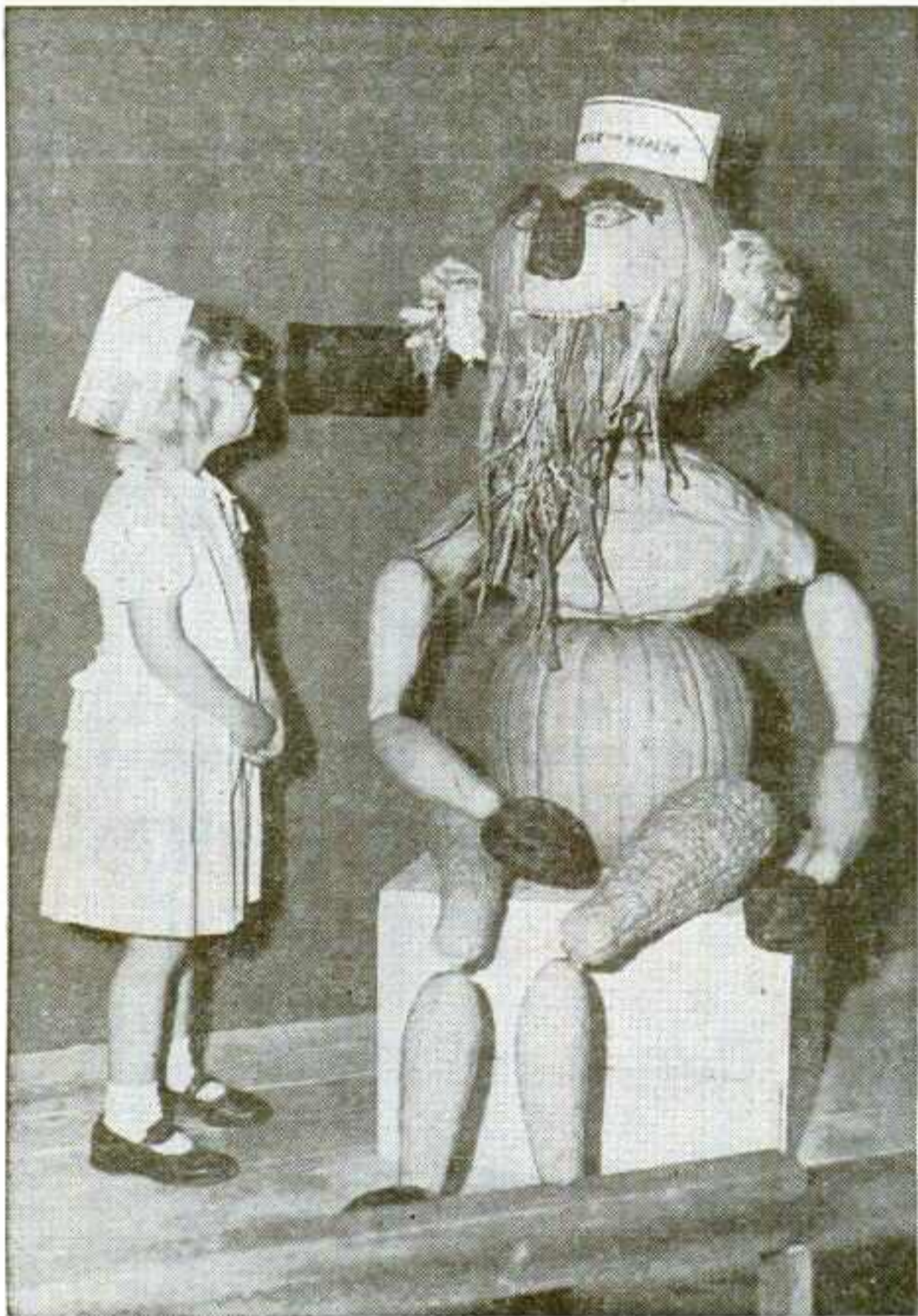
C. G. BAKER
Secretary-Manager

P. O. BOX 974
OKLAHOMA CITY, OKLAHOMA

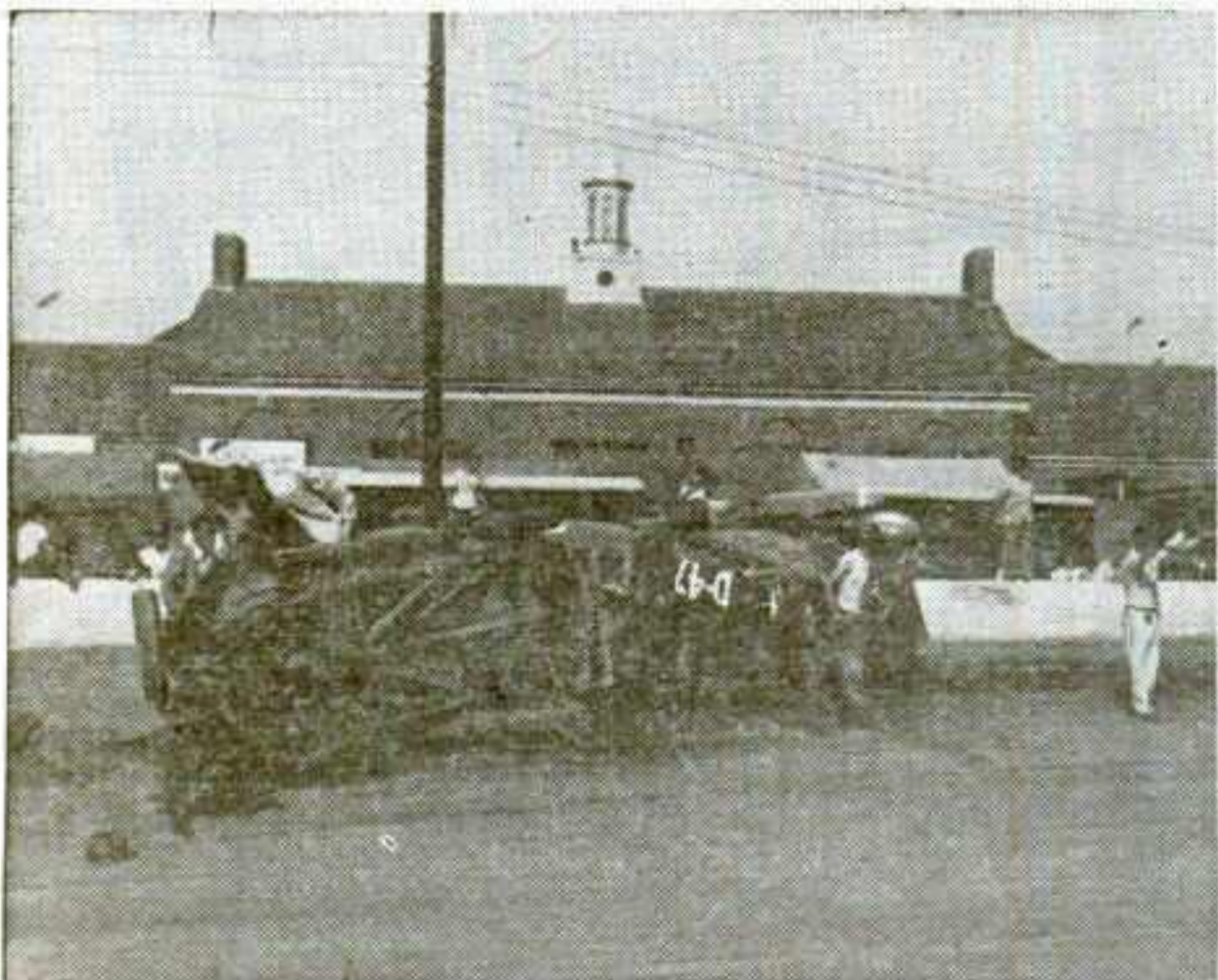
Photos Woo Papers, Crowds



There's nothing that tops cheesecake for snaring newspaper space and reader interest, the New York State Fair's publicity department has found. Shot above is typical of photos which hit print most often.



Gag shots, such as the above, get a warm reception from editors. What's more, they grab the reader's eye and focus attention upon a fair.



One reason the Syracuse photo service has clicked is that photogs are constantly on the job trying to service newspapers with general shots as well as local pictures. Spot news pictures, as above, are regarded as a cinch to be used.

New York State Fair Feeds Gazettes With Flood of Usable Pictures; Registers High in Crashing Into Print; Accent Is Placed Upon Cheesecake

CO-OPERATION from the daily and weekly press goes a long way in putting a fair across, and one of the best ways of getting that co-operation is by providing the papers with photos they can use. Children, animals, farm machinery, spot news — and above all, cheesecake — are what newspaper editors want.

This was the formula used by Doug Johnson Associates, publicity and promotional agency, for the 1952 New York State Fair, Syracuse. Evidently, it paid off. A new attendance record of 417,365, some 33,000 more than the previous high, was set.

The agency reported that approximately 2,000 news photos were distributed to the daily and weekly newspapers during the months preceding the fair. Fair week, 75 pictures were mailed out each night to the daily press, or filed with the wire services.

Cheesecake Tops

Cheesecake photos held highest interest, according to returned clips, with out-of-the-ordinary photos of activities at previous expositions running a close second. Stock photos of special events did poorly.

Cheesecake photos were generally tied in with particular events which had to be publicized to the hilt — advance sale of tickets, return of a giant farm machinery show and a State-wide tour by Dottie Grover, drum majorette and official ambassador of the exposition.

In other words, where particular events had to be publicized with an added emphasis, girls were posed as appeal to the publicity picture.

5 Photographers

During the exposition, five staff photographers roamed the 267-acre fairgrounds, taking pictures. These shots were processed immediately so that they would be available for release to wire services, to hometown newspapers, and to the press covering the exposition.

In many cases, the daily press depended solely on the publicity department for photo coverage. In some cases, the local press required emergency pictures of events missed by assigned press photographers.

A schedule of news pictures was arranged each day for the photographers to assure coverage of all competitions and special events. The schedule in each case was timed to have a photographer at a particular spot when the final judging in a certain class was held. Thus, he was able to take a picture of a grand champion winner at the time the animal was pinned.

Kid Stuff

Youngsters are generally photogenic, and provide a high focal point of interest for picture editors. For that reason, a great deal of stress was placed on complete coverage of youth activities at the fair, and a study of clippings proved the pay-off was there. Ninety-five per cent of the pictures mailed were used.

Every fair has its human interest, and the photographers were alerted to keep their lens eye peeled for the un-

usual — youngsters grooming their cattle, youngsters sleeping in the same stall with prized livestock, midway shots, picnic groups, etc.

The developing and printing operation was set up so that all pictures taken during the day were returned to press headquarters for captioning and release via special delivery each night to the hometown paper.

Hinterlands Covered

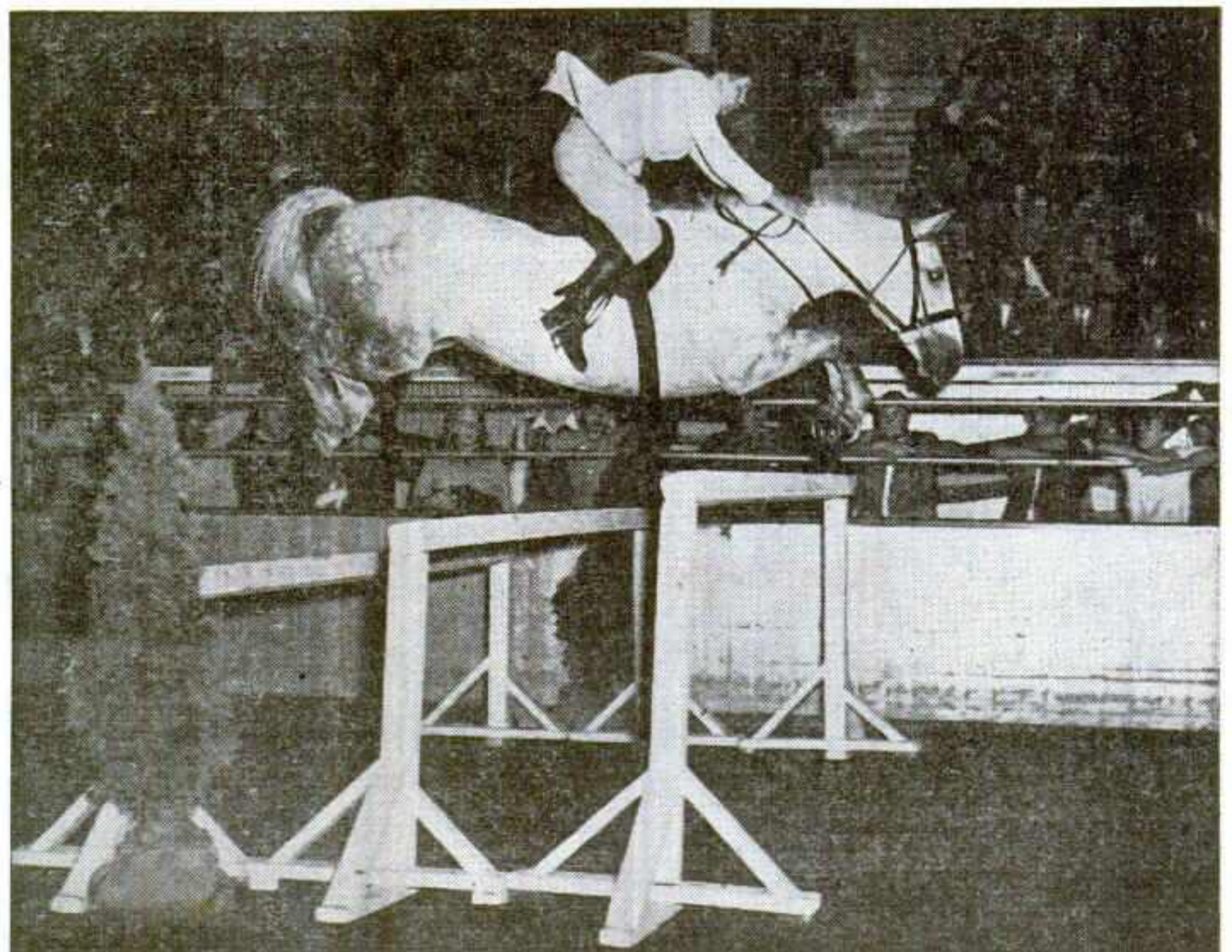
Small towns were not overlooked as a specially keyed map was used as a reference to determine the location of the town to the nearest city publishing a daily newspaper.

Efforts were made to avoid duplication of pictures to morning and evening newspapers in the same community. With 75 news pictures, captioned and ready for mailing each evening, it was easy to send different photos to each paper.

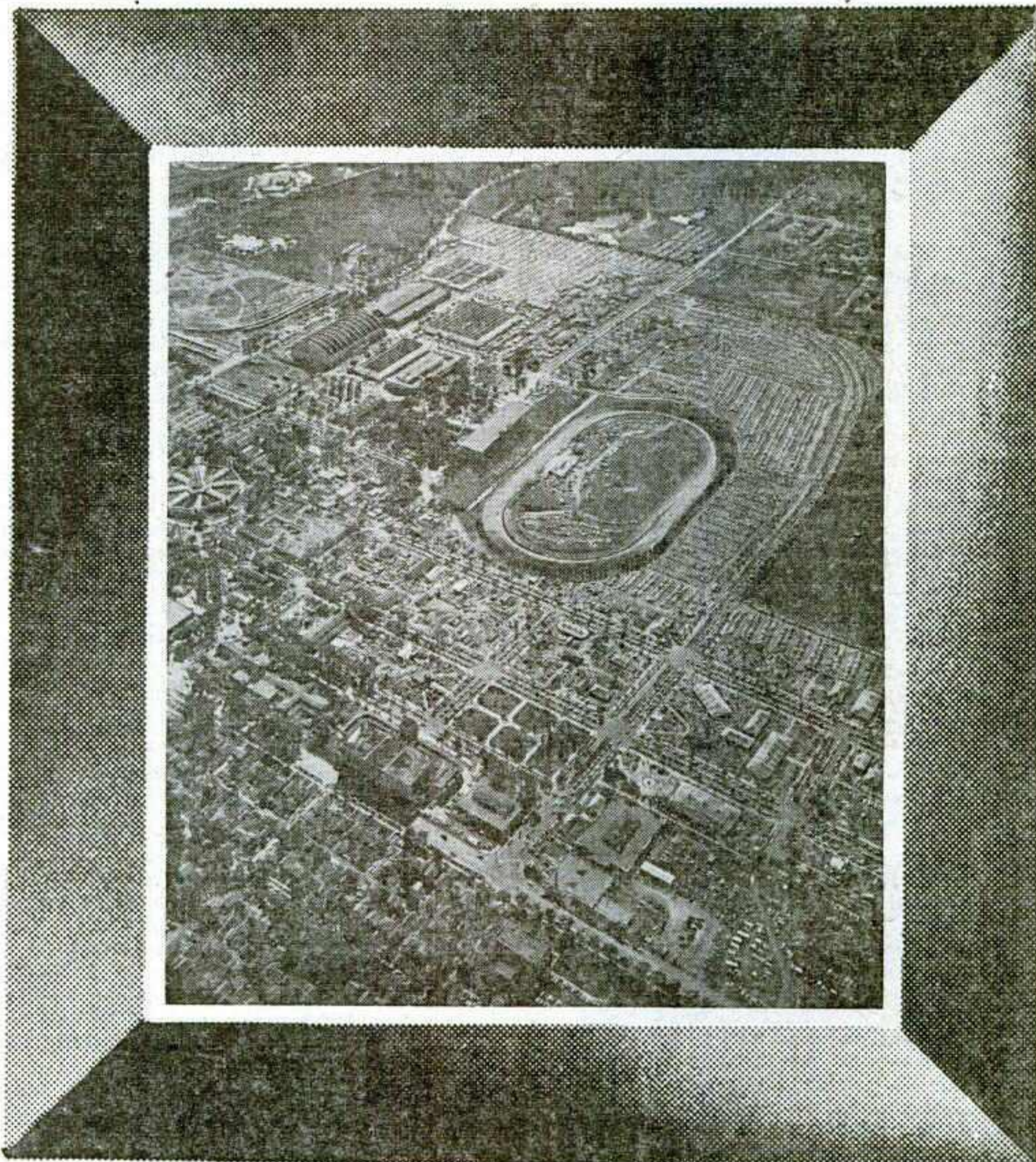
Every effort was made to provide complete coverage for press and television of every event at the grounds. During the stock car, motorcycle and 100-mile big car races, photographers were stationed at strategic spots around the track to catch pile-ups or close squeaks. A helicopter, with both a still and movie cameraman aboard was used, hovering around the turns where the possibility of crack-ups was at the greatest.

This paid off. The publicity staff was able to provide the wire services, local and out-of-town press as well as local TV stations with unusual smash-up pictures.

Distribution of pictures went beyond the daily and weekly press as agricultural and trade newspapers made a great demand for news pictures.



Editors are delighted when the fair's press department comes thru with photos of local participants in fair events. Pix of horse show entrants, for instance, are seized upon, either by the women's, sports or local news editor.



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MINNESOTA STATE FAIR

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THEY'RE important men and women . . . they're leaders in progressive farming, they're the first to try new products, new farming methods, new ideas. They're the leaders in their community. Sell them and you've gone a long way in selling the total Minnesota Farm Market. Nowhere else can you meet them under more favorable circumstances than at the Minnesota State Fair. They come here to compete for prizes with

their prize products, they come to see what's new in farming and homemaking and more important to you . . . they bring their families to see what you have to offer to make their home life better.

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Tickets: His Way Up

By SAM ABBOTT

Theodore Rosequist Shifts From Ducats To Broad Range of Managerial Assignments

ONE of California's most outstanding fairmen is Theodore Rosequist, co-designer of the combination souvenir ticket, civic-church-and youth worker, and an authority on revenue control.

Rosequist is the assistant manager of the California State Fair in Sacramento and handles many of the annual's activities. Altho assigned many chores, fortunately for him, they are handled by capable departmental heads.

Sacramento, capital of California, is located in one of the richest agricultural sections of the world—the north-

ern part of the fertile San Joaquin Valley. Altho farming has been the great money-maker in the area for years, farsighted planners of the State Fair envisioned the progress of industry. Their thinking was right, for today the section abounds with factories. This growth was provided for by the far-seeing founders of the California annual. The statute set down more than a quarter of a century ago charged the Fair Board to "provide for and manage an annual fair at Sacramento of the industries and industrial products of this State and the commercial products imported and exported thru the ports of the State."

That was 1928. The Chicago World's Fair movement was afoot and the bond houses took over the selling of participation certificates as a civic gesture. As a salesman he was given his quota. The bond movement went along nicely until the crash of 1929. Rosequist then looked around for a new line. He had become acquainted with Dr. F. R. Moulton, who was in charge of concessions at the event, and was assigned to the job of advance ticket sales.

Ticket Deflation

As the time for the fair's opening approached in 1933, it was discovered that the tickets, offered in the participation certificates sold in 1928, were not of sufficient value because of deflation. To give value as was promised, Rosequist and others devised a new combination ticket. The fair had promised \$5 worth of tickets during the bond selling campaign. Five years later it was necessary to give almost twice the promised value in admissions to make up for the loss in monetary value. So the ticket that was distributed to satisfy the buyers was 10 admissions of 50 cents each and also two coupons which allowed entrance to the Fort Dearborn and Lloma Temple exhibits which the fair owned. The gate tickets and those to the exhibitions had a value of \$7.50 for an original investment of \$5. This combination ticket was subsequently used at all World's Fairs from 1933 to 1940 under direction of Harvey P. Harrison, of the Chicago Redpath Bureau. He was Rosequist's chief at Chicago's "A Century of Progress" exposition.

At the conclusion of the World's Fair, Harrison moved his ticket selling organization in 1935 to San Diego for the International Exposition. Rosequist was scheduled to make the trip, but illness kept him in Chicago. Upon his recovery, Rosequist went to Cleveland, where the Great Lakes Exposition was being framed by Lincoln Garfield Dickey, for Harrison. Billy Rose debuted his famous "Aquacade" there and Rosequist followed other showmen on to the Texas Centennial and Rose's Fort Worth Casa Manana. There he again joined Harrison in his ticket selling ventures.

Golden Gate Expo

When the Fort Worth event closed in 1937, Harrison went east, and Rosequist moved to San Francisco to become associated with the Golden Gate Exposition as director of admissions. There he used the familiar combination souvenir ticket selling technique. In 1941 he was employed as an independent contractor by the California State Fair to set up a new revenue control system.

Like many other showmen, Rosequist had to change his plans following the Japanese attack on Pearl Harbor in December, 1941. Early in 1942 he became a member of the California State War Council

as assistant director of Civilian Defense. The job was to take him to a national level in 1944 and for over a year he worked out of President Roosevelt's office as a member of the President's Committee for Congested Production Areas. Rosequist served as the liaison officer between the Pacific Coast section and the Washington committee. The group's function basically was to see that civilian war effort dove-tailed with military activities.

If the changes that Rosequist made in a few years give the impression that he was hop-scotching, it must be pointed out that this was not the case. The fast-moving events made the changes necessary.

Returns to Showbiz

With the war over, Rosequist turned his efforts again to show business, being employed by the Los Angeles County Board of Supervisors to plan a World's Fair Celebration for 1950. Preparation, it was figured, would require five years and Rosequist was set for the task. However, these plans were upset when the Harbor Commission in Long Beach voted to build the site for the gigantic event in that city and to do it with "oil money." Again here was a change in plans. The tidelands oil suit impounded the funds that were to be produced by the derricks pumping oil from the Pacific Ocean beds.

About 1946 there was talk of a gigantic centennial celebration in Sacramento and in the Mother Lode area where the discovery of gold was to be highlighted. There was also talk of a new event in the capital city and plans were discussed for a new California State Fair.

The plans for a new State Fair were canceled later that year because of the scarcity of materials. Rosequist was then employed by the Department of Finance with instructions to direct a survey of the facilities of the existing California State Fair. Upon the basis of these findings, Governor Warren approved recommendations for the purchase of 1,000 acres for a new site. This has been voted upon favorably by two State Legislatures. Except for the purchase of the land, engineering and architectural research and the drawings, the plans are held in abeyance because of the present world situation.

Named Promotion Chief

Also in 1946, which was a busy year for Rosequist, he was named promotion chief for the California State Fair. Since then he has moved into the post of assistant manager, handling promotion while supervising publicity, concessions, revenue control and special events with the experienced aid of many department specialists such as Al and Helen Mulligan, Fred Heitfeld, Bert Williams and others.

The State Fair is now confronting present and future problems. Within the next year approximately \$2,000,000 will be spent on the pres-

ent site for the construction of new exhibit buildings and utility repairs. However, this is being done with a view to moving the structures to the newly selected location with a maximum of salvage.

Rosequist envisions the new fairgrounds as a market as well as a meeting place. He sees it as a public recreation park with the buildings being used for storage by private industry during the off-fair seasons. From a structural point, this showman prefers the modern type of exhibit buildings so easily adaptable to California's outdoor way of life. The face of the entire grounds should be changed each year with little expense, he contends. The planning, Rosequist believes, should include methods of exploiting the many new discoveries in the electronics field.

Establishes Museum

Rosequist was instrumental in the establishing of the California Junior Museum. It is open thruout the year and schools bring their natural history and science classes here to build and study the exhibits.

The junior museum idea was inaugurated some years ago by the William T. Hornaday Foundation and the movement and its director, John Ripley Forbes, have received national recognition. In Sacramento, the State Fair assumes no operating expense but does supply housing. The

museum is supported by contributions and some public funds. In the future the fair plans to spend approximately \$35,000 in supplying quarters for the addition of a Spitz Planetarium and additional classrooms. This activity is looked upon as a "pilot plant" movement for similar institutions thruout the West.

The museum area is fenced off to allow year-round attendance. Rosequist hopes to see the entire fairgrounds drawing both local residents and tourists during the off-fair season.

Has Other Interests

Rosequist was married in 1934 and has two sons, Theodore Jr., who is 17, and Ronald, 11. They are Boy Scouts and Rosequist is vice-president of the Golden Empire Council, BSA, a five-county organization.

He is State-wide chairman of the Federal Bond Sales for State Employees; a member of the board for the California Junior Museum movement and also interested in Congregational church work. He also serves as civilian defense chairman of the Parent-Teacher Association in Sacramento and is currently heading the United Crusade drive for funds among the city's 12,500 State employees.



THEODORE ROSEQUIST

ern part of the fertile San Joaquin Valley. Altho farming has been the great money-maker in the area for years, farsighted planners of the State Fair envisioned the progress of industry. Their thinking was right, for today the section abounds with factories. This growth was provided for by the far-seeing founders of the California annual. The statute set down more than a quarter of a century ago charged the Fair Board to "provide for and manage an annual fair at Sacramento of the industries and industrial products of this State and the commercial products imported and exported thru the ports of the State."

Envisions Industry

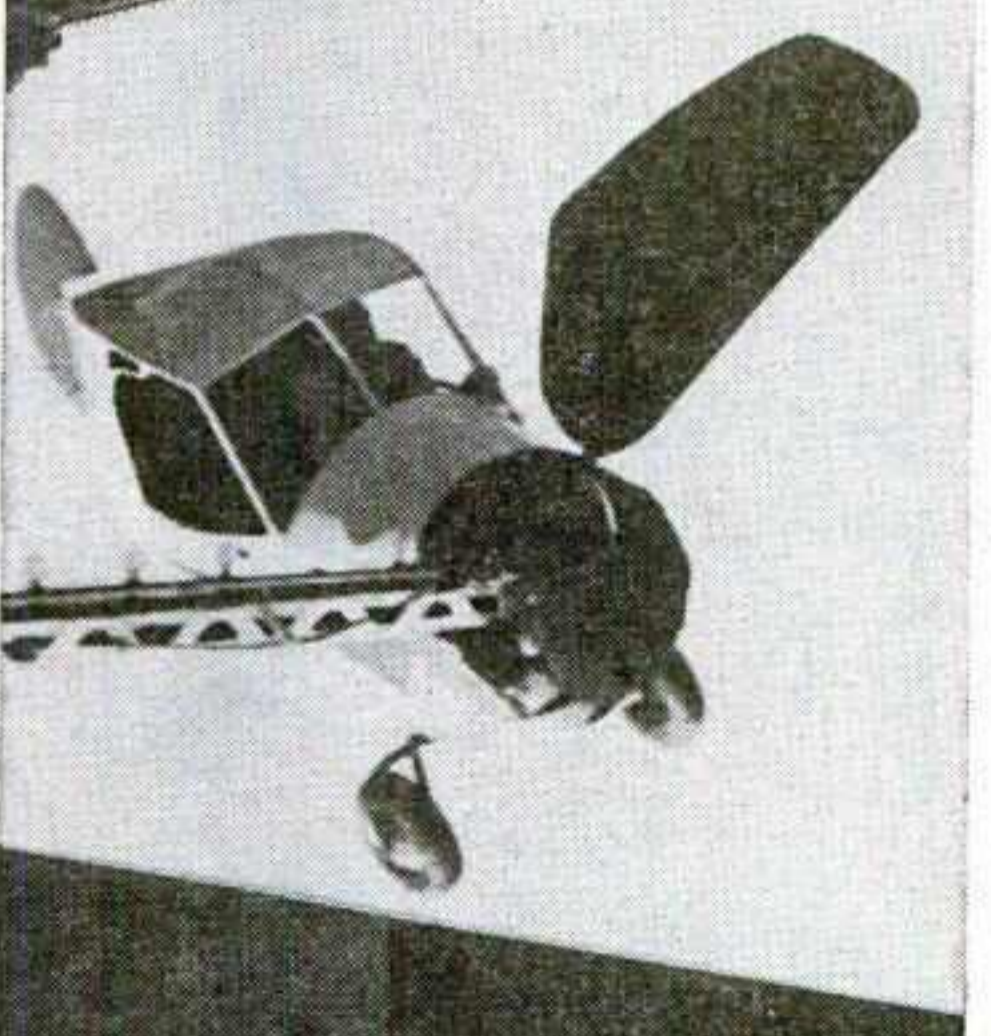
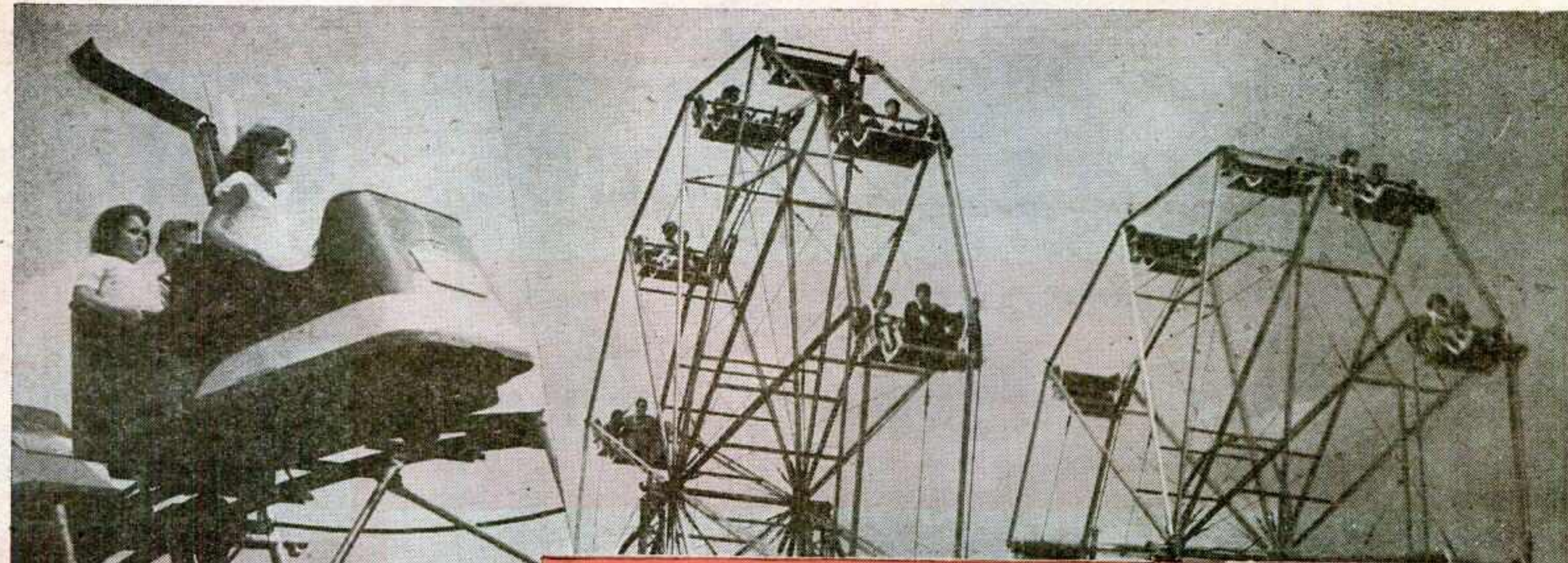
There is no specific mention of agriculture. The fair's organizers apparently realized that farming was and would remain California's leading industry and that some day manufacturing would be of importance.

Rosequist was born in Evanston, Ill., in 1903 and graduated from the high school in that Chicago suburb. He followed this education with a Bachelor of Arts degree in 1924 from Knox College in Galesburg, Ill. His major was business administration.

Upon receiving his degree, he immediately entered the sales field, selling printing and paper for some of the largest firms in the Chicago area. Later he moved into the bond and investment field and became associated with one of the largest brokerages in the United States. Up to that time, he had had no connection with show business and it was only a coincidence



The California Junior Museum, an idea of Theodore Rosequist, is housed at the California State Fair. Funds for its operation come from contributions. Shown are several pet-borrowing youngsters leaving the Animal Lending Library, a feature of the museum.



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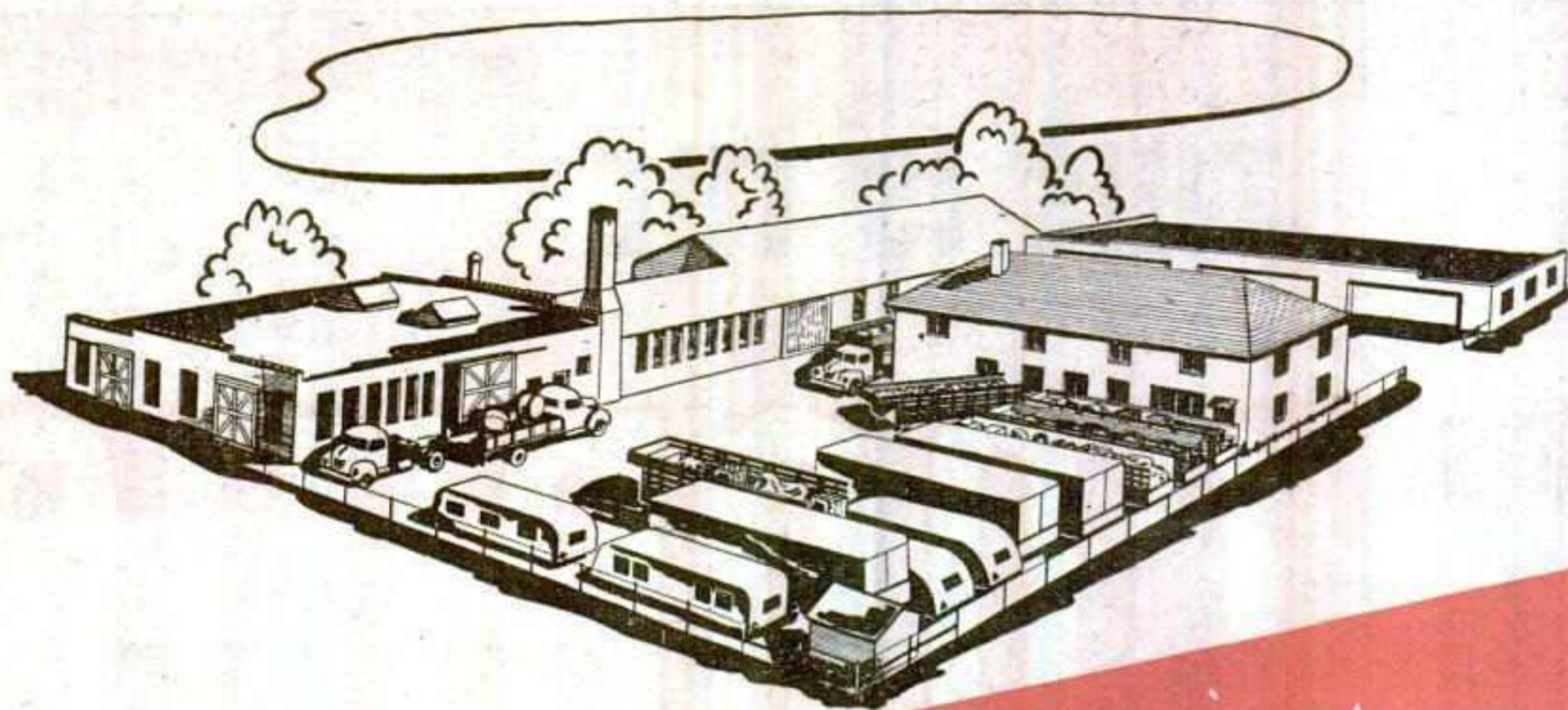
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Thanks to Everyone

To our friends everywhere we extend our sincere thanks for a most successful tour in '52. To Fair Secretaries and board members, to our many loyal employees, to our friends throughout Show Business, to our millions of fine patrons, to all of you whose help and cooperation we have had, we extend our sincere appreciation.

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All Antique!

Storowton Village at Eastern States Exposition Offers Finest Of Old-Time New England Homes

PROBABLY no fair, other than the Eastern States Exposition at West Springfield, Mass., can boast a physical setting for its home department which for the balance of the year becomes a museum and a mecca for tourists and others interested in the architecture and traditions of early American life in New England.

This unique double-purpose set-up is found in Storowton Village which occupies more than five acres of space on the exposition's 175-acre grounds and comprises an almost priceless collection of original colonial and early federal structures. Storowton is a serene and simple village such as New England's forefathers built two centuries ago, with authentically restored buildings in an elm-shaded common.

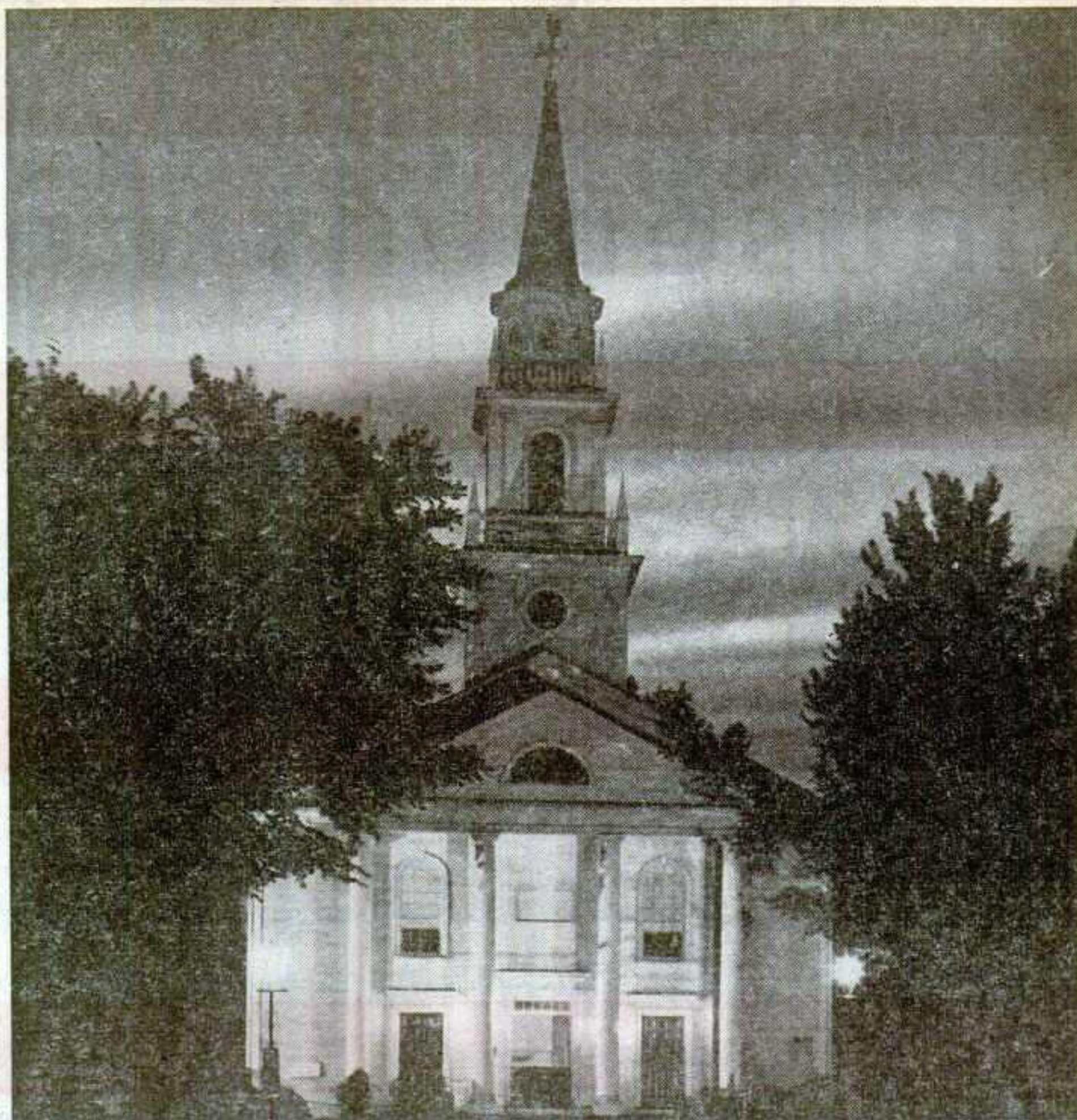
Dominating the village is the traditional white church with its spire typical of the early Yankee houses of wor-

ship, casting its shadow over a dozen ancient structures. It presents to the troubled twentieth century an example of the simple, dignified community from which struggling young America took the first steps toward greatness.

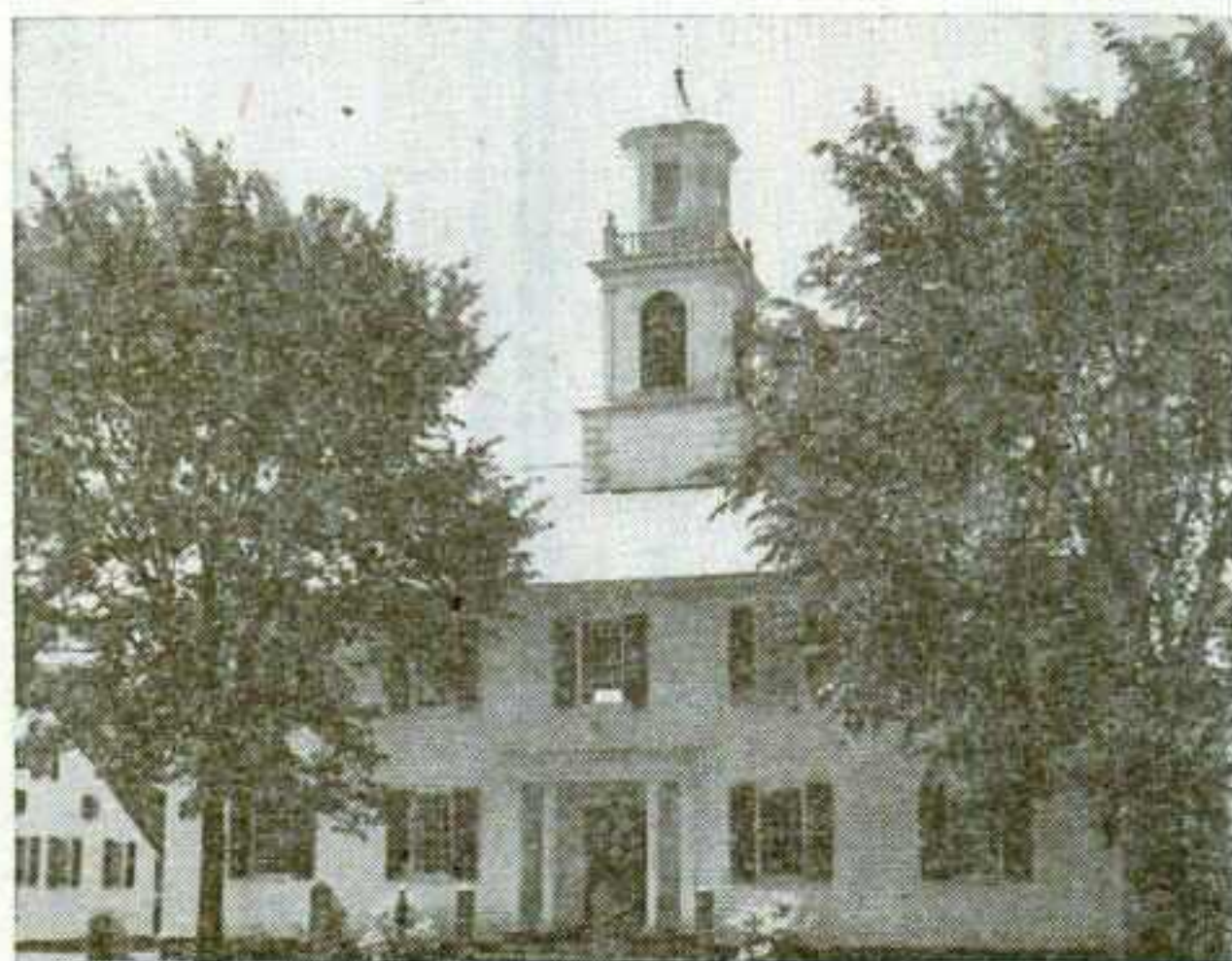
Story of Storowton

The story of Storowton goes back to World War I when the Home Department of the exposition, under the guidance of the late Mrs. James J. Storrow, of Boston, and Mrs. Schuyler Herron, of Vermont, undertook to advise women in the conservation of food, how to buy, plan, and how to utilize science in the preparation of balanced diets. Out of this form of adult education, the Home Department naturally branched out to embrace other facets of home-making.

By 1926 one of the big projects was to show women visitors how an old farm kitchen could be modernized



An unusual early-evening view of the beautiful Salisbury Meeting House which dominates Storowton Village at the Eastern States Exposition, West Springfield, Mass. Built in Salisbury, N. H., in 1834, it was disassembled in 1929, transported to the exposition grounds and re-created to perpetuate New England life.



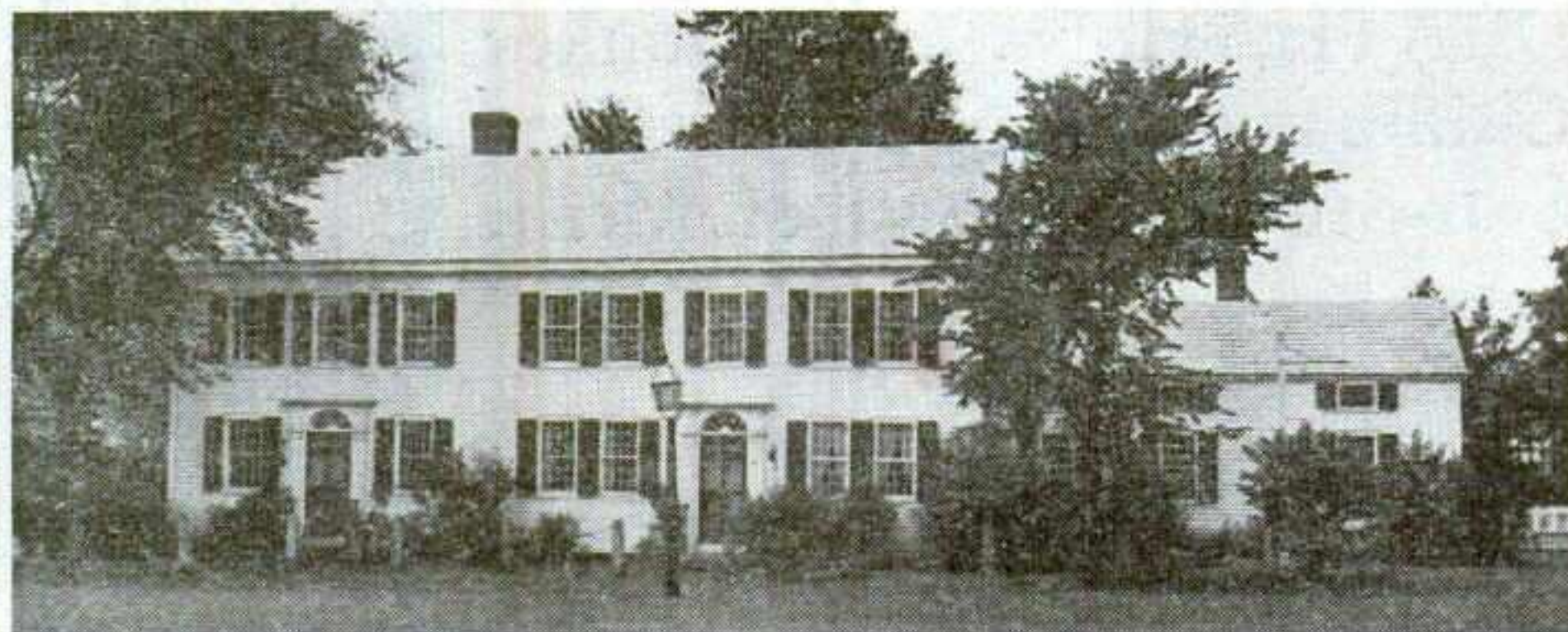
Typical of the best traditions in New England town house architecture, this structure from Southwick, Mass., was built in 1822 and for many years served as a church. In later years it came into use as a community center.



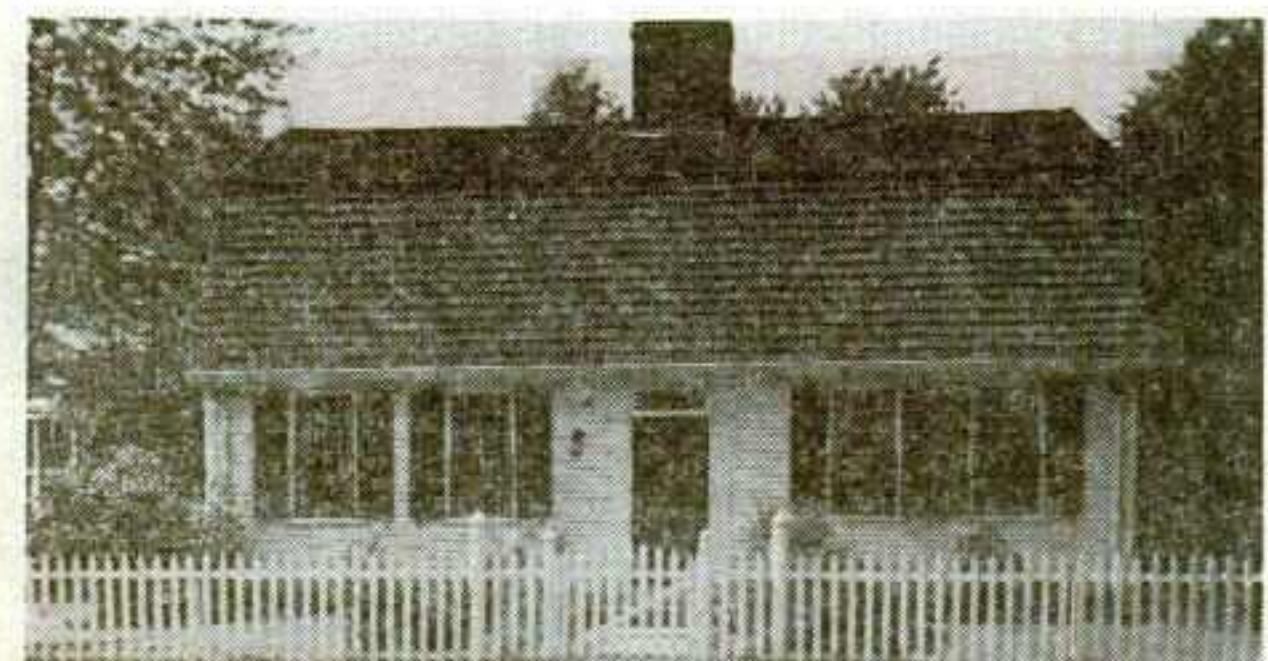
The Gilbert house is a typical farm homestead of its day. Originally erected in West Brookfield, Mass., in 1794, its hand-hewn timbers in some cases are 30 feet long, assembled with wooden pegs and hand wrought nails.



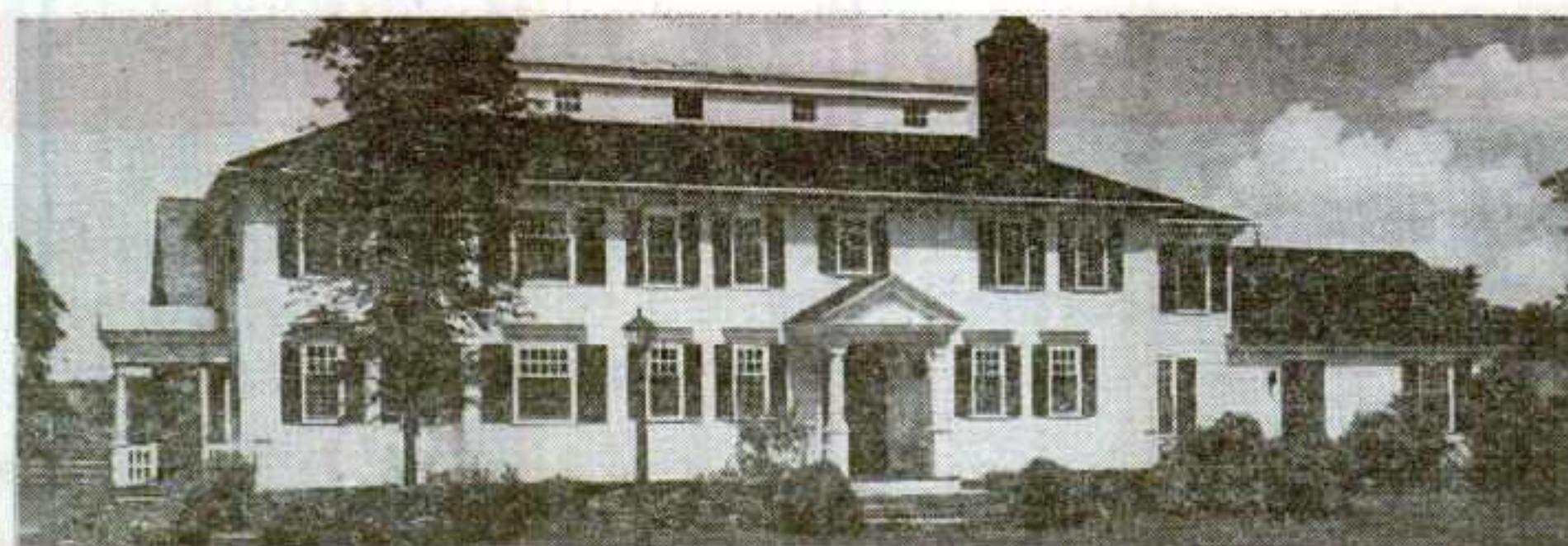
The squat and sturdy blacksmith shop of seam-faced granite quarried near by, was erected in Chesterfield, N. H., in 1810. Installed inside are the original tools and equipment, still in working order. The old forge, ox sling, hand-operated drill press fascinate visitors.



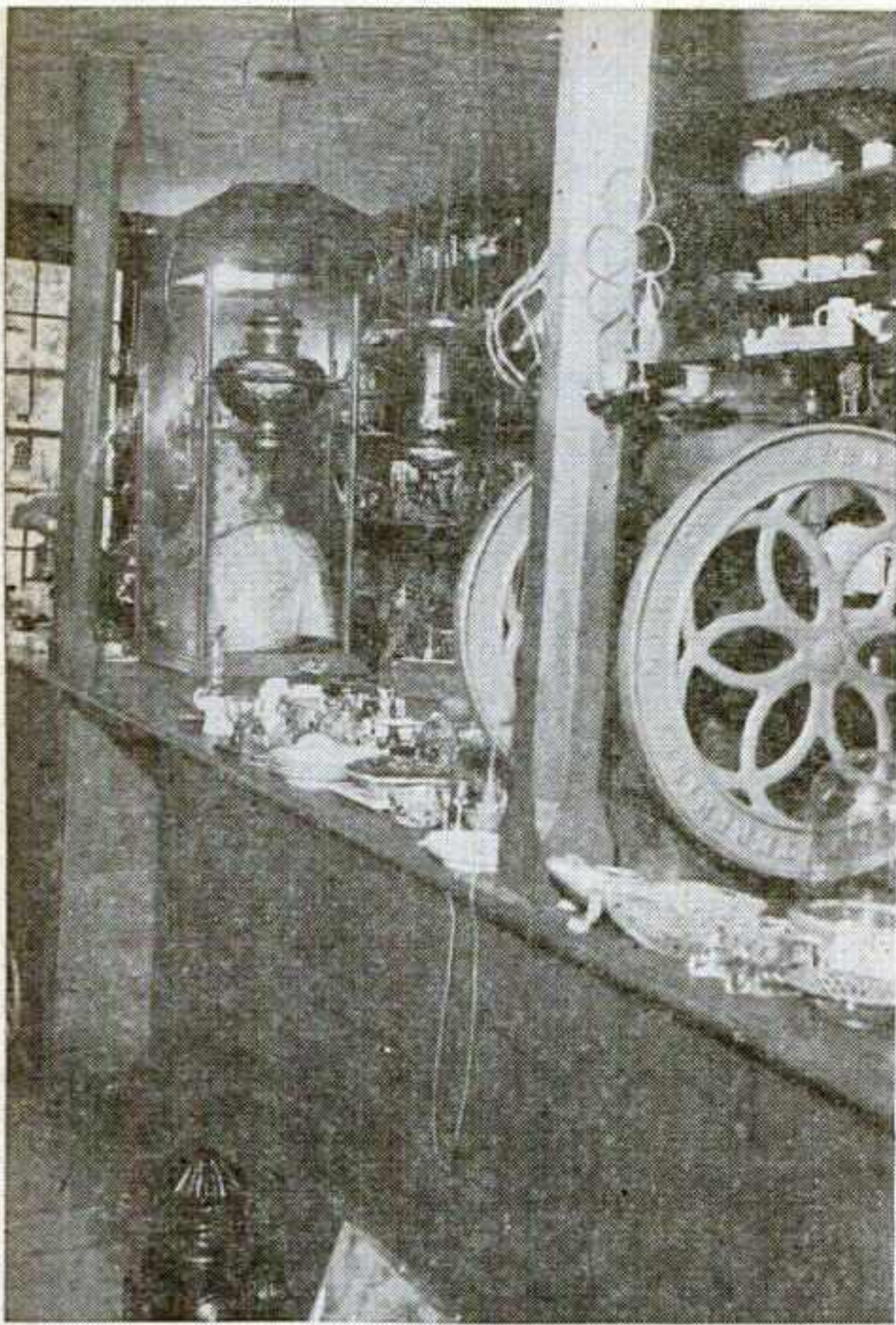
This old combination tavern and country store provided hospitality, shelter and food to travelers for more than a century in Prescott, Mass., on the stage route between Albany and Boston. The door at the far left opens into a fascinating old-time country store whose commodious drawers still bear the legends of their original contents—"Spices," "Shot," "Cambrick," etc.



The oldest structure is the gambrel-roofed Phillips house, built in Taunton, Mass., in 1767. As restored, it contains architectural features which make it a gem of early colonial craftsmanship of tremendous interest.



The gracious and imposing Potter mansion represents the Yankee conception of a luxurious home of the period of the Revolution and immediately following.



A portion of the interior of the old country store in the Atkinson tavern at Storowton Village on the Eastern States Exposition grounds in West Springfield, Mass. Here visitors browse thru a myriad of interesting antiques, old-time favorite candies, oddities and souvenir novelties, all of which are for sale.

to make for better and more efficient living.

Mrs. Storrow's personal fortune made it possible for such undertakings and she set about finding a typical farm home which could be moved to the exposition grounds. The Gilbert Homestead in West Brookfield offered just that. Tho in deplorable condition, it contained lovely paneling and fine old cupboards. The house was dismantled by experts, trucked to the fair grounds, and there restored for the 1927 exhibition.

Farmhouse Beginning

That farmhouse was the beginning of Storowton, for its success attracted the attention of women visitors and sparked a vision in Mrs. Storrow of providing the department, not with the usual big brick, cement and steel exhibit building, but with a group of buildings interesting in themselves.

The next year saw a real old Yankee tavern, containing a general store, across from the Gilbert House. The Atkinson Tavern was one of many fine old buildings of revolutionary times which was rescued from inundation by a man-made lake destined to supply the greater Boston area with additional water from the Swift River Valley 65 miles away. Building quickly followed building—the church, red brick schoolhouse, granite blacksmith shop, town hall, a lawyer's office, dwellings, a stagecoach barn and sheds.

In the early 1930's Storowton was completed as it stands today, a magnificent monument to Mrs. Storrow, who gave nearly \$500,000 to complete the project. She was ably assisted and guided in the activity by Mrs. Herron, her personal representative and director of the Home Department of the exposition from World War I until her retirement in 1938. She was succeeded by Mrs. Ione F. Winans of Springfield.

From May until October the peaceful old village is operated by Mrs. Winans under the management of the Eastern States Exposition, both as a museum and summer resort. Hostess guided tours are conducted from 9 a.m. to 5 p.m. for pilgrims from many States and foreign lands.

A clockwise tour around the village takes the visitor past the Phillips House, the oldest dwelling at Storowton. This house, built in Taunton, Mass., in 1767 is a gambrel-roofed cottage. The house is a beautiful example of early workmanship. The sill boards and beams are of hand-hewn oak. The nails are hand forged and bricks in chimney and fireplaces hand molded.

From Salisbury, N. H., came the old white church in which Daniel Webster worshipped as a boy. Timber by timber the meeting house that had served its community from 1835 to the 1920's was taken down and put together again at Storowton. Its panelled wainscoting and pews of unpainted pine and its choir gallery are back in original place. A graceful wineglass pulpit with white pine paneling and a beautifully proportioned sounding board with its suspending rod enriched with wrought iron work, adds grace to the building. In the belfry is a great clock which tolls the hours.

The church was, and still is, "a union meeting house."

Red School House

Next round the clock is the little Red School House in which boys and girls were taught their readin', 'riting and 'rithmetic for over 100 years. It once stood in Whately, Mass. A typical old New England one room school, its old benches are cut deeply with the initials of many a youngster, and a tiny iron stove in the center provides heat as it did years ago.

(Continued on page 35)

TAKE A GOOD LOOK
AT THE
SALES POTENTIAL
OF AN EXHIBIT
AT THE



PACIFIC

NATIONAL EXHIBITION

VANCOUVER, B. C., CANADA

716,384 ATTENDANCE IN '52

ONE of the great and growing Fairs in North America beckons exhibitors alert to an expanding market. Here's the proof! Attendance in 1951—665,695. In 1952—716,384. New buildings being readied for 1953 provide 72,865 sq. ft. of new exhibit space!

The P. N. E. annually draws the top prospects in the growing Western Canada market. Strategically located in Vancouver, Canada's largest seaport, visitors to the Pacific National Exhibition represent a cross-section of the diversified economy to be found here where one of the Continent's greatest development eras is now in full swing—a billion dollars in new British Columbia industrial projects meaning zooming population and business.

Nowhere can you find a more effective medium for introducing a new product or stimulating the sales of your present items in a fantastically expanding market. Your local representative can furnish you with proof of the selling power of an exhibit at the Pacific National Exhibition . . . or for space costs, etc., contact D. A. Grout, Supervisor of Exhibit Space, Pacific National Exhibition, Exhibition Park, Vancouver 6, B. C., Canada.

PACIFIC NATIONAL EXHIBITION

G. MORT FERGUSON
President

VANCOUVER, B. C.,
CANADA

V. BEN WILLIAMS
General Manager

Sports Pitch: Memphis Click

Rod, Gun Devotees of All Ages Lured By Wide Variety of Events, Exhibits

LACED with tributaries of the Mississippi and Tennessee rivers and dotted with countless lakes, the drawing area of the Mid-South Fair at Memphis constitutes a veritable year-round paradise for rod and gun devotees. In 1951,

when the youngsters were admitted for 15 cents.

Outdoor Motif

Decorated by Mike Abt, famed designer of the Memphis Cotton Carnival parade floats, the exhibit building offered an outdoor motif that was heightened by the display of \$50,000 worth of fish and game trophies contributed by their Memphis owners and spotted on the building's columns and walls.

The tent was used to house such features as a children's fishing pool, which was stocked twice daily with fish ranging from a half pound to a pound and a half. Children who paid 10 cents were permitted to fish 15 minutes, with the children making the best catches getting prizes that included a week's all-expense paid vacation for the child and parents at a Tennessee River resort.

Exhibits Double

In '51 there were 35 commercial exhibits. This year the number was 74 — more than double. Exhibitors included manufacturers of fishing gear, boats, hunting and camping equipment, commercial airlines, bus lines, and the conservation departments of Tennessee and Mississippi.

A "What's Unusual" contest, in which fairgoers were asked to give their observations on what they noted unusual about the individual exhibits, went over big, both with exhibitors and visitors. Contest prizes of \$350 in merchandise were provided by the Memphis sporting goods dealers.

A new wrinkle in '52 was the Mid-South Duck, Crow and Turkey Calling Contest, sponsored jointly by The Memphis Commercial Appeal and the West Tennessee Sportsmen's Association.

The show proved a success. But fair execs and the show's officials are not content. They now are considering adding still other features and improving the tried-and-tested hits so that the '53 show will be, in true fair tradition, "bigger and better."



MONTE BLUE

the fair decided to cash in on that fact. It launched a Sportsmen's Show, and the show went over with a resounding bang. This year the second edition was even more successful: it proved one of the strongest of the fair's attractions.

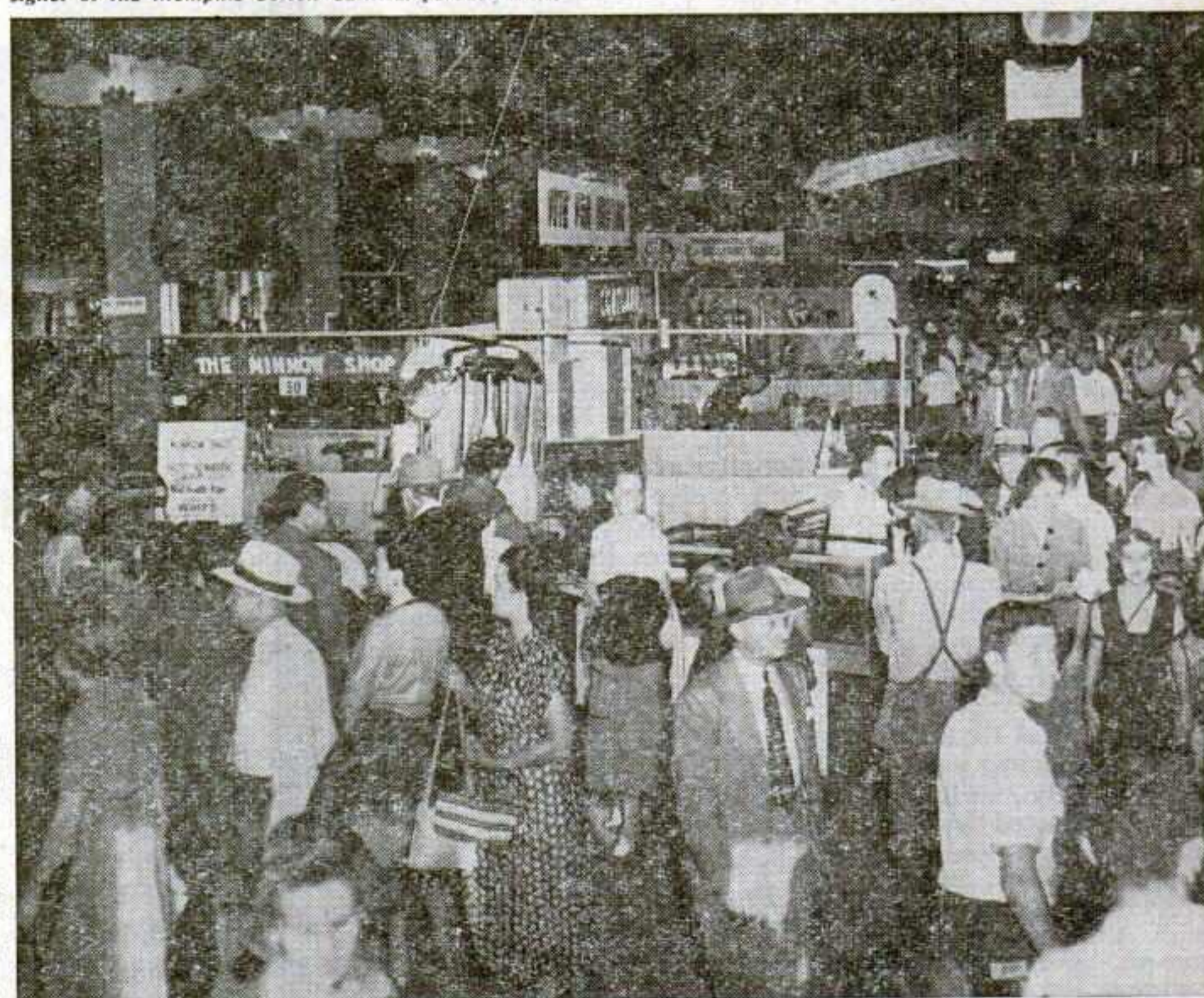
The idea for the Sportsmen's Show was fathered by Frank M. Groud, president of a Memphis bakery and the Memphis Chamber of Commerce. A full-time manager, Glenn Pinkston, was named to manage the '52 event.

A commercial exhibit building, 270 by 80 feet; a 150 by 60 foot tent near by, and a city-owned swimming pool 200 feet distant were used for various events and exhibits in '51 and again this year.

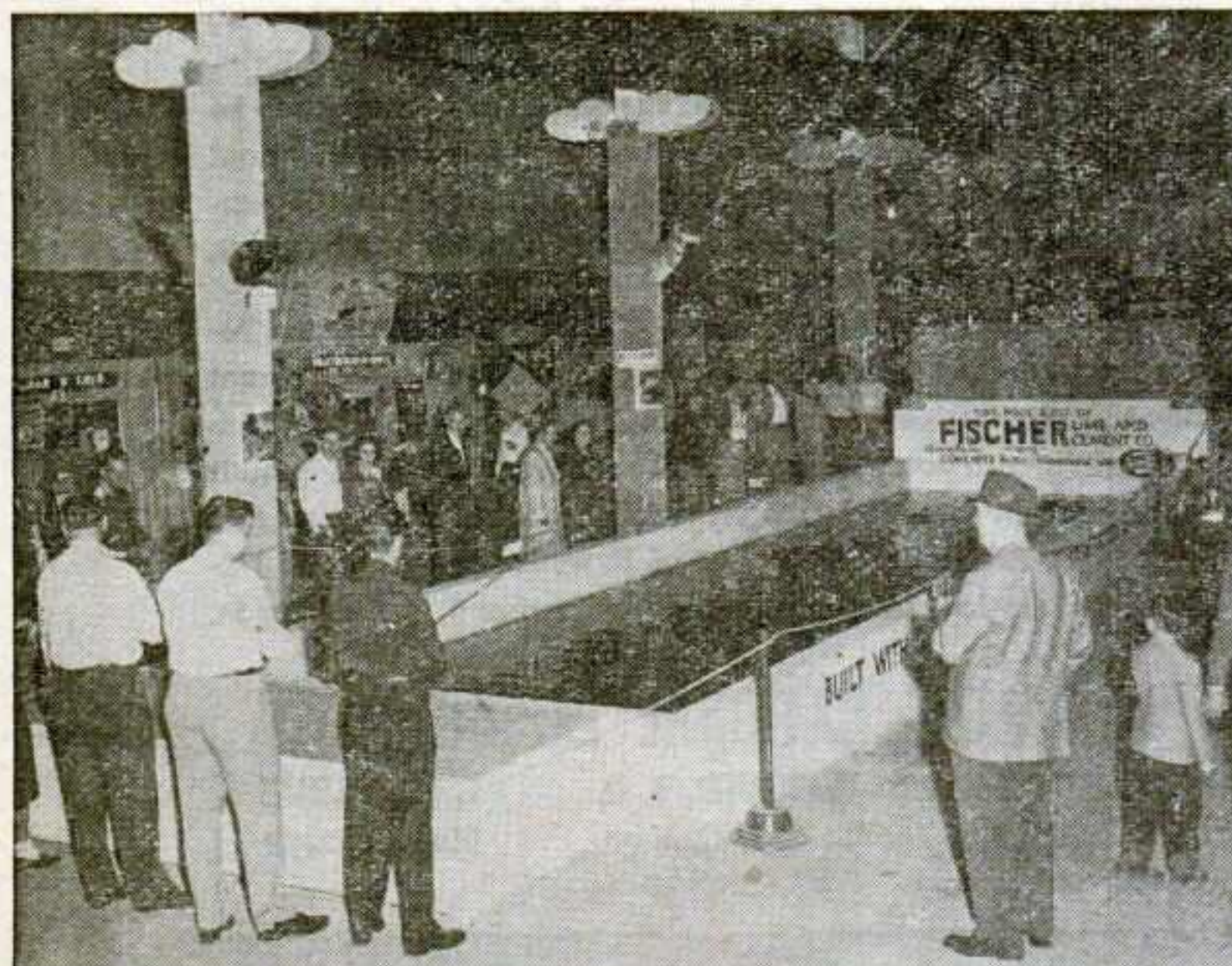
Monte Blue, motion picture star, was brought in to emcee the aquatic show both years. The water program offered such acts as log-rollers, retrieving dogs and exhibition fly casters. Bleachers, placed around aprons of the pool, were used for spectators who paid at the rate of 75 cents. The admission for children was 30 cents, except on Children's Day and 4-H Day,



A rustic log cabin that housed the office of the Sportsmen's Show at the Mid-South Fair, Memphis, was one of the show's many appealing features. Cabin was decorated with bear traps, coon skins, fishing poles and hunting gear. Building used for major portion of the show was decorated with striking effectiveness by Mike Abt, renowned designer of the Memphis Cotton Carnival parade floats.



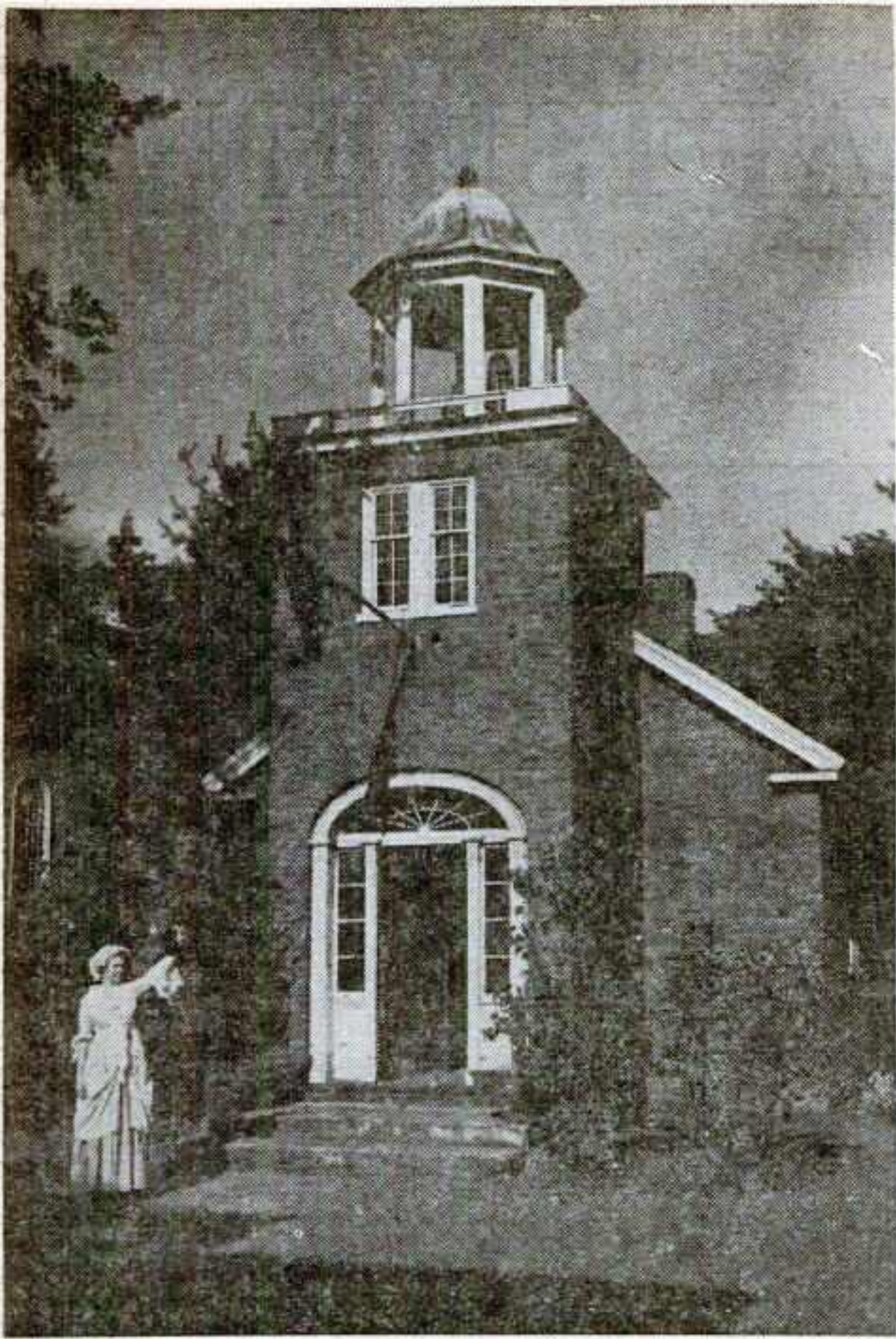
Big number of rod and gun devotees in the drawing area of the Mid-South Fair made the show a powerful crowd-puller. Show offered something to delight sportsmen of almost every age and inclination. Besides an exhibit building, a huge tent and a large swimming pool were used for the presentation of the various exhibits, contests and other features.



An indoor casting pool, constructed by a Memphis building material supply firm, was used daily, with representatives of leading manufacturers of fishing gear giving periodic exhibitions. Show offered many special events, such as a fishing contest for youngsters, held in a pool housed in a tent.



Outdoor acts such as log-rollers, retrieving dogs and exhibition fly-casters comprised the aquatic program, staged to bleacher crowds that paid at the rate of 75 cents for adults, 30 cents for children. Motion picture star Monte Blue emceed the water show in '51 and again this year.



This little red brick schoolhouse whose notched and initialed desks attest the presence of five generations originally stood in Whately, Mass., where it was erected in 1810. Its original wooden blackboards and old cast-iron stove are always of interest to all who enter the tiny structure which had a capacity of about a dozen pupils.

YESTERYEAR—NOW!

Old New England Village Is Mecca

• Continued from page 33

It was built in 1810 from brick manufactured in Whately.

Probably no structure at Storowton enralls the visitors more than the blacksmith shop. It is made of seam-faced granite quarried but a short distance from the spot on which it stood in Chesterfield, N. H. Taking down the old shop was a slow process for the stones were well cemented together and every stone, rafter and rafter pin was numbered so that each might be placed in the same order when the building was set up again at Storowton.

It is equipped with all the contrivances needed by a smithy a hundred years ago—the old hand drill, steel cutter that clips steel rods effectively by hand power, oaken nail-making bench and enormous hand hewn beams in which the ox was confined during the shoeing process.

Across from the blacksmith shop is the stagecoach barn where coaches put up overnight on the road from Boston to Albany. This was brought to Storowton from the Swift River Valley and is now the scene of square dances and is filled to overflowing each dance night during the summer.

Potter Mansion

The stately mansion facing the village green was built by Capt. John Potter of North Brookfield, Mass., who started his house before he became a soldier in the American Revolution and completed it after he came back from the war. He made the nails, latches and hinges for his mansion

and cut all the elaborate ornamentation in wood. There was no public hall in West Brookfield and Captain Potter supplied this need by building a ballroom in his home where dancing and public gatherings could be held. This hall has an arched ceiling and is profusely decorated with double dentil work. There are fluted pilasters at doors and windows.

The house was built over another in which Captain Potter lived and some of the timbers in the foundation of the original dwelling were found when the house was moved to Storowton. Of primary interest is the long, narrow "keeping room," pine sheathed, with a huge fireplace and brick oven. On each side of the panelling are swung wooden cranes over which in extreme cold weather blankets were thrown to make a warm enclosure in front of the fire.

The outside boarding of the house is grooved to represent stone regularly laid, and each of the great chimneys is surmounted by an iron frame carrying a flat cover on which is perched an eagle.

Law Office

The law office of Zacariah Eddy of Middleborough, Mass., built in the early 1800s now adds a touch to Storowton. Here this friend of Daniel Webster practised law from 1806 until his death in 1860. The office was originally built in 1640. It now contains Eddy's old desk and Windsor chair, his andirons and rare volumes. His picture

(Continued on page 37)

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Feel the Pulse of a
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1953 DATES

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CASH IN ON CRAFTSMEN

Hobbyists' Exhibits, Demonstrations Give Milwaukee Crowd-Builder-Upper; Fairgoers Jump at Chance to Make Ashtrays On-the-Spot

THERE are big possibilities in amateur craftsmen's shows, judging by the smashing success registered by the Craftsmen's Fair at the Wisconsin State Fair, Milwaukee, in the past two years.

More than 500 persons, most of them women, this year submitted an average of 10 entries each, and thousands crowded the building to eye and sometimes buy some of the entries or just watch others make things of leather, metal, clay, wool, etc.

In '51, its initial year, the Craftsmen's Fair went over big. This year it scored an even bigger hit. And, Bill Masterson, fair manager, sees nothing but continued growth ahead.

More Leisure

The reasons he points out are, "People are having more leisure time due to the present trend of mechanization; higher output per person brings shorter working hours and, therefore, more leisure time for craft hobbies."

Premiums offered this year totaled \$550, with individual entrants urged to place at least 10 of their products in competition. In addition to prizes for the outstanding entry in each division—leatherwork, ceramics, weaving, woodworking, etc., a grand prize for the best-of-the-show was awarded. Entrants were invited to put price tags on those they wished to sell, and many fairgoers made "real buys."

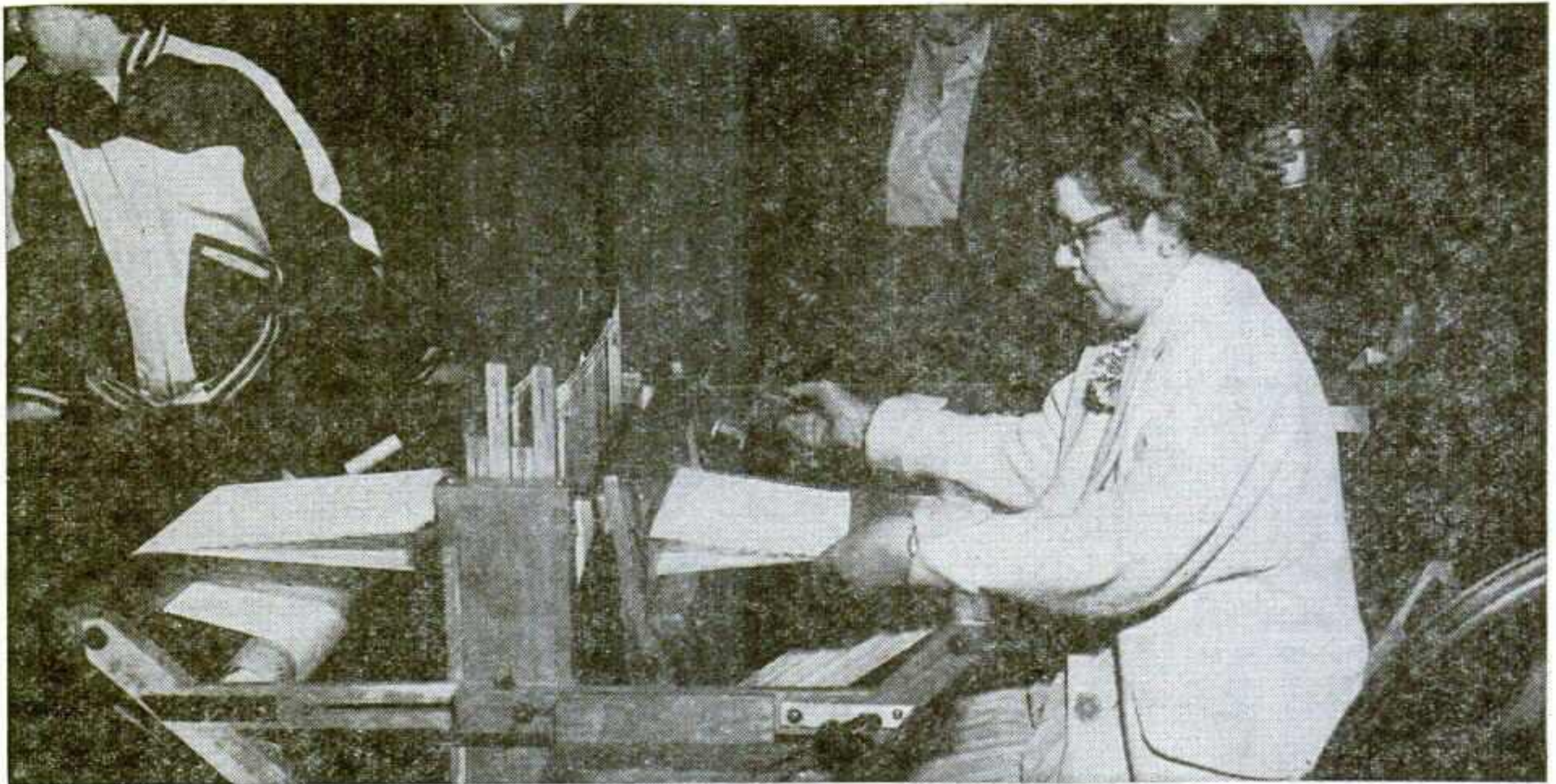
Popular Feature

A highly popular show feature was one at which for 25 cents a person could make his own ashtray by hammering out a disk of copper, then having glass fused upon it.

Demonstrations at the fair, including weaving, ceramics, and metal, leather and woodworking, proved sure-fire crowd-builders, and, with the growth of interest in crafts as a hobby, are expected to pace the growth of the Craftsmen's Fair.



Fairgoers holding ashtrays they made on the spot.



Practical demonstration of weaving created much interest.



Competition in the ceramics division was keen.



Leathercraft drew its share of interested spectators.

YESTERYEAR-NOW!

Old New England Village Is Mecca

• Continued from page 35

graces a wall as does a letter written to him by Daniel Webster.

The first dwelling to come to Storowton and which inspired the restoration of the village was the Gilbert Homestead, a farmhouse built in 1794 in West Brookfield, Mass. Like other buildings in Storowton it was taken down board by board, brick by brick and nail by nail and put back again.

There is a huge chimney in the center of the house and fireplaces open into most of the rooms. In a room at the right of the entrance is an old corner cupboard.

Tavern Restored

Across the green from the Gilbert Homestead is the Atkinson Tavern and country store. It was built in the last years of the 18th century in Atkinson Hollow in Prescott, Mass. The first owner was John Atkinson who settled in the Swift River Valley after his discharge from the Continental Army. The store at the left hand corner of the building still retains the original shelves and drawers which held the wares the Atkinson Hollow folk came to buy. Across from the counter is the old bar.

In the dining room with its great fireplace, carved cupboards and beamed ceilings, oldtime Yankee fare is still

served. A graceful stairway leads to the second floor where a large hall extends the entire length of the building. For years this was the largest hall in the town of Prescott and was the center of town political and social activities.

Completing the clockwise tour of the village is the Town Hall. This building as it stands in Storowton represents the best type of town house of early New England. It came from Southwick, Mass., where it was built in 1822. As originally constructed it served as a Baptist meeting house and later was used for secular gatherings.

Herb Garden

Most visitors to Storowton linger in the herb garden at the rear of the Gilbert Homestead. The walled garden, centered by a sundial, was a gift of the Girl Scouts of New England and is maintained by them. In it are more than 100 herbs and simples used by early New England housewives in their cooking and for medicinal purposes.

Each September at exposition time, Girl Scouts serve herb teas and herb flavored cakes and cookies in the grape arbor which fashions one wall of the garden.

Immediately after Labor Day, Storowton closes its doors to tourists and special

(Continued on page 39)



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1953 DATES AUGUST 16-23

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Commercial Exhibits—

45% INCREASE IN EXHIBITORS IN 1952 OVER 1951
ALL AVAILABLE INSIDE SPACE SOLD OUT IN 1952

Concessions—

27% INCREASE IN VOLUME DONE BY CONCESSIONAIRES IN 1952 OVER 1951

Shows and Rides—

49% INCREASE IN VOLUME DONE BY MIDWAY FEATURES IN 1952 OVER 1951

MARTIN ZOOK

Manager

For Complete Details Write

c/o Mid-South Fair, Memphis, Tenn.

G. W. (Bill) WYNNE

Concession Manager

Thank You
Joe Archer*

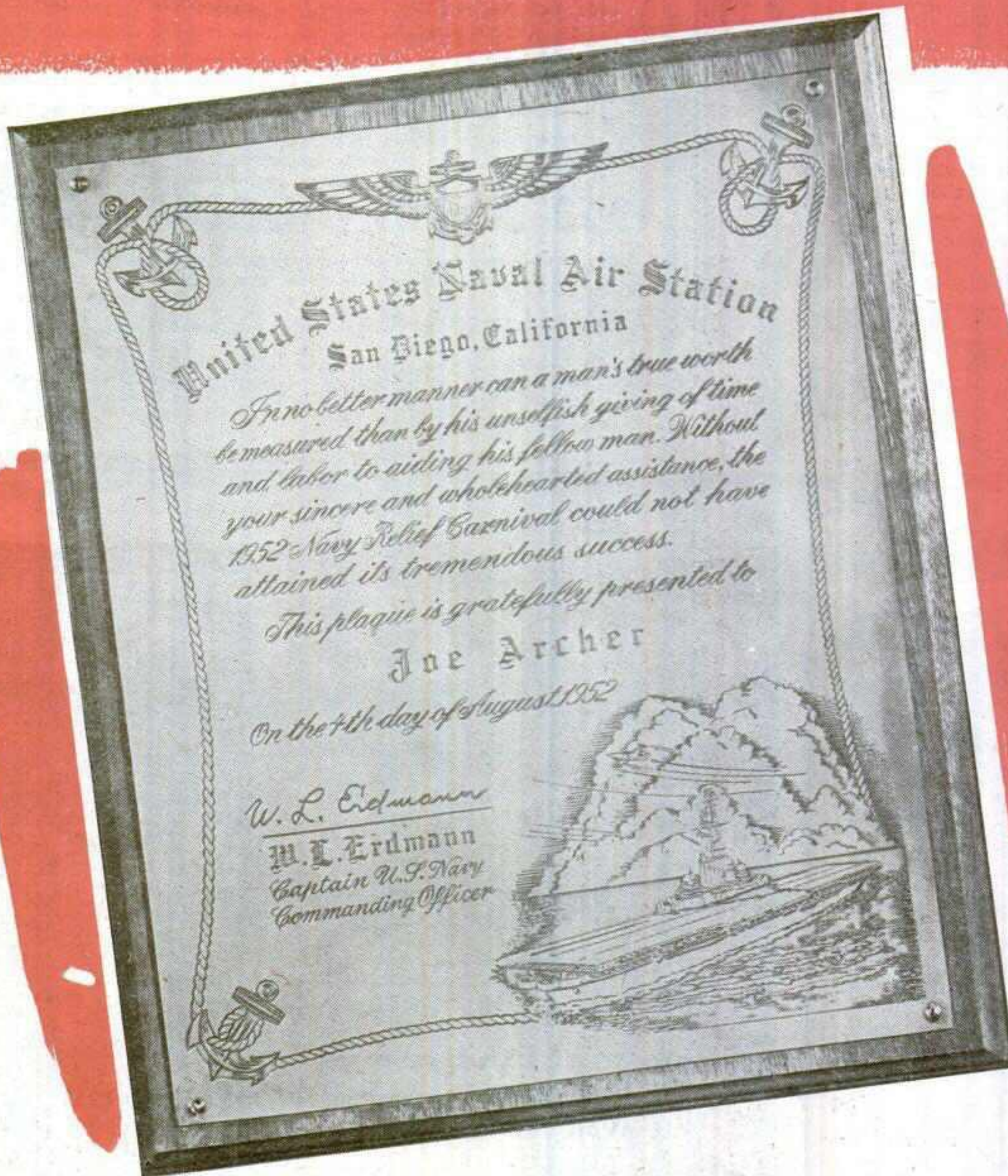
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NAVY RELIEF CARNIVAL

July 31-August 3

San Diego, Calif.

a record-breaking event



◆
THE FOUR-DAY
CARNIVAL
NETTED \$250,000.

A GAIN OF \$177,000
OVER 1951, ITS PEAK
YEAR TO THAT TIME!
◆

*Joe Archer, a veteran showman, served as the Civilian Consultant for the Navy Relief Carnival without pay for nearly six months. This was done in the memory of his son, Cadet Herman Archer, West Point second year student, who died with 19 fellow students in an airplane crash near Phoenix, Ariz., Dec. 31, 1951.

Joe Archer, we salute you and sincerely thank you for your help.

THE 1952 NAVY RELIEF CARNIVAL COMMITTEE
U. S. Naval Air Station, San Diego, Calif.

LCDR. H. I. PEMBERTON
Chairman

Adm. W. L. Erdmann, U. S. Navy
Commanding Officer, U. S. Naval Air Station
San Diego, Calif.

Yesteryear and Now!

• Continued from page 37

events while the staff transform the 13 buildings into home department exhibits, demonstrations and activities. In this unique setting a costumed town crier wanders around during exposition week, announcing the events of the hour of interest to women. The old structures are crammed with hobby collections, prize winning hooked rugs or afghans entered in the exposition's nationwide contests.

A full scale home economics show is a part of the Home Department program arranged by the director, Mrs. Winans, with the co-operation of Mrs. Louise Huston, of New York, and a host of top flight home economists. Fashion shows and daily demonstrations in all branches of the home making arts are keyed with exhibits of nationally known manufacturers of fabrics, patterns, foods, home decoration materials and accessories. In the Home Arts Center, housed in one of the barns and adjacent sheds is a concentration of exhibits and demonstrations by experts in crocheting, knitting, rug weaving, jelly making, herb cookery and a score of other related subjects.

Village Smithy

A village smithy presides in the old blacksmith shop turning out hand wrought iron articles. Incidentally it was discovered some years back that visitors valued novelty rings made from horse shoe nails. At the 1952 exposition the smithy hammered out 28,000 such rings during the week!

In the village church daily devotional services are held during fair week. Most of the seats are filled while the public sings at 5:30 each afternoon attract capacity crowds of visitors. Hymns are played on the ancient hand-made organ by an organist in costume.

Also each afternoon the Home Department program includes a feature which draws thousands of sightseers to the village green where the famous Storrowton Square Dance demonstration teams wheel and whirl to tunes of old and the prompting of veteran callers.

Truly a versatile place is Storrowton. Immediately after the fair, it quickly resumes its identity as the New England Village of quiet and stately charm, offering gracious hospitality to all. For weeks until the rigors of New England winter curtail its activities there are weddings in the church, teas, receptions and special parties in the Pottar Mansion and the Atkinson Tavern and overnight guests find peaceful rest in the village. Equally versatile, is the director, Mrs. Winans, who presides over the operation of the village as well as that of the exposition's Home Department during show week.

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THE BIG DATES
AUGUST 5 to 10 1953

EXHIBITORS — For detailed data and low space rates, contact:

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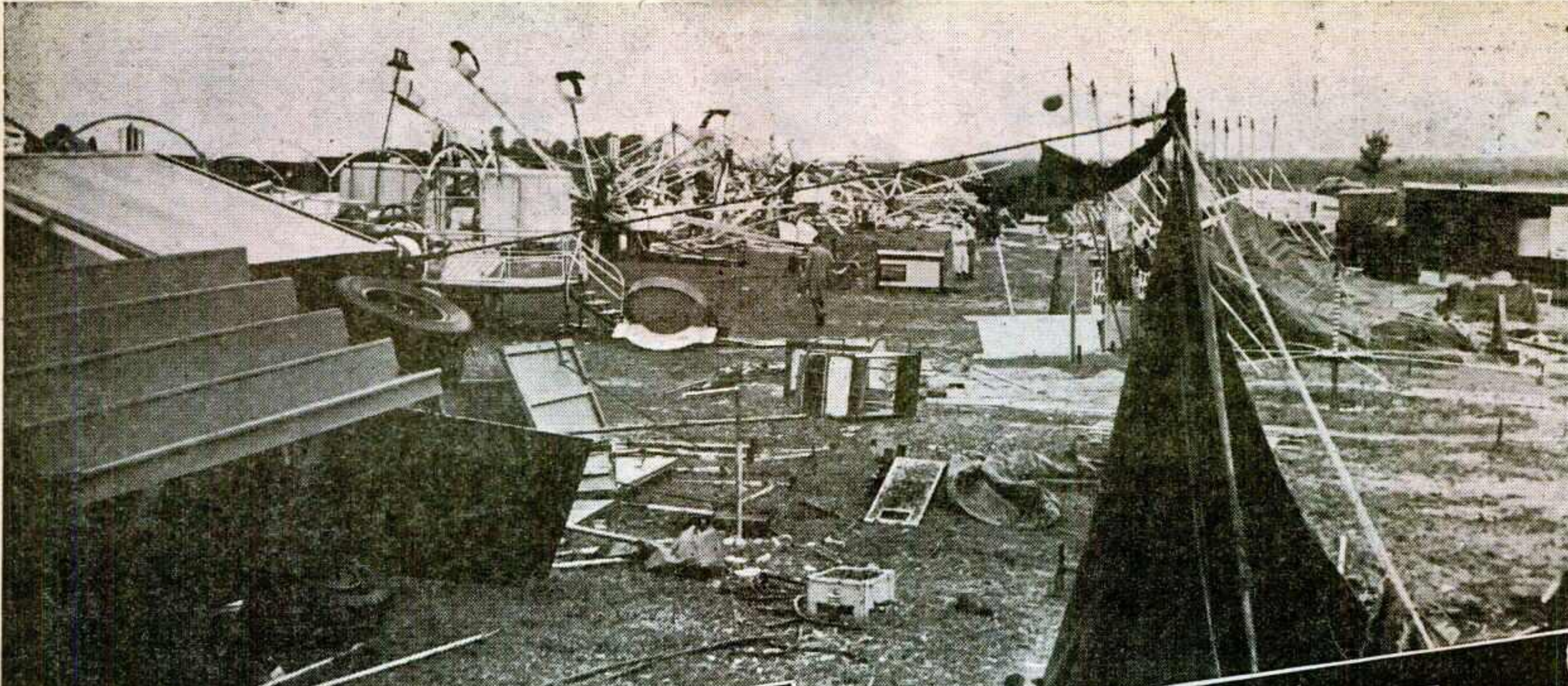
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COMMISSIONER OF AGRICULTURE

ROLLO E. SINGLETON, SECRETARY-MANAGER

August 24, 1952

To All Personnel of the Cetlin-Wilson Show:

As Commissioner of Agriculture of the State of Missouri I would like to congratulate each and every one of you for your cooperation following the tornado here on the Missouri State Fairgrounds Thursday, August 21.

Of all the units that compose the Missouri State Fair, your show was the hardest hit. There was considerable doubt in the minds of many as to whether the Cetlin-Wilson Show would be able to reopen. The spirit that "the show must go on" prevailed - and the hard work and long hours put in by each and every member paid off when the gates were opened that very night. Less than twelve hours after most of the midway attractions had been blown down, seventy per cent of all rides and shows were in full operation.

Personally, I think the recovery was remarkable. In fact, all of our entire staff here at the Fair did also. Movietone News even sent a newsreel photographer to cover the story - emphasizing the amazing recovery rather than the initial damage.

Once again I would like to thank you for your untiring efforts in helping us to make the Golden Anniversary celebration of the Missouri State Fair a huge success despite extremely adverse conditions.

The Missouri State Fair will always deem it an honor to have the Cetlin-Wilson Show at this great Fair and show people of this caliber will always be welcome here.

Very sincerely yours,
MISSOURI STATE FAIR

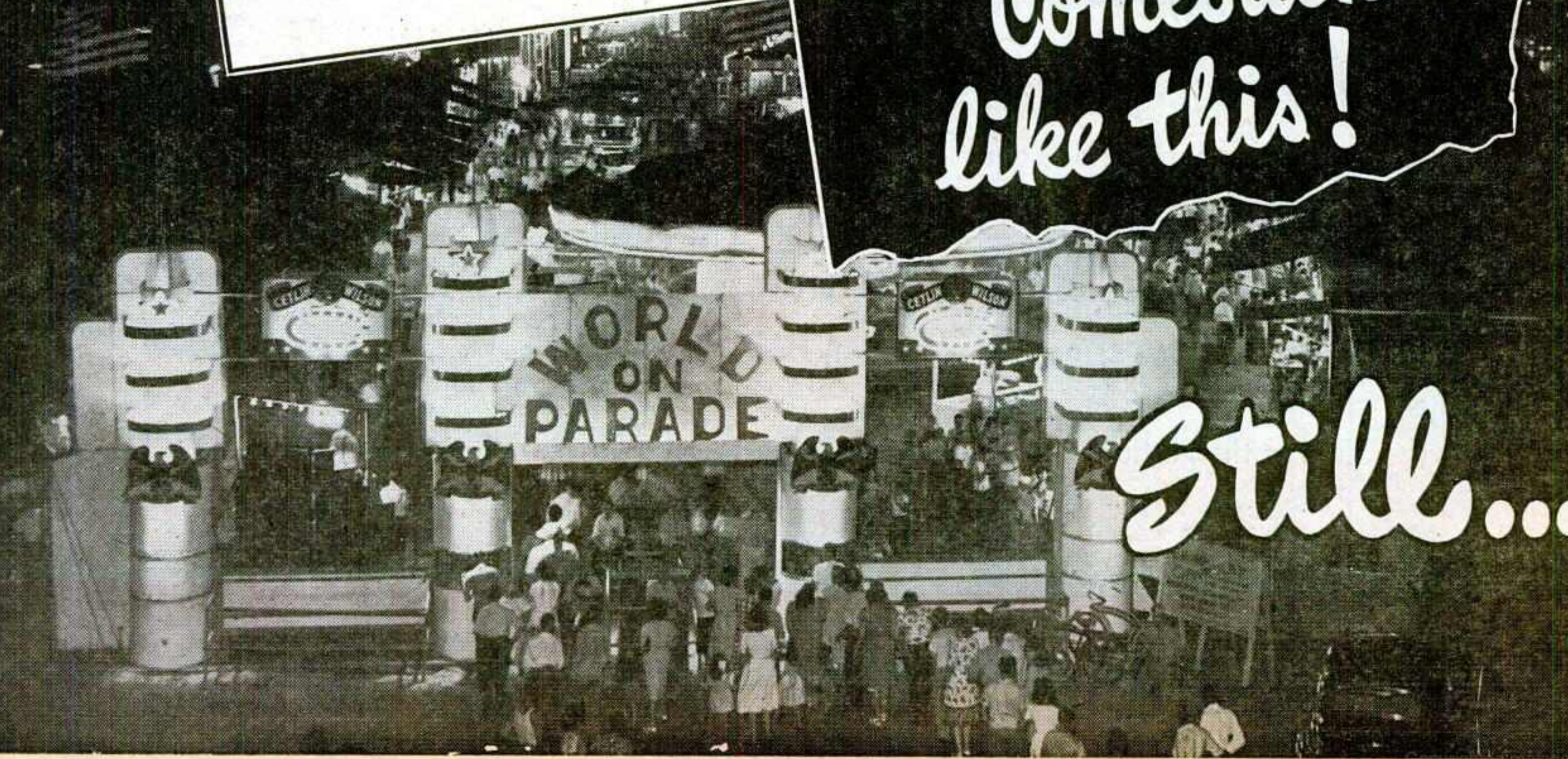
Robert T. Thornburg
Robert T. Thornburg,
Commissioner of Agriculture

Rollo E. Singleton
Rollo E. Singleton,
Secretary

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- IZZY CETLIN.....Assistant Manager
- WM. MOORE.....Business Manager
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- Atomic Fair
Canton, Ohio
- Allen County Free Fair
Ft. Wayne, Indiana
- Ionia Free Fair
Ionia, Michigan
- Missouri State Fair
Sedalia, Missouri (two weeks)
- Indiana State Fair
Indianapolis, Indiana (two weeks)
- Great Reading Fair
Reading, Pennsylvania
- Virginia State Fair
Richmond, Virginia (two weeks)
- Fair-A-Ganza
Atlanta, Georgia (two weeks)
- Piedmont Interstate Fair
Spartanburg, South Carolina
- Georgia State Fair
Macon, Georgia
- Eastern Carolina Agric. Fair
Florence, South Carolina
- Sumter County Fair
Sumter, South Carolina

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We wish to express our sincere thanks for your whole-hearted co-operation. It helped immeasurably to make this a truly great year for America's Finest Concessions and for America's Finest Railroad Show . . .

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Hom Zolum
Mike Farino
"Lefty" Bowen

"Strings" Cohn
"Tubba" Heiman
Forrest Scruggs
Reuben Kline
Bill Miller
Bob Martin
Nick Thomas
Bobby Allen
Lew Lange
Rose Lange
Irene Sechrest
Connie McGuire
Mac McGuire
Irene Moore
Sadie Wilson
August Mauro

Josephine Haywood
Pearl Ridings
Rhody Ridings
Josie McNish
Grace Stone
Nate Golden
Benny Stone
Margaret Bowen
Laura Manos
Harry Benjamin
Anna Benjamin
John Kennedy
Harry Errigo
Jean Errigo
Pearl Norman
"Doc" Norman

"Sonny" Broeffle
Barbara Broeffle
Mrs. Bob Rubin
Philip Rubin
Bob Rubin
A. Katzen
Pete Wagner
Willie Liback
Willie Stein
Elaine Scholl
John Scholl
Jack Schue
Jane Schue
"Junior" Schue
Tony Santtilo
Al Dorso

Margie Dorso
Geo. Goodman
Lil. Goodman
Mike Dorso
Grace Dorso
Sol Kane
Sam DeCara
Jane DeCara
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Tony Errigo
Stella Errigo
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Van Davidson
Pete Manos Jr.
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Bill Restis
Frank Cale
John Cale
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Andy Star
Jack Fink
Chas. Fink
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"Spot" Pinsonault
Geo. "Fat" Harris
Josephine Santtilo
"Gin Rummy" Hartzman

*Deceased

“Raynell”⁹⁹

—The Most Talked About Girl in Showbusiness

GIRL SHOWS WITHOUT AN EQUAL

“Much Imitated—
Never Duplicated”



6th Big Season
with
the
CETLIN and WILSON SHOWS

“America’s Most Progressive Midway”

Now Booking Acts, Talkers and Girls.
Also Men for Tops and Fronts for Season 1953
Cetlin and Wilson Shows.

Address: **RAYNELL,**



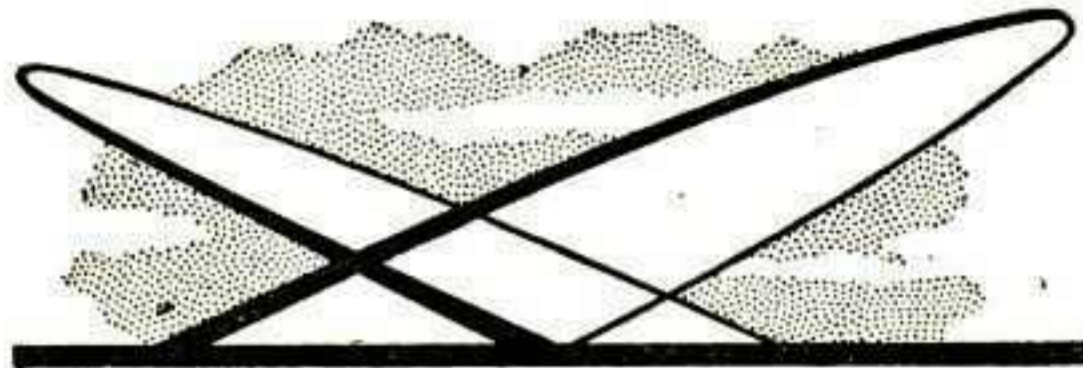
Petersburg Hotel, Petersburg, Va.

or 1200 N. E. 96th St., Miami, Fla.

NORTH CAROLINA STATE FAIR

Get Ready Now To Sell

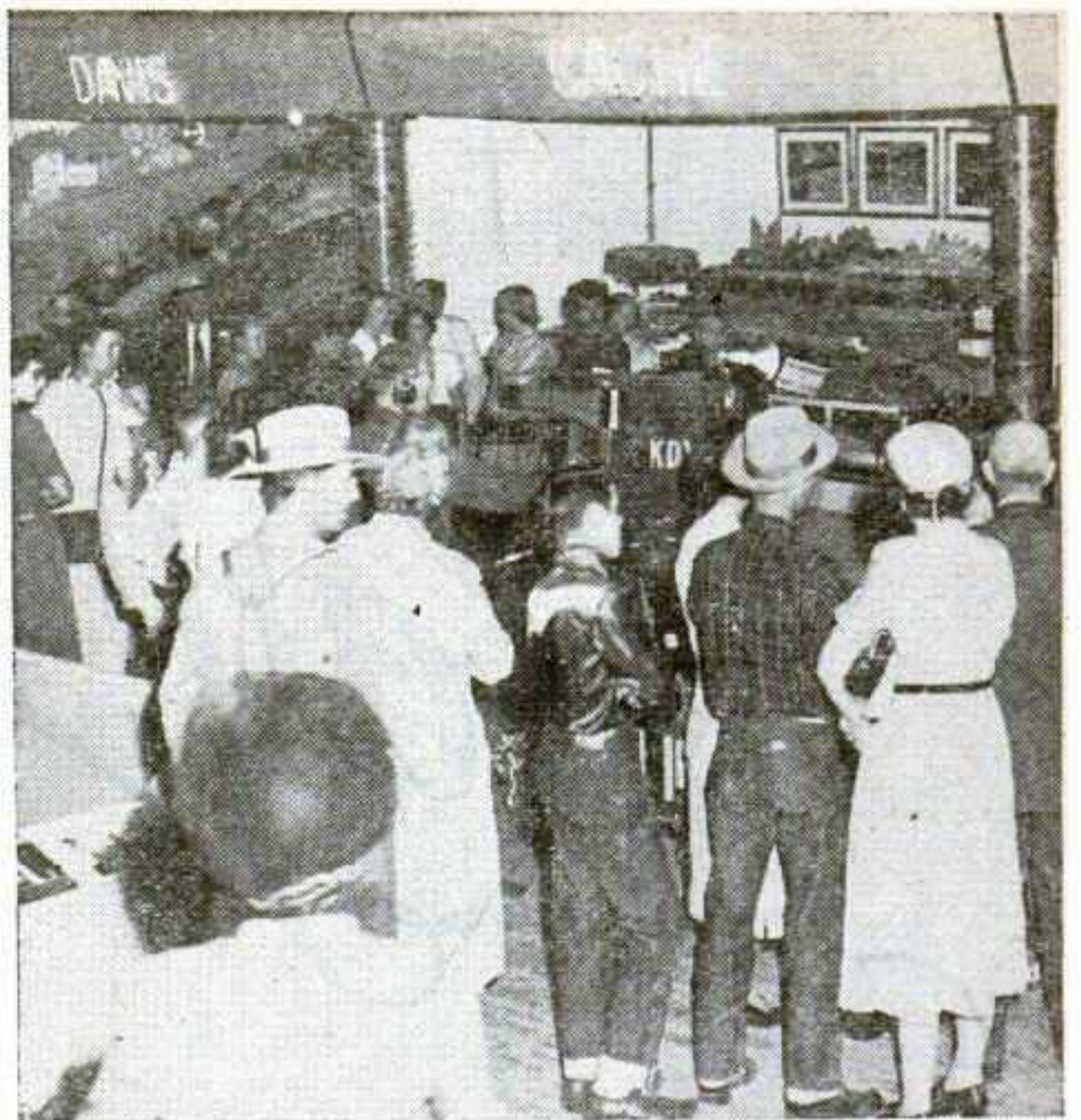
The No. 1 State in the South Through The No. 1 Fair in the South



RALEIGH, NORTH CAROLINA

- ★ 575,000 in '52 and Heading for Three-Quarters of a Million
- ★ Unparalleled Expansion of Facilities . . . New Arena Most Modern Exhibition Building and Only One of Its Architecture in America
- ★ Where the Country's Top Showmen and Concessionaires Participate
- ★ Where "Exhibition" Selling Pays Off With Farmers, Business Men and Industrialists Able and Willing to Buy

For All Details Write:
 Dr. J. S. Dorton
 Manager
 P. O. Box 1388
 Raleigh, N. C.



Telecasting at the Utah State Fair has proved a good deal all the way around. Fairgoers have found televising interesting to watch; the station has discovered that events, exhibits and interviews at the fair make good programming material, and the fair has concluded that on-the-spot telecasting builds new fair customers.

Salt Lake & TV: Good for Both

Builds Fair Patrons, Spurs Exhibitors to Greater Efforts

THE Utah State Fair is convinced that television plants the seed of fair interest and thus raises a bigger crop of fair patrons.

That's why the management of the Salt Lake annual went all out the last two years to co-operate with the Salt Lake-based Station KDYL-TV.

This year the fair registered a gate of 220,000, a whopping one by Utah standards. J. A. Theobald, fair manager, maintains that the strong attendance was registered in part by the interest-building ability of TV.

Estimates vary, but it is generally believed that some 500,000 Utah residents saw some of the many programs carried by the TV outlet. Theobald figures that not only were new customers developed this year but that it started on its way an even bigger crop for next year.

A by-product of TV coverage, fair execs point out, is that exhibitors, too, are affected by TV. Given a double chance to have their displays seen by fairgoers and a TV audience at the same time, they put extra effort into their exhibits.

Telecasting of the Salt Lake event this year embraced county exhibits, housed indoors, as well as a wide variety of outdoor displays, demonstrations, contests and other events. The usual interview-type show ran high in number from the fairgrounds.

Of considerable importance from the management's standpoint was that TV coverage enabled the fair to focus attention upon newly introduced features and thus introduce them with success immediately rather than be forced to wait upon the year-to-year development of the feature.



Televising of county exhibits, such as the one above, gives exhibitors a double audience, fairgoers and TV set-watchers. Many exhibitors put greater thought and effort into the execution of their displays because of the double audience when their exhibits are televised.

For Quick Action in a Dynamic Market

NORTHWEST MISSOURI STATE FAIR

BETHANY, MISSOURI



Here you meet the cream of the Missouri farm buying power in force. They'll be here with their families to take part in the events planned for their enjoyment and education. This is their event . . . your's too . . . so if you've got something to sell, tell your customers about it through the medium of an exhibit here.

1953 DATES **SEPT. 5-6-7-8-9-10-11**

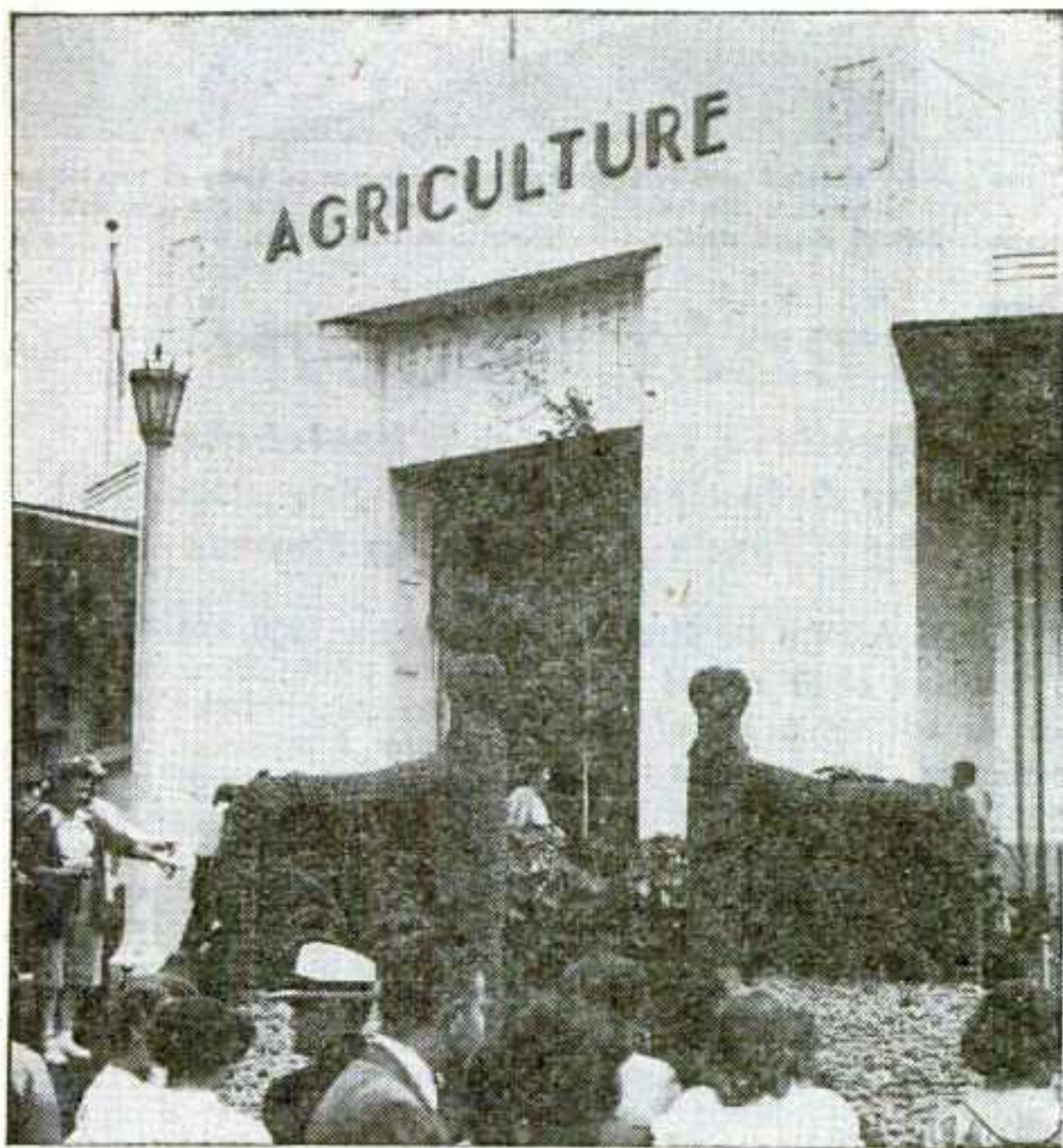
GET THE FACTS . . . Exhibit space costs less than you think

Write to:

L. M. MAPLE, Secretary
Bethany, Missouri

Floral Designs Heighten Appeal

**Year-Round Greenhouse Operation
Adds to St. Paul's Attractions**

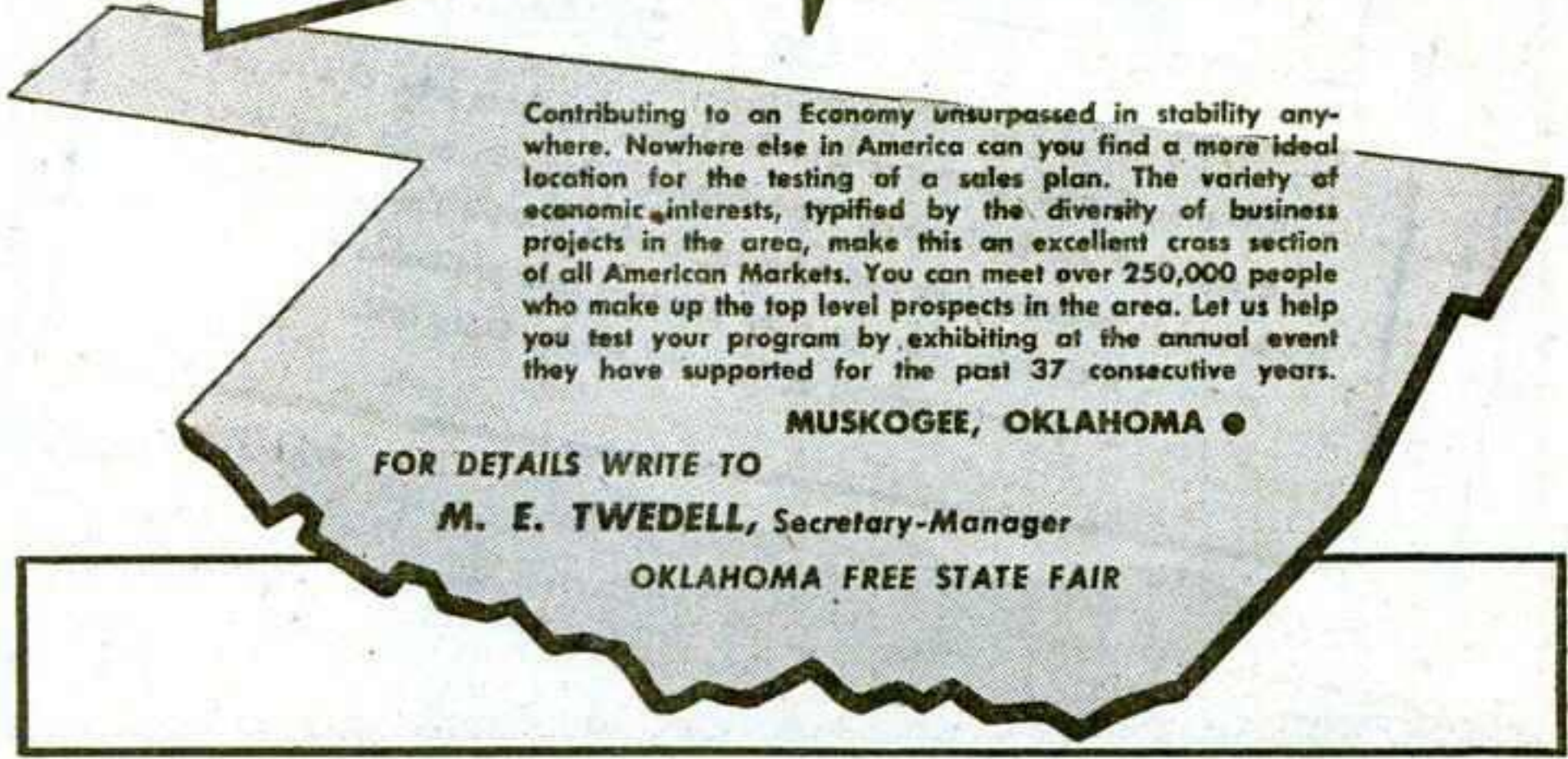


Floral designs so effectively executed that they halt and hold crowds add much to the effectiveness of the Minnesota State fairgrounds. The gateway above is one of the many floral layouts that dot the St. Paul grounds. Year-round operation of its own greenhouse enables the expo to present a delightful appearance at fair time. Thousands of flowers started in the greenhouse and then transplanted provide color thruout the grounds.



**SERVING ONE OF
AMERICA'S MOST
DIVERSIFIED ECONOMIES**

- ★ Agriculture
- ★ Oil Refining
- ★ Mining
- ★ Manufacturing



HERE'S THE BEST REASON FOR EXHIBITING AT THE...



KENTUCKY State FAIR

Louisville, Ky.

OVER 300,000 ATTENDANCE IN 1952

Throw away all your old conceptions of life in Kentucky. Sure we've still got our world famous Blue Grass, Thoroughbred Horses and Mint Julep, but... **SOMETHING NEW HAS BEEN ADDED.** A tremendous agricultural program, quietly begun many years ago, is now paying off big. . . . Industrial expansion, from a modest "come on get your feet wet" stage, has grown to gigantic proportions. Second in 1951! Check the latest marketing figures, you'll see this growth paying off where it counts most; at the Cash Register. Here's where an aggressive selling program will show results, and nowhere can you find a more effective means for aggressive selling than through an exhibit at the **KENTUCKY STATE FAIR.** Here you will meet the people responsible for the agricultural growth and the industrial progress of a great state.

SHOWMEN— We are interested in your ideas, be sure to include our meeting in your plans for '53.

For complete details, write to:

J. DAN BALDWIN, Manager, Kentucky State Fair **LOUISVILLE, KENTUCKY**



PROSPECTING FOR SALES? Then Register Your Claim for Business With the People Who Come to the . . .



NEW MEXICO State Fair ALBUQUERQUE

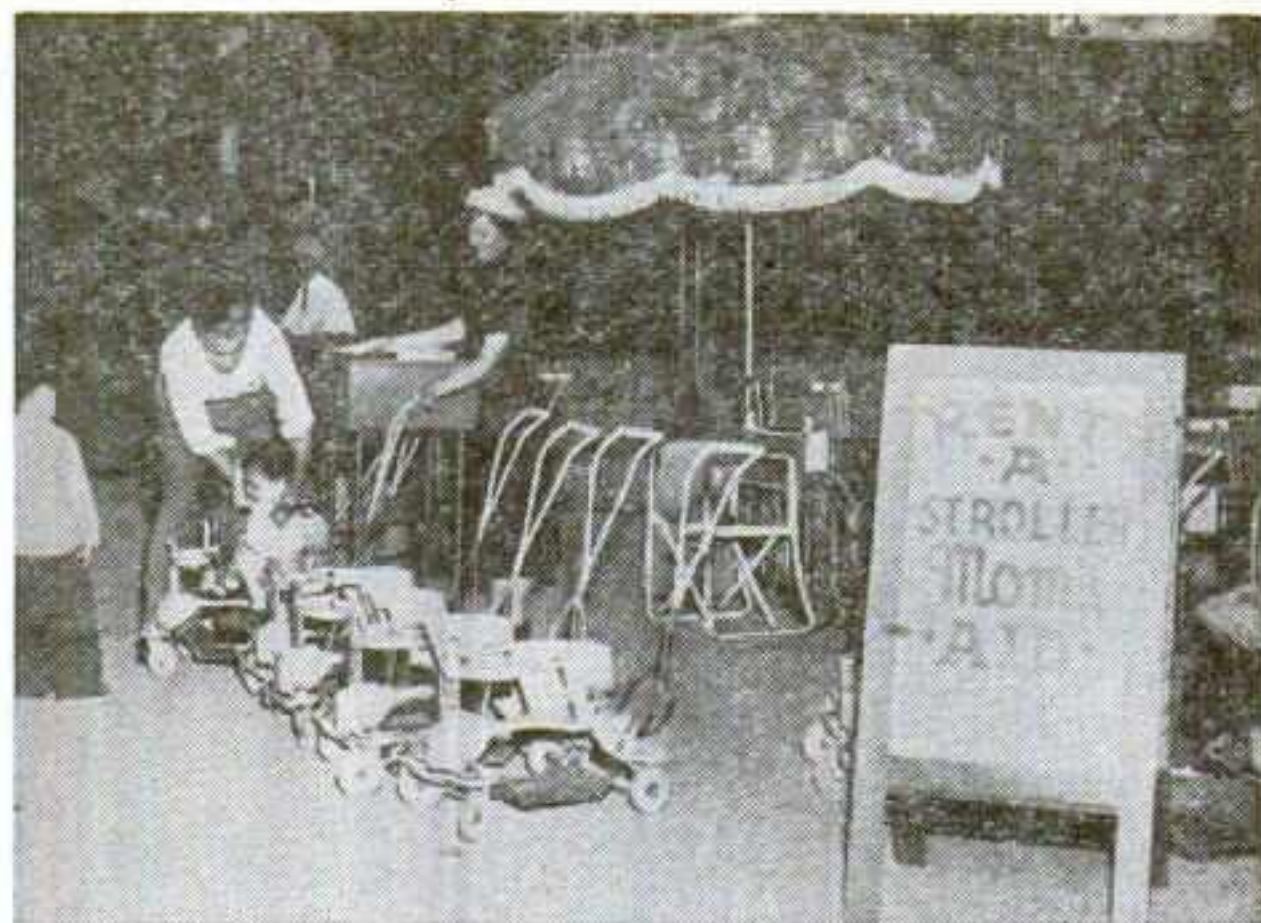
GROWING GREATER
1953 DATES
SEPT. 26
THRU
OCT. 4

400,000 ATTENDANCE IN 1952

Fair time is also "Customer Branding" time for those who aim to get a share of the business in New Mexico. You can make sure your brand is in everyone's home by registering it with the people who come to their fair. For the most pleasant and profitable nine days of the year plan an exhibit at the New Mexico State Fair.

For Profitable Exhibit Space
Contact: **LEON H. HARMS, Secretary-Manager**

NEW MEXICO STATE FAIR • P.O. Box 1693 • Albuquerque, New Mexico



"Mom's Aid," situated usually near the front entrance of some of the larger fairs, supplies strollers for youngsters and wheelchairs for the disabled or crippled. Picture shows stroller-wheeler center at Dallas.

Parents' Boon!

Strollers for Tots, Wheelchairs for Crippled, Disabled Supplied By "Mom's Aid" at Big Events

MOM'S AID, a stroller and wheel chair rental service, is adding a lot of convenience for parents with small children, aged and disabled people at larger fairgrounds. Included in these are several California fairs and the State Fair of Texas, Dallas.

The service is operated by Edwin B. Lang of Pomona, Calif. The past season was his second at Dallas and Fred Tennant, midway and concessions superintendent, said he doubled his gross over the first year there. Service is gradually getting known to the point where people are asking for it, Tennant said.

Lang had 200 kiddie strollers and about 25 collapsible, modern wheel chairs on hand at three locations, two adjacent to entrance gates and a third at the entrance to the main parking lot. Tennant said on the bigger days at the fair, he ran completely out of both types of vehicles.

The service enables people with children to visit the fair without worrying about the kids becoming tired and sleepy or getting lost, and is a boon to elderly people, the crippled and those suffering heart conditions or other illnesses.

Lang gets 25 cents an hour for strollers and \$1 an hour for wheel chairs.

MASON CITY
WHERE PROFITABLE HABITS
NEVER CHANGE
NORTH IOWA FAIR
MASON CITY, IOWA

THE HABIT of exhibiting their products here has always proven to be a profitable one . . . that's why commercial firms keep coming back year after year to meet and call by first name many of their customers.

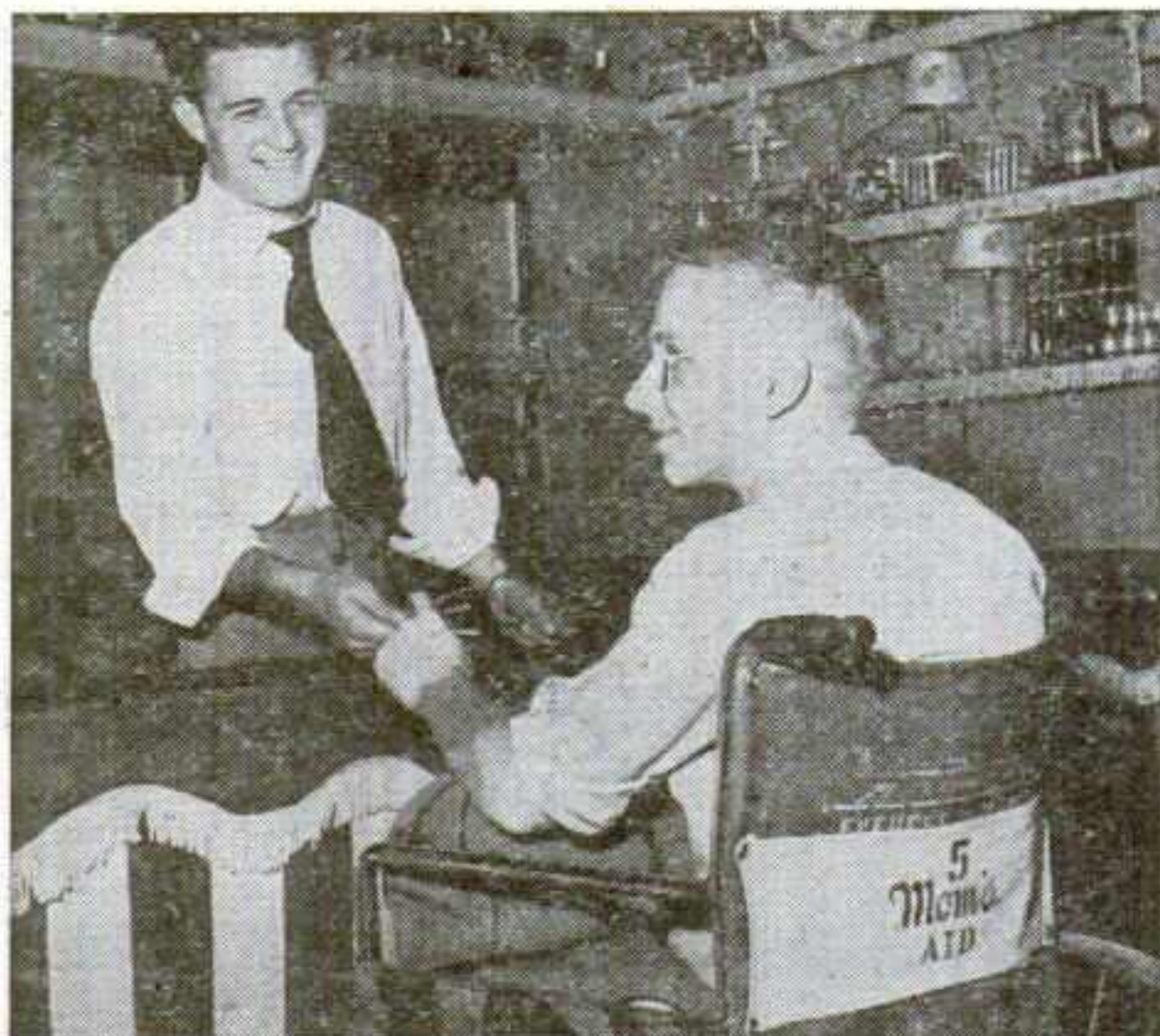
No matter how you measure a fair or a market* . . . you'll find that the North Iowa Fair by far exceeds the most exacting specifications. Many firms who think only in state fair proportions feel that this annual event more than meets their requirements and schedule an exhibit as part of their sales plans. You will too after you get the facts . . .

**1953 Dates
Aug. 11-16**

For further information contact
MILLARD C. LAWSON, Secy., Mason City, Iowa



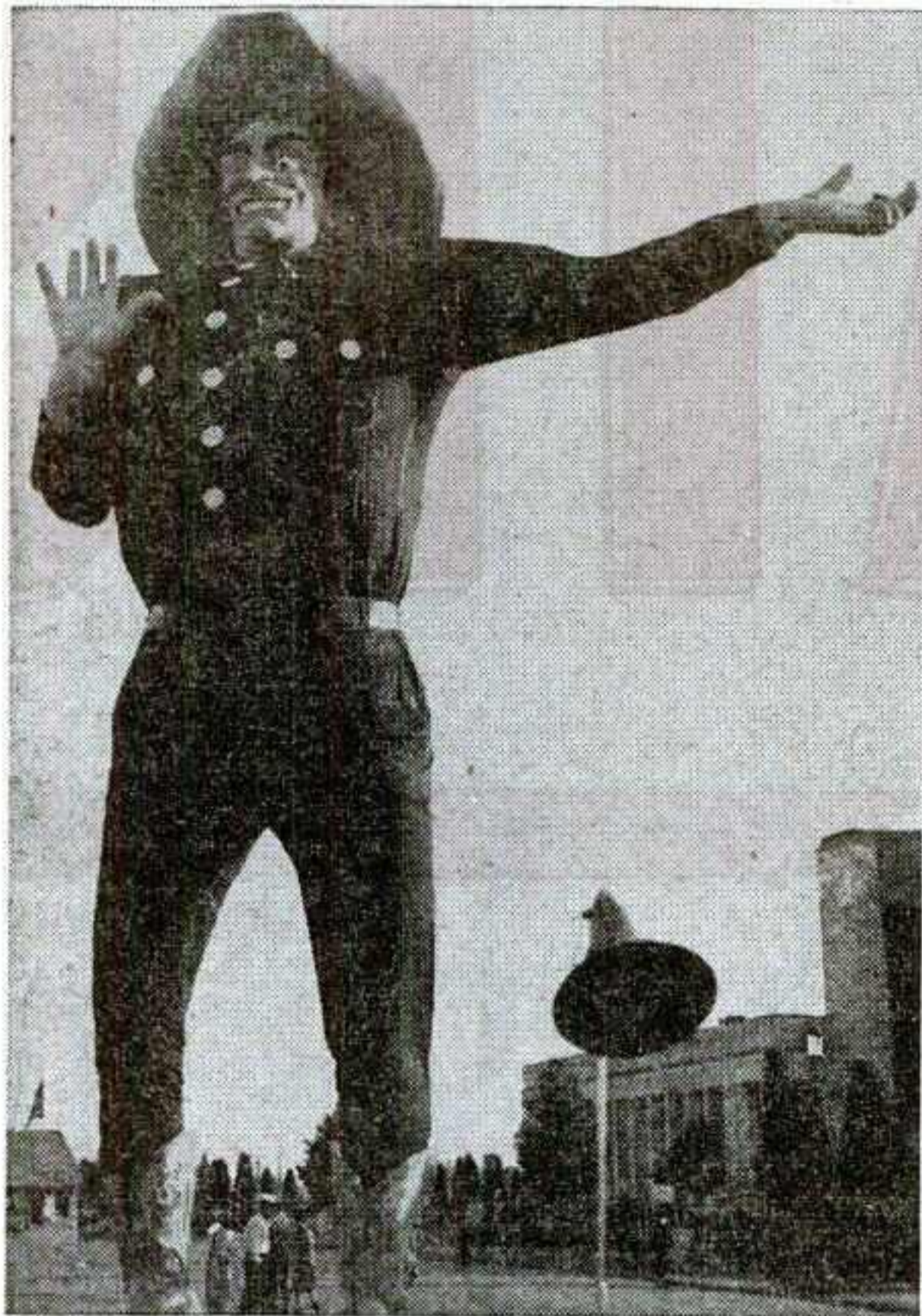
Parents go for "Mom's Aid" in a big way. A Texas father is shown above, using one of the strollers to cart some prize midway merchandise as well as one child, while he carries another child in his arms.



Easy availability of wheelchairs at Dallas made it easy for the disabled or crippled to attend the Dallas fair. A "Mom's Aid" customer is shown above, pitching darts on the midway.

King-Sized Figure Towers at Dallas

Giant Even by Texas Standards, 50-Footer Plugs Jeans-Maker



Traditionally, Texans do things on a grand scale. But the Lone Star Staters themselves were stopped in their tracks at the State Fair of Texas when they saw a 50-foot figure tower on the Hall of State plaza, the most heavily traveled area on the grounds. The figure stood four stories high, wore a 75-gallon hat and a 25-foot belt. It was so big that a derrick was needed to hoist his blue jeans and it was necessary to use hawsers to sew on the buttons.

"The Midwest's Finest County Fair"
the

MOWER COUNTY FAIR

and Midwest Livestock Shows

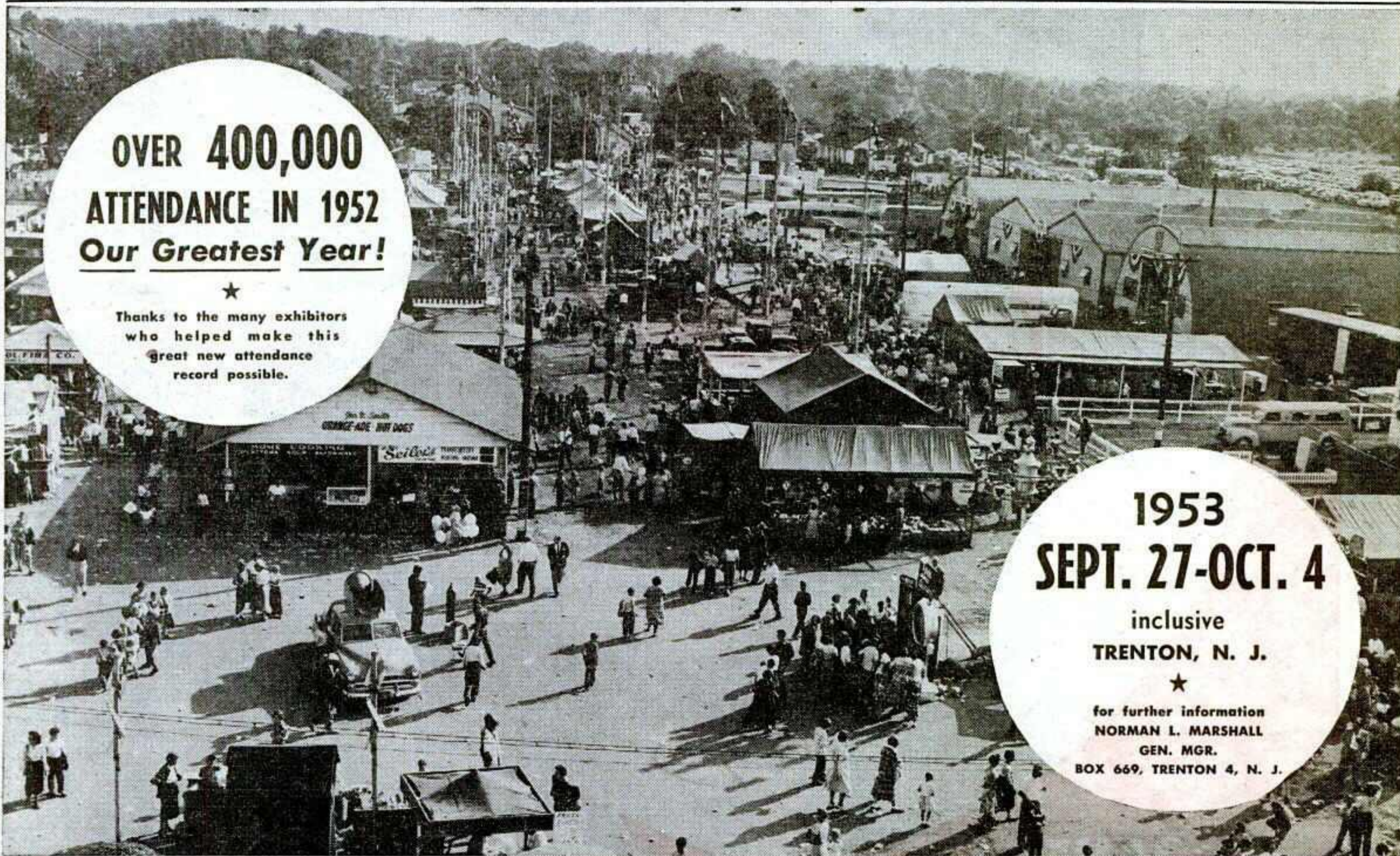
Serving the "LIVESTOCK CAPITOL" of Southern Minnesota and Northern Iowa

AUGUST 11, 12, 13, 14, 15, 16-1953

P. J. HOLAND
Secretary

BOX 473

AUSTIN,
Minnesota



OVER 400,000 ATTENDANCE IN 1952
Our Greatest Year!

★
Thanks to the many exhibitors who helped make this great new attendance record possible.

1953
SEPT. 27-OCT. 4

inclusive
TRENTON, N. J.

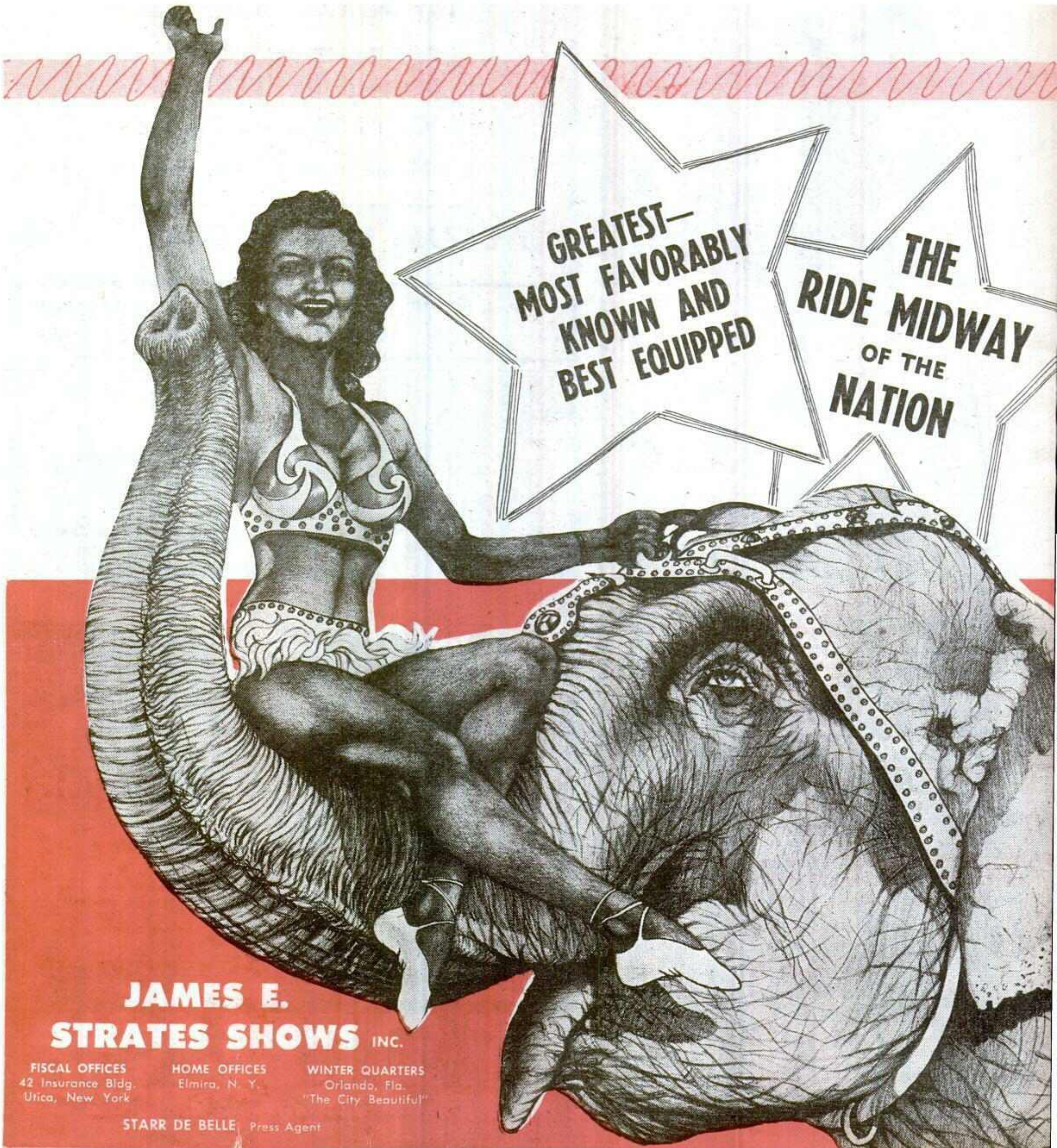
★
for further information
NORMAN L. MARSHALL
GEN. MGR.
BOX 669, TRENTON 4, N. J.

NEW JERSEY STATE FAIR

The Oldest Fair in America

★ JAMES E. ★

STRATES



GREATEST—
 MOST FAVORABLY
 KNOWN AND
 BEST EQUIPPED

THE
 RIDE MIDWAY
 OF THE
 NATION

**JAMES E.
 STRATES SHOWS INC.**

FISCAL OFFICES
 42 Insurance Bldg.
 Utica, New York

HOME OFFICES
 Elmira, N. Y.

WINTER QUARTERS
 Orlando, Fla.
 "The City Beautiful"

STARR DE BELLE, Press Agent

AMERICA'S BEST MIDWAY

SHOWS INC.

30TH ANNUAL TOUR

Thanks...

Our sincerest thanks to all members of fair boards and committees who helped to make our 1952 tour a pleasant and profitable one . . . thanks to our loyal employees, riders, showmen and concessionaires who have been with us thru the seasons . . . thanks to all newspapers and radio stations for their hearty co-operation thru the years . . . thanks to the millions of showgoers who have visited our midway annually during the past 30 years. You have made it the "Family Midway of the Nation." Thanks to all of our old friends and the new friends we made in 1952. Yes . . . thanks to everyone for their good will and friendliness.

James E. Strates



JAMES E. STRATES
President-General Manager

**NOW BOOKING FOR 1953
WORTHWHILE ATTRACTIONS,
TOP NAMES AND FEATURES**

*Carpenters, Mechanics, Builders for Winter
Quarters*

*If You Have New Ideas in Midway Attractions—
We Will Finance Same
Nothing Too Big*

*The First Railroad Show to Open—The Last to Close
Long Season Guaranteed*



Curtis L. Bockus
General Representative



Richard (Dick) O'Brien
Manager



Edward G. Keck
Personnel Manager



Nick Bozinis
Treasurer



Art Lewis
Business Mgr.



E. James Strates
Office Assistant



Harry I. Tong
Vice-President-Gen. Counsel



J. F. McDevitt
Secretary

Setting new Standards in...



CHAMPIONSHIP AUTO RACES

AT THE NATION'S MAJOR FAIRS as Presented by

Frank R. Winkley
and his effective promotional organization



See! THE NATIONAL DIRT TRACK CHAMPIONS!

Frank R. Winkley

A FEW OF THE NEARLY 100 1952 RACING ENGAGEMENTS

- North Dakota State Fair, Minot...3 days
- All-Iowa Fair, Cedar Rapids...1 day
- Southern Iowa Fair, Oskaloosa...1 nite
- North Iowa Fair, Mason City...2 days
- Minnesota State Fair, St. Paul...5 days
- Great Clay County Fair, Spencer, Ia. 3 days
- Southern Minn. Expo., Owatonna...2 days
- Kansas Free Fair, Topeka...4 days
- Ozark Empire Fair, Springfield, Mo. 2 days
- Mississippi Valley Fair, Davenport, Ia.2 days
- Kansas State Fair, Hutchinson...1 day
- Northwest Mo. State Fair, Bethany...2 days
- Sioux Empire Fair, Sioux Falls, S. D. 4 days
- Oklahoma Free State Fair, Muskogee3 days
- Oklahoma State Fair, Oklahoma City 2 days
- Florida State Fair, Tampa4 days
- Greater Grand Forks State Fair, Grand Forks, N. D.1 day



Verna M. Winkley

THE BEST AND FASTEST IN DIRT TRACK RACING
SPEEDWAY TYPE BIG CARS—LATE MODEL STOCK CARS



DEB SNYDER
KENT, OHIO

Holder of Eight IMCA World Records with his \$15,000 Miracle Power Offenhauser

DOM PERLICK
MINNEAPOLIS, MINN.

Conqueror of 150 Drivers in Late Model Stock Car Racing During 1952



AUTO RACING, INC.

Frank R. and Verna M. Winkley, Managers

NEW PERMANENT ADDRESS:

5804 WOODDALE AVE., MINNEAPOLIS, MINNESOTA

Here's Proof of Overwhelming **INSURANCE PREFERENCE**

in 1952 . . . A \$250,000 increase in business over 1951 for Charles A. Lenz . . . This more than anything demonstrates the value showmen place on experience and dependability.

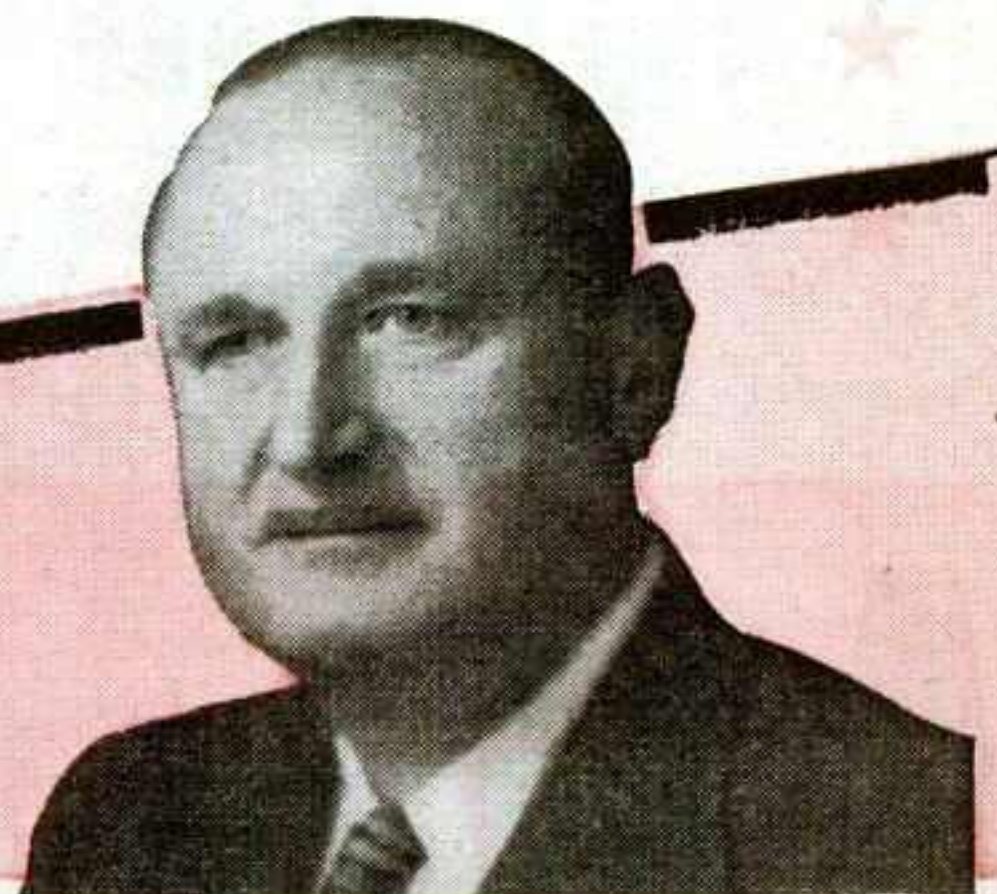


Thanks

to all of our customers for your confidence in our ability to serve your needs and understand your problems. We shall always endeavor to merit this trust.

Charles A. Lenz

Showmen! Our new insurance plan has been tailored to your needs. It is the result of my many years of experience in writing show business insurance. I will be in Chicago for the convention . . . plan to talk over your insurance problems and see how this plan can help you.



CHARLES A. LENZ

The Showmen's Insurance Man

1492 FOURTH ST.
ST. PETERSBURG, FLORIDA

THE ULTIMATE IN

UNMATCHED IN PERFORMANCE!
UNSURPASSED IN INTEGRITY!
UNEQUALLED IN DEPENDABILITY!

**THE NATION'S TOP FAIRS DEMAND AMERICA'S FINEST
RAILROAD SHOW... ACA PROVIDED THAT IN '52 FOR**

- ★ ILLINOIS STATE FAIR
- ★ IOWA STATE FAIR
- ★ ALABAMA STATE FAIR
- ★ SOUTH TEXAS STATE FAIR
- ★ NORTHERN WIS. DISTRICT FAIR
- ★ SOUTH MISSISSIPPI FAIR
- ★ CHATTANOOGA-HAMILTON CO. FAIR
- ★ TENNESSEE VALLEY A & I FAIR
- ★ ANDERSON (IND.) FREE FAIR

A *Amusement* **C** *Company*

J. C. McCAFFERY

MIDWAY PERFORMANCE!



SHOWS

THE

SHOW

TO

SEE

IN

'53!

of America

PAUL OLSON

Your Inquiries Are Invited:

General: 203 N. Wabash Ave.
Chicago 1, Illinois

Winter: P. O. Box 414
Hot Springs, Arkansas



THE NEW

MERIDIAN

FAIR

AND CATTLE SHOW

MERIDIAN, MISS.

AT BUCKWALTER STADIUM

1953 DATES—SEPT. 28-OCT. 3 (TENTATIVE)

23% INCREASE IN GATE OVER 1951

38% INCREASE IN PREMIUMS PAID OVER 1951

75,000 Average Attendance Past Two Years

"The South's Fastest Growing Fair"

CONCESSIONAIRES:

Will talk with you at the Chicago meeting about our Independent Midway.

SHOWMEN:

Our 1953 Carnival or Midway Attractions will be booked while in Chicago.

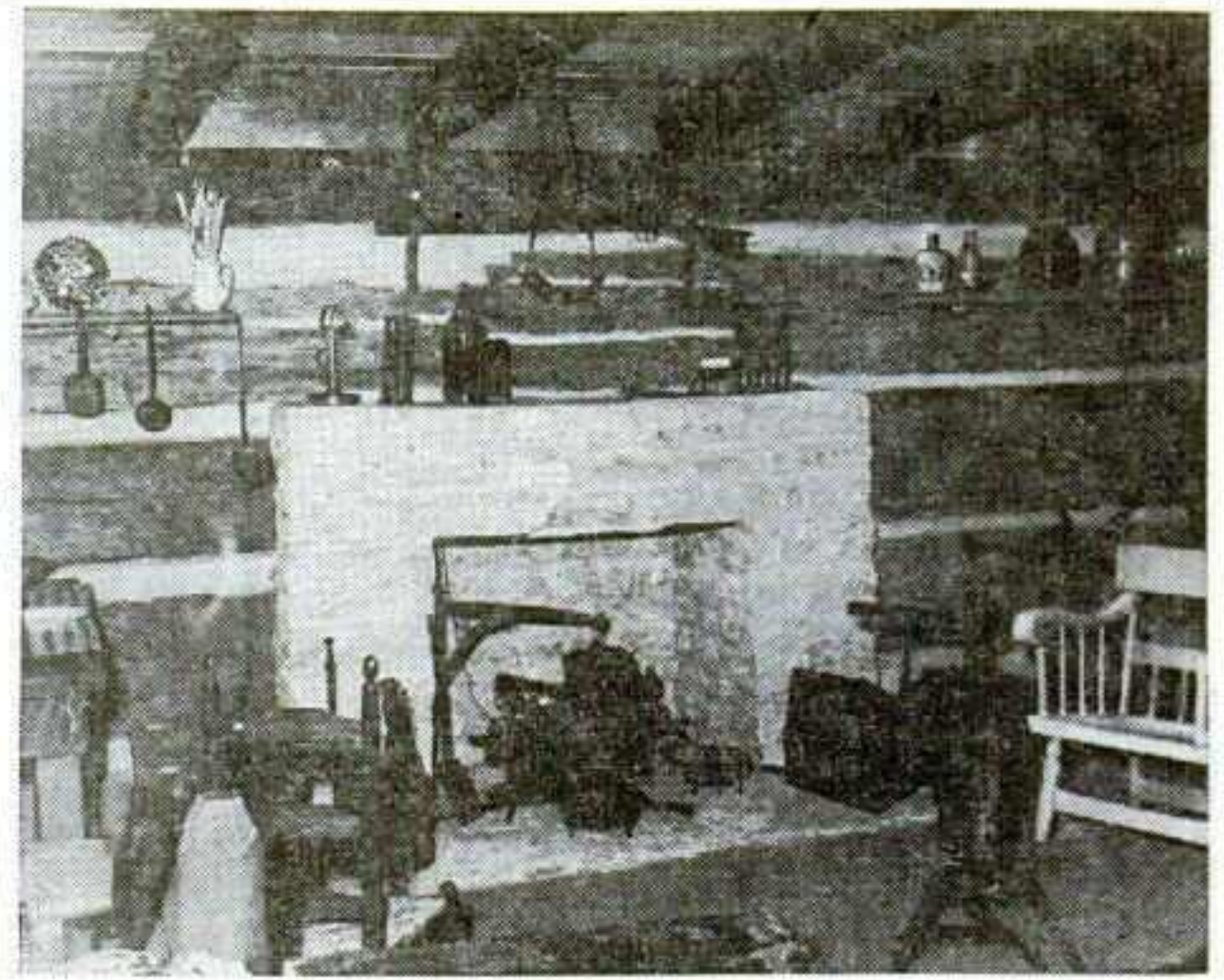
For Details Contact

CHARLES F. BUCKWALTER or C. B. RAWLINGS

NEW MERIDIAN FAIR AND CATTLE SHOW, Meridian, Mississippi

P. O. Box 1887

Phone: 3-3370



1852 Living Lures Hoosier Fems

Exhibit of Century-Old Indiana Living Tops Women's Building Features, Reaps Big Publicity for the Fair

THOUSANDS of Hoosier housewives left the Indiana State Fair this year with a deeper appreciation of modern living standards after seeing an authentic exhibit that depicted Indiana homes of a century ago. One of many features tied in the annual's centennial celebration, the exhibit was designed to emphasize the changes in the State during the 100-year history of the fair.

wheels and many of the simple home furnishings used by the State's pioneers. Authenticity was the keynote thruout and much study and care went into the presentation of the historical exhibit by Mrs. Karolyn Holloway, director of the big Hoosier fair's Women's Building. As a result of this thorough treatment, every article displayed was genuine and was actually used in 1852.

A featured attraction of the ever-popular Women's Building, it not only served as a lure for the fems but was also a natural for the publicity department and landed the fair on women's pages in newspapers thruout the State.

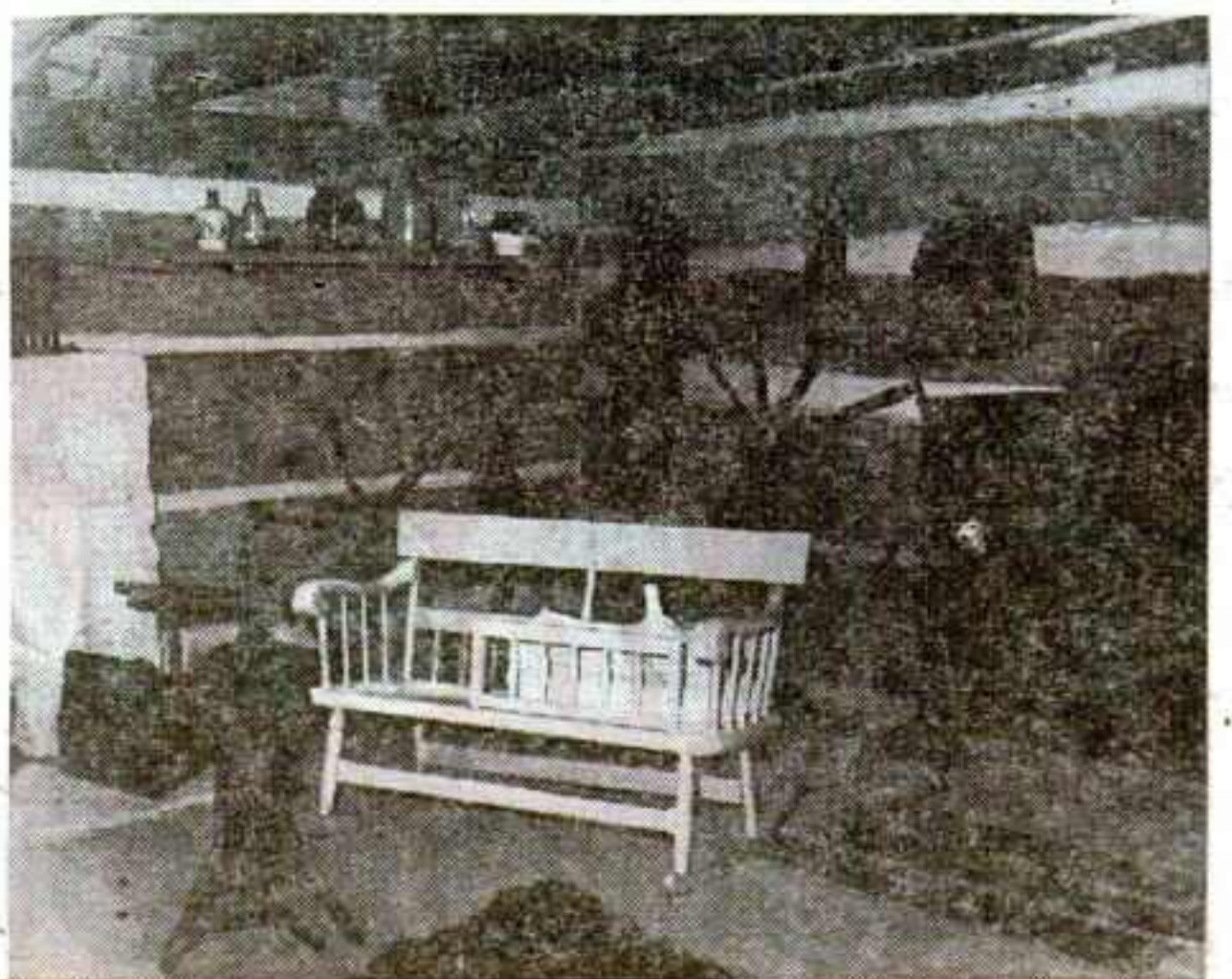
State Aids

The aid of the Indiana State Department of Conservation was enlisted by Mrs. Holloway and that department cooperated by supplying many of its priceless exhibits usually kept in State parks and museums.

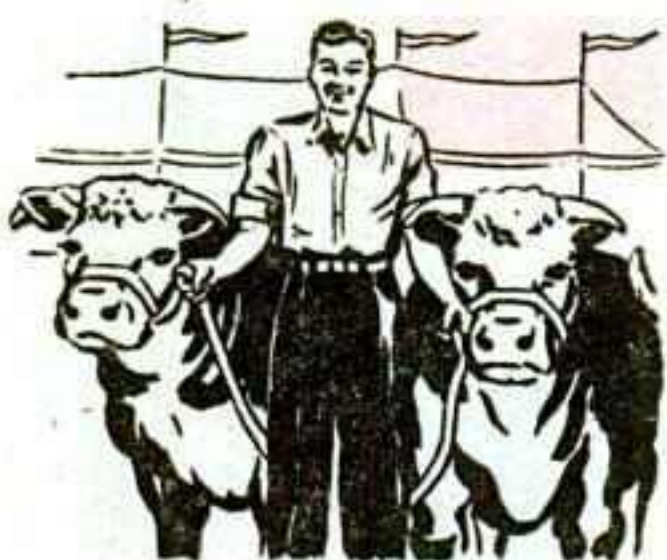
Log Cabin

The display included four old-time rooms, most popular being a rustic one-room log cabin common to Indiana a century ago. With a rough log interior as a background, the cabin was complete with a stone open fireplace, crude cooking implements, spinning

To these were added many historical pieces of furniture loaned by the New Harmony Commission, in New Harmony, Ind. Along with individual contributions, the collection made up an authentic exhibit which proved to be one of the most popular on the big fairgrounds.



Here's A Man You'll Want To Meet....



He's the Northern Wisconsin Farmer . . . one of the most prosperous and progressive in the world. You'll meet him and his family here at the Northern Wisconsin District Fair. Show him in person how your farm equipment works . . . show his wife how that refrigerator, ironer or washer will make her work easier . . . they're interested—more important—able to buy.

You'll Meet Over 175,000 at the NORTHERN WISCONSIN District Fair

Put the promotional power of an exhibit to work for your product or idea.

1953 DATES AUG. 4-9

A. L. (Archie) PUTNAM, Mgr. Northern Wisconsin Dist. Fair, Chippewa Falls, Wis.

CUFFO CLICK

Free Show Nets Win For Soft Drink Firm

DR. PEPPER COMPANY, soft drink manufacturer, presented a high-quality free show for the first time at the State Fair of Texas and achieved public relations results hailed as "wonderful" by A. H. Caperton, the firm's advertising manager.

Caperton said it was the first time the company had tried anything as different from the ordinary type of exhibit. He said that the show cost three or four times as much as a static exhibit but it was well worth the difference from a public relations standpoint. The company considered the stunt strictly a public relations medium and not a merchandising project.

Dr. Pepper used the theater building utilized during the fair's non-operative period by Margo Jones' "Theatre '52" company. Stan Kramer Puppets, a top night club and hotel act, was presented in three to six performances daily, mostly to SRO houses, Caperton said. Capacity of house is only 175, and the

show would have played to many more visitors had more space been available, Caperton maintained. As it was, the show played to an estimated 14,000 at 60 performances and on some of the big days, twice as many people were turned away as could be accommodated.

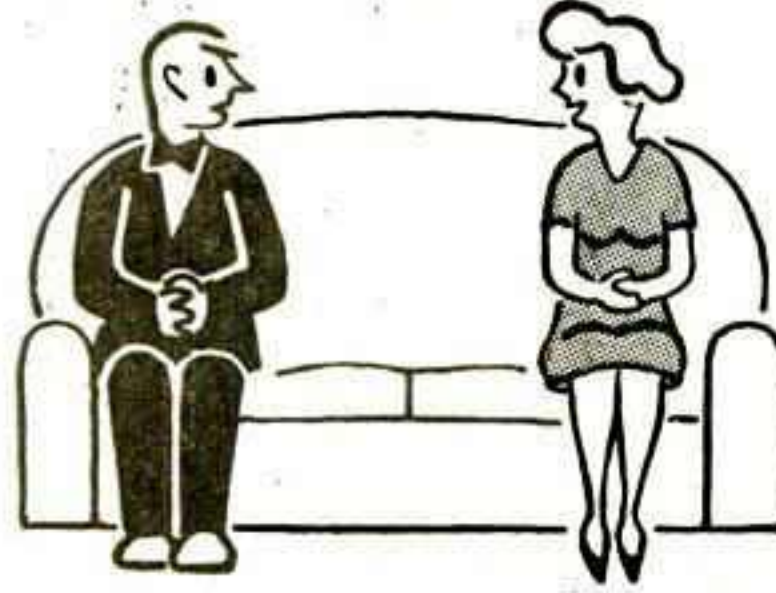
Vending Machines

About 10 Dr. Pepper dime coin-operated vending machines were stationed outside the building and got a big play from visitors before and after performances. Dr. Pepper had about 50 other outlets on the fairgrounds.

Caperton said the free presentation of wholesome, family-type entertainment resulted in much good will for the company and occasioned numerous comments and letters of appreciation.

Kramer presentation was an unusual type of show for marionette performances, featuring takeoffs on Betty Hutton, Bill (Bojangles) Robinson, Carmen Miranda and other stage and screen performers.

The lost children's headquarters was housed in the same building, which enabled Dr. Pepper to make additional friends by entertaining lost kids until claimed by parents.



SELLING SOMETHING?

THEN GET CLOSER TO YOUR MARKET

An Exhibit at the Fast-Growing

OZARK

EMPIRE FAIR

Springfield, Missouri

WILL HELP YOU GET CLOSER

TO THE PROSPEROUS MISSOURI FARM MARKET

Farm income and industry pay rolls continue at an all time high. Record-breaking construction by industry and on farms and homes combine to make the market served by this biggest annual event in the Ozarks the important one for you. A market with a vast potential for sales of all types of merchandise. To get your share of this high income buying group get closer by meeting them in person through an exhibit at their fair.

NO OTHER MEDIA IN THE OZARKS CAN HELP YOU PUT YOUR SALES MESSAGE OVER LIKE AN EXHIBIT AT THE OZARK EMPIRE FAIR CAN.

GET THE FACTS FROM

G. B. BOYD
Secretary, Manager

H. FRANK FELLOWS
President

again in 1952...

California State Fair Breaks All Records

**Record Crowds Jam Fair Grounds!
Record Spending!**

SACRAMENTO—The 1952 California State Fair shattered all previous attendance and spending records with 778,256 clicking the turnstiles during the 11-day run. The crowd spent \$1,346,382 at concessions on the grounds. This did not include, of course, high pari mutuel and other exhibition

said that every indication is that bigger and better crowds will jam the 1953 Fair. Plans already are under way for increasing exhibition space and other facilities.

Hollywood

The Western Fairs meeting in annual session at Hotel Del Coronado last week, was asked to make an effort to make available to exhibitors logical recommendations. This recommendation was made by Alex Thorburn Jr., president of the Los Angeles Fair.

get in on this \$1,346,382 bonanza in '53

**Forecast for 1953:
MORE PEOPLE!
MORE SPENDING!**

EXHIBITORS, for Information Write—
STATE AGRICULTURAL SOCIETY
P.O. Box 2036, Sacramento, Calif.

California STATE FAIR

E. P. GREEN, Manager

FISHING FOR CUSTOMERS?

You Don't Need The Hook, Mister!

AN EXHIBIT AT THE

LOUISIANA

State Fair

SHREVEPORT

IS ALL THE BAIT YOU'LL NEED!

Most of America's Sales Leaders find fishing for customers in Louisiana is better when they bait their sales story with an alluring exhibit at the State Fair.

Sales are better than ever in Louisiana, with record industrial pay rolls, bumper crops and a general upsurge in all business activities contributing to a new high level economy . . . you can't miss, come on . . . the Fishin's fine.

PLAN TO BE HERE IN '53

For complete information write to:

THAD ANDRESS, President
Louisiana State Fair

W. R. HIRSCH, Secretary-Manager
Shreveport, Louisiana

HITS JACKPOT!

Phone Co. Exhibit Attracts 506,471

THE OLD SHOWMAN principles of audience participation and personal demonstrations, plus publicity, helped Southwestern Bell Telephone Company hit a jackpot of more than half a million visitors at its State Fair of Texas exhibit this year.

By actual count, 506,471 persons looked in on the exhibit during the 16 days of the fair, probably a record for a single commercial exhibit at the exposition, and the company listed it as its most successful fair show, according to Will H. Rogers, Southwestern Bell information supervisor.

Holding time of visitors inside the exhibit reached amazing proportions this year, with at least one person clocked looking at the exhibit for 52 minutes. Average holding time of the sampling of 250 persons timed inside the show was 19 minutes, compared to 12.8 minutes last year.

The exhibit's share of the fair gate rose 32 per cent over the 1951 figure, with 21 per cent of the total patronage visiting the telephone show. Last year 16.5 per cent of the fair gate went to the telephone exhibit in the General Exhibits Building.

Pulling Power

The phenomenal pulling power of the 1952 exhibit, largely an elaboration of last year's show but with some brand - new elements, was credited to a number of factors by Rogers. Ranking high among these was audience participation and demonstrations by the personable employees of the company, and more publicity and promotion than the show has ever received.

Four of the six different sections of the exhibit draw on audience participation for much of their attraction, and the other two parts of the show used it to a minor extent. By far the most popular element of the show, both in drawing and holding time, was a demonstration of long distance dialing at which visitors were allowed to make free calls within the United States.

This show was crowded at all hours with people hopeful of taking part in the demonstration by making one of the calls, and listening in on the lucky winners of calls. A total of nearly 1,000 long distance calls were made to cities in every State.

Brand New Exhibit

A brand new exhibit was a machine that played tic-tac-toe against human opponents—and couldn't be beaten. The

best the player could do was get a draw, and if he didn't watch his plays, the machine would win. This was purely an audience participation exhibit, with only enough explanation thrown in to tell how the machine applied to the telephone business.

The 1951 exhibit, showing how telephone voice highways are built, and how network television is carried across the country by telephone company circuits were back again, but this year the network television show demonstrated, with the use of miniature microwave radio relay towers and two television sets, how television pictures are sent flashing across the country.

The two side-bar exhibits, the hearing test and voice mirror, were again on display and solely for audience participation. Visitors could test their own hearing ability and listen to their own recorded voices.

As in previous years at the telephone exhibit, personnel manning the show was top-notch. This resulted in many favorable comments on the type of people the company employs and reinforced the belief on the part of those in charge of the exhibit that one of the best displays at the exhibit is the people running it and that telephone people are one of the biggest assets of the company.

Picked Narrators

Forty-five hand-picked narrators and operators worked on the exhibit during the fair. They were given two weeks of intensive training prior to the opening of the fair on how to talk, how to walk and stand, personal appearance, and how to deal with visitors at the exhibit.

The exhibit received more publicity this year than ever. This was pegged mainly on the unusual tic-tac-toe machine, since it was felt that this was something that would catch the imagination of the public. A news story was prepared featuring the machine, a photograph was made with two women exhibit narrators operating it, and these were released to 300 newspapers thruout Texas. Releases were made thru local managers of the telephone company, who were quoted in the story. Results were good, with approximately 100 papers using the story or picture or both.

In addition to the news story, a half-hour on the spot television broadcast was made on the first night of the fair, which made a considerable impression on the public,

IN PENNSYLVANIA...
they flock to the **BIG**

READING FAIR

READING, PENNA.

In the heart of one of Pennsylvania's greatest and richest industrial areas.

This Year—Over 320,000 Attendance.

NEXT YEAR—HEADING FOR HALF A MILLION!

Now Booking Exhibitors and Concessionaires for next year. For full details, write:

CHARLES W. SWOYER, Secretary,
READING FAIR
522 Court St., Reading, Pa.

8 GREAT DAYS—7 GREAT NIGHTS

SEPT. 13-20, 1953

- GRAND CIRCUIT HARNESS RACING
- A A A BIG CAR AUTO RACES
- AUTO THRILL SHOWS
- MISS READING CONTEST
- BIG STARS OF STAGE, RADIO, TV
- DOZENS OF BIG EXHIBITS IN MODERN EXHIBIT SPACE

judging by the comments of visitors.

Biggest Feature

The State Fair of Texas exhibit is Southwestern Bell's biggest and most important single feature in its face-to-face public relations contacts with its customers, Rogers said. Public talks by telephone people, lecture-demonstrations by a specialist in this work, and exhibits at smaller fairs are important parts of this face-to-face relations, but the big fair tops them all. Telephone company executives, putting more and more emphasis on the important face-to-face portions of its public relations program, look on the State Fair exhibit as its best single effort in reaching large numbers of

ROUTS SMELL!

Dallas Event Deodorizes Poultry Bldg.

THE State Fair of Texas this year for the first time discovered a way to successfully control the odor in its poultry building.

The problem was especially important to the Dallas Fair, since the poultry shows were housed in a section of the Science Building, where the fair's Science - Engineering Show was also held. The poultry section was merely walled off from the science section.

Odor was conquered by use of new dual-purpose deodorant developed by Lefevre Chemical Company of Oklahoma City. The firm is moving to Dallas. The chemical was tried at the fair on a strictly experimental basis before it went on the market commercially.

A total of 150 quarter-ounce bottles of the chemical were used beneath the poultry cages. In addition, strong exhaust fans were used.

Not a Disinfectant

The chemical is not a disinfectant nor does it mask odors with a stronger odor. The chemical acts as an oxidizer so that even the deodorant is not noticeable after an hour or so. A spray is used where a concentration of odors develop, Jim Thompson and Bill Lefevre, partners in the firm, say.

Besides working in the poultry building, the firm sprayed the swine barns, the Cotton Bowl stadium and the Variety Club Circus on the midway. The Lefevre company has been invited to try out the deodorant at the Houston and Fort Worth fat stock shows this winter.

Lefevre said the swine barns posed a special problem. He only sprayed the swine area once a day, but the smell was lessened noticeably. He said the deodorant also kills odors that attract flies. He sprayed one hog that was covered with flies. An hour later, there were no flies around.

This anti-fly factor may also indicate a future use for the chemical around food stands and cook tents on carnival lots and fairgrounds.

people with a story at a very low cost.

And the company sees to it that each of its exhibits tells some kind of story. This is generally kept to single simple ideas, the objective being to entertain and inform the visitor while at the same time telling a part of the telephone story. To make the story lodge in the observer's mind better, the facts are kept simple and generally only one basic idea is advanced in a particular element of the exhibit, Rogers emphasized.

Long Distance Calls

For example, in the 1952 exhibit, the demonstration emphasized long distance dialing, showing that calls go thru faster if the operator is given the number by the caller. This saves calling on information for the number, which wastes time. While this again was emphasized as the basic story of the exhibit, several other facts were advanced in the narration, such as the speed of the new calling system, how it operates, and that in spite of such technological advances, the company needs more operators today than ever before.

In the tic-tac-toe exhibit this year, the story pointed out that the machine was made up of parts used in furnishing telephone services, and the complex telephone equipment really does even more amazing things every day than that done by the game machine.

Mississippi-Alabama
FAIR & DAIRY SHOW
TUPELO, MISSISSIPPI



1953 DATES
OCT. 6-7-8-9-10
(Tentative)

CONCESSIONAIRES:

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

SHOWMEN:

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

EXHIBITORS: For More Details Contact

JAMES M. SAVERY, Pres.-Mgr.
P. O. Box 717, Tupelo, Mississippi

FLORIDA STATE FAIR
TAMPA, FLORIDA

FIRST MAJOR FAIR
FEBRUARY 3-14, 1953

THE WORLD'S GREATEST WINTER EXPOSITION

Where you can talk to thousands of your customers from all over America.

FAIR EXECUTIVES—SHOWMEN
Here you will find trends in showbusiness. New exhibit ideas, new rides, new ideas in showmanship have always made their debut at the Florida State Fair.

1. Featuring famed Gasparilla Parade, Feb. 9, and colorful Children's Gasparilla Parade (7,000 children participating and presenting 52 floats) Feb. 11.

2. Other spectacular special events include Shrine Parade and Ceremonial opening day Feb. 3. Illuminated Night Parade and Spectacle, Pan American Day Feb. 12. Governor's and Children's Day Feb. 10.

3. Thrilling spectacular dirt track championship Auto Races featuring the world's top race drivers, and the spine-chilling 1953 Thrill Show plus the greatest array of Circus and Hippodrome Grand Stand Acts ever presented.

Combine all the advantages of spacious modern exhibit buildings with opportunity to make valuable customer contacts and you'll see why an exhibit here will pay off.

P. T. Strieder, Manager **FLORIDA STATE FAIR, Tampa, Fla.**

DON'T TRUST TO GO



Where the People GO!

TOPEKA

SEPT. 12-18

Here at the world's oldest and largest Free Fair the agricultural, livestock and industrial might of Kansas parades each September. Since 1881 show people, exhibitors and concessionaires have seen a miracle exposition in operation.

"THE STATE'S GREATEST OUTDOOR EVENT"



TOPEKA, KANSAS



MAURICE W. JENCKS, MGR.

Co-Operation

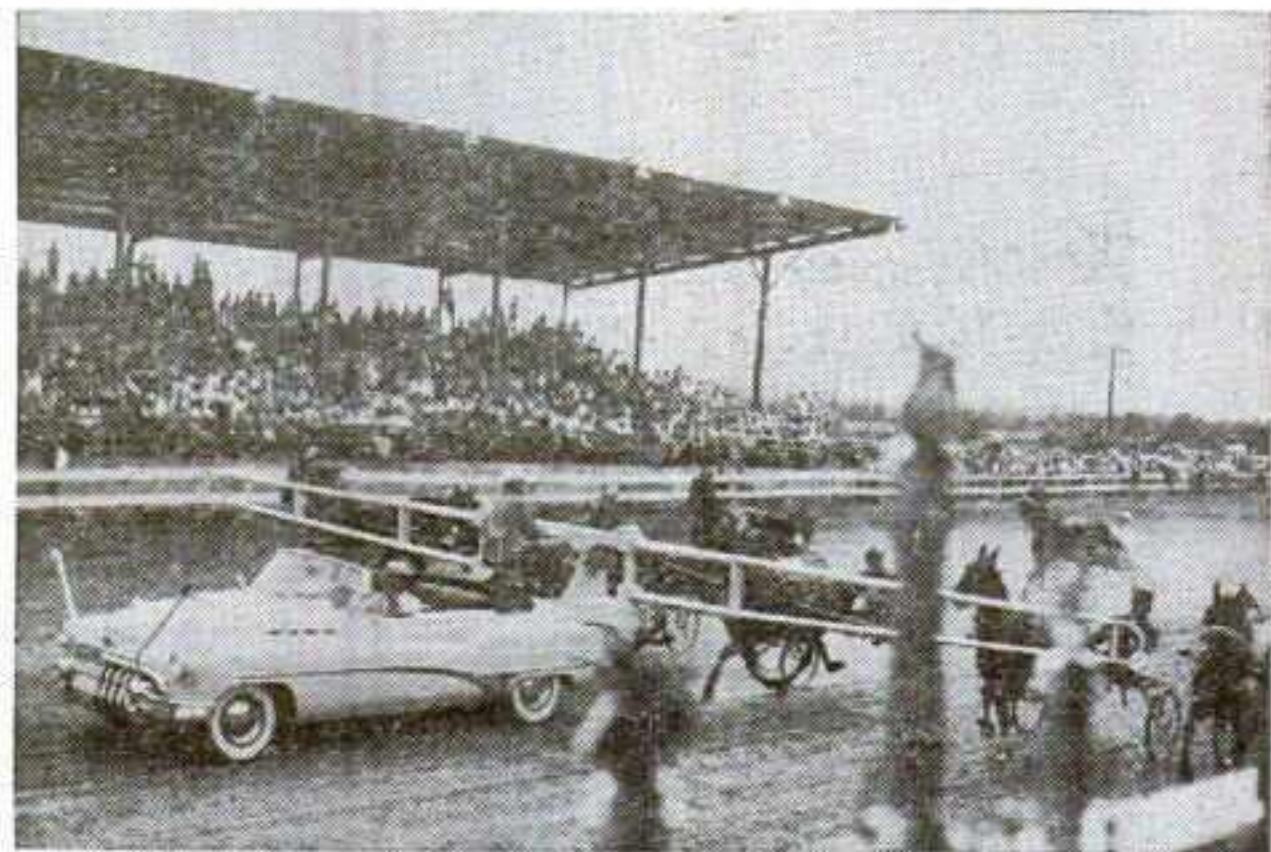
Terre Haute's Amazing Growth a Tribute to Community Spirit

THE phenomenal growth of status, the fair board, the Vigo County Fair, prompted by pressure from Terre Haute, Ind., that began in 1948 and has built the annual into one of the most progressive in the State, is the direct result of co-operative community participation inspired and directed by astute management. From a humble beginning five years ago, when the organization purchased 138 acres of farmland for a new plant, the fair now boasts one of Indiana's most modern fairgrounds and has doubled its attendance at both gate and grandstand.

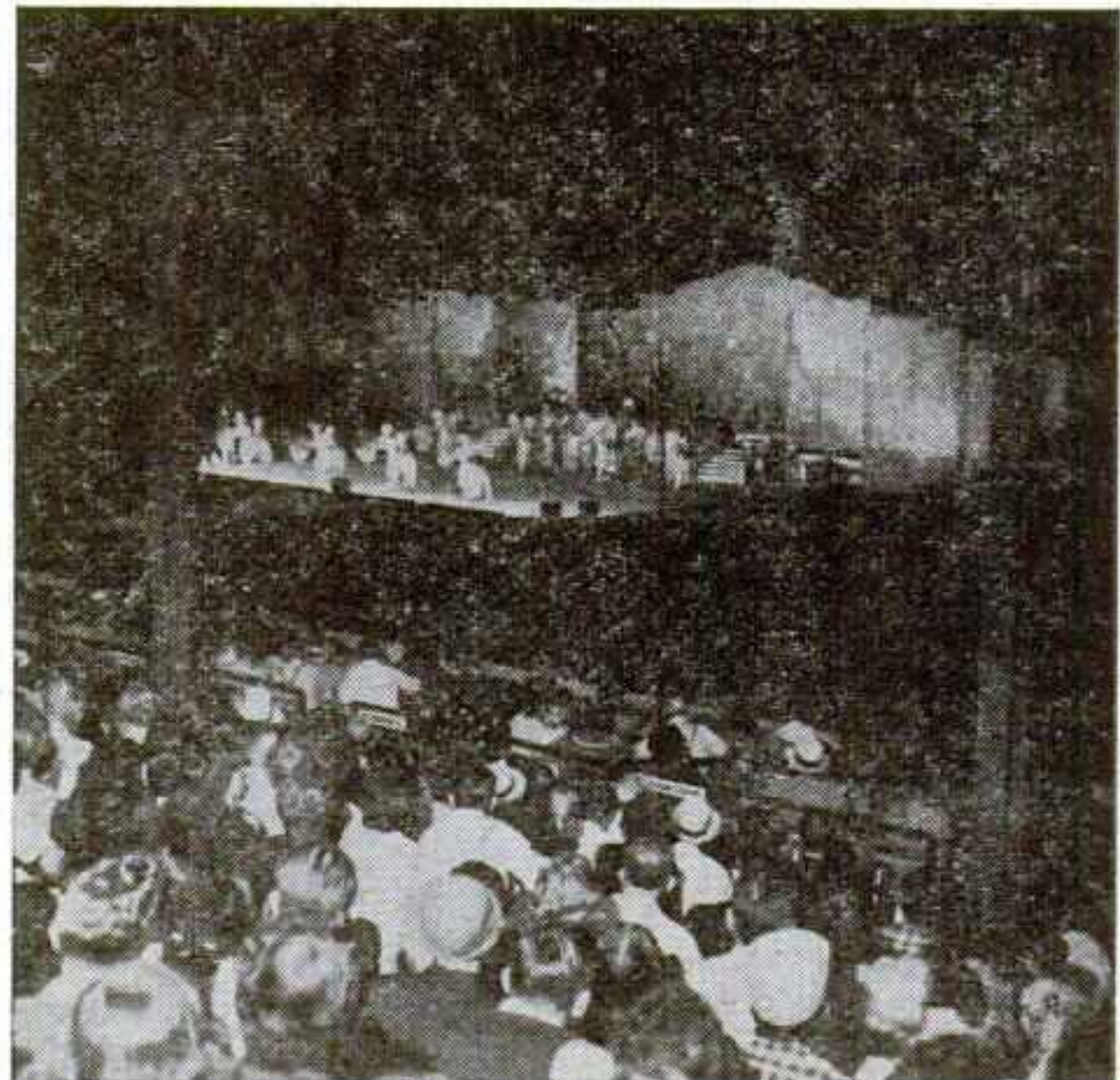
In 1948, after the annual had gone down to celebration status, the fair board, prompted by pressure from Terre Haute organizations, decided to build up its fair program and develop a plant that would be a credit to the county. Altho hard-pressed for cash, it went into debt to the tune of \$31,000 by purchasing 138 acres of land as the first step in its upward climb. Close to \$20,000 of the total was then raised from the organizations which wanted a bigger fair but the board was still \$11,000 in the hole. To add to this, the '48 fair, the last held at the old grounds, wound up a \$1,700 loser. Despite this anything but



Aerial view of the fairgrounds, the results of community effort.



Major project in the build-up was the 3,000-seat grandstand above.



A typical turnout for the night grandstand revue, one of the fair's important sources of revenue.

GREATER THAN MOST STATE FAIRS

Saginaw FAIR
SAGINAW, MICHIGAN

350,000 AVERAGE ATTENDANCE

Representing 75% of Your Michigan Farm Market. You'll long remember the profitable experience of exhibiting your product at Saginaw. You'll meet your best farm customers and a cross section of Michigan's diversified market. You'll meet them while they are in a holiday mood, generated by the many outstanding entertainment features. . . . You'll meet them while they are eager to learn about the things that help them live and work better. . . . You'll meet them in a receptive mood to hear your sales story.



1953 DATES, SEPTEMBER 13-19

For Complete Details Write to
C. H. HARNDEN, Secretary, Saginaw Fair, Saginaw, Michigan

Counts

auspicious start, plans for the '49 fair were launched and community spirit began to assert itself. A race track was the first need and with free labor supplied by the local building trades council and borrowed road building equipment, a half-mile oval was completed. The city's building suppliers then contributed materials for the construction of a brick gate house with the unions supplying the labor.

Local horsemen went out and raised money to build a 20-stall horse barn and prevailed upon the fair to build two similar structures. Not to be outdone, motorcycle clubs, interested in a place to race, raised funds to fence the new oval.

To forestall its creditors Joseph L. Quinn Jr., president

of the board, and a long-time executive of the Terre Haute Gas Corporation, borrowed a page from public utility management and floated a 4 per cent debenture bond issue. Over \$100,000 was raised by this method and the pressure was off.

Disaster Strikes

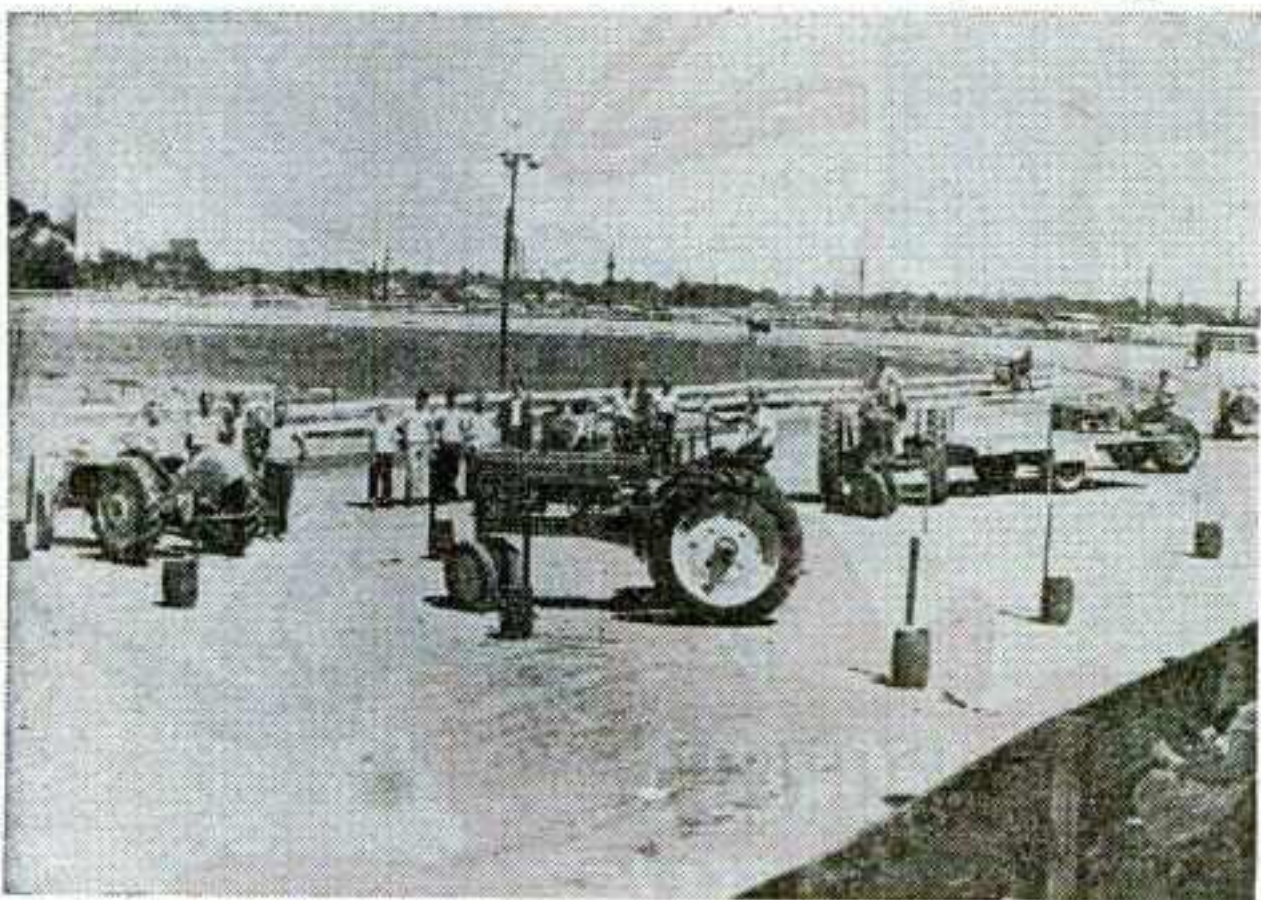
Board members looked to the '49 fair, with its expanded attraction program, as a means of clearing up much of its indebtedness, but disaster struck. Altho the run drew 31,451 patrons, rain came down in torrents on four days, washed out much of the program, and the event ended up \$10,000 in the red.

Undaunted, the fair went ahead with plans for the '50 fair, which included a new

(Continued on page 71)



Prize livestock shown here was important in enlisting rural support.



Tractor rodeos for farm boys has helped build lasting interest.



Horse pulling contests, an attraction that draws patrons and helps increase participation.

IONIA FREE FAIR
YOUR GREATEST SALES MEDIUM FOR
COVERING THE CENTRAL MICHIGAN MARKET

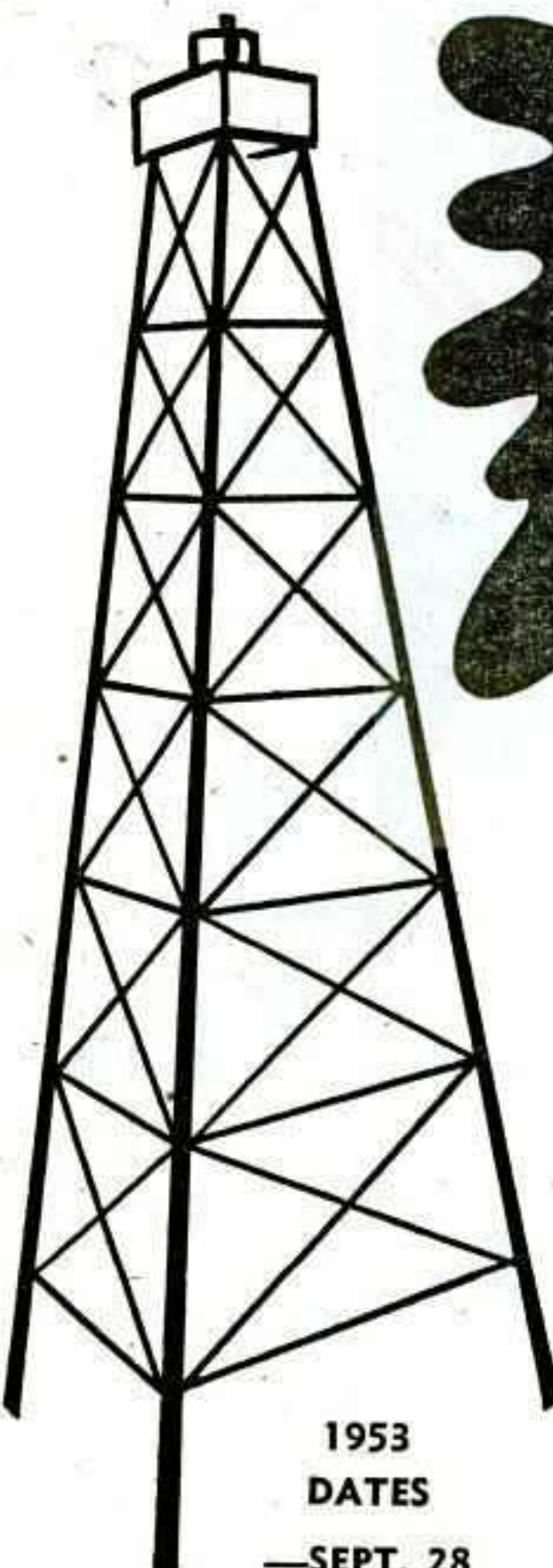
The magic of showmanship that annually draws over 400,000 people in an area of 25,000 has made Ionia Free Fair the No. 1 selling force for over 1,100 Commercial Exhibitors in the Central Michigan Area.

Get the facts on how you can put this great selling force to work for your product, service or idea.

1953 DATES
AUGUST 10th to 15th

ALLAN WILLIAMS, President ROSE SARLOW, Secretary
IONIA FREE FAIR, IONIA, MICHIGAN

A GUSHER!



1953
DATES
—SEPT. 28
—OCT. 3

TEXAS OKLAHOMA FAIR

IOWA PARK, TEXAS

SILVER ANNIVERSARY — OUR 25TH YEAR!

Serving the Educational Interests of 2 Great States for a Quarter-Century

Exhibitors have found that telling their story here gives their sales promotion program the extra boost it needs to carry them through the active fall buying season. If you can't come in person . . . make it a point to see that your local representative is here to help put your product over. The public relations benefits alone are well worth the cost and effort.

Demonstrators and Concessionaires Write to

TED OVERBEY, Manager
IOWA PARK, TEXAS

Game Concessionaires and Showmen Contact:

ALVIN VANDIKE
231 Kendalia
San Antonio, Texas

or **T. LEO MOORE**
Electra, Texas

For 18 Years...

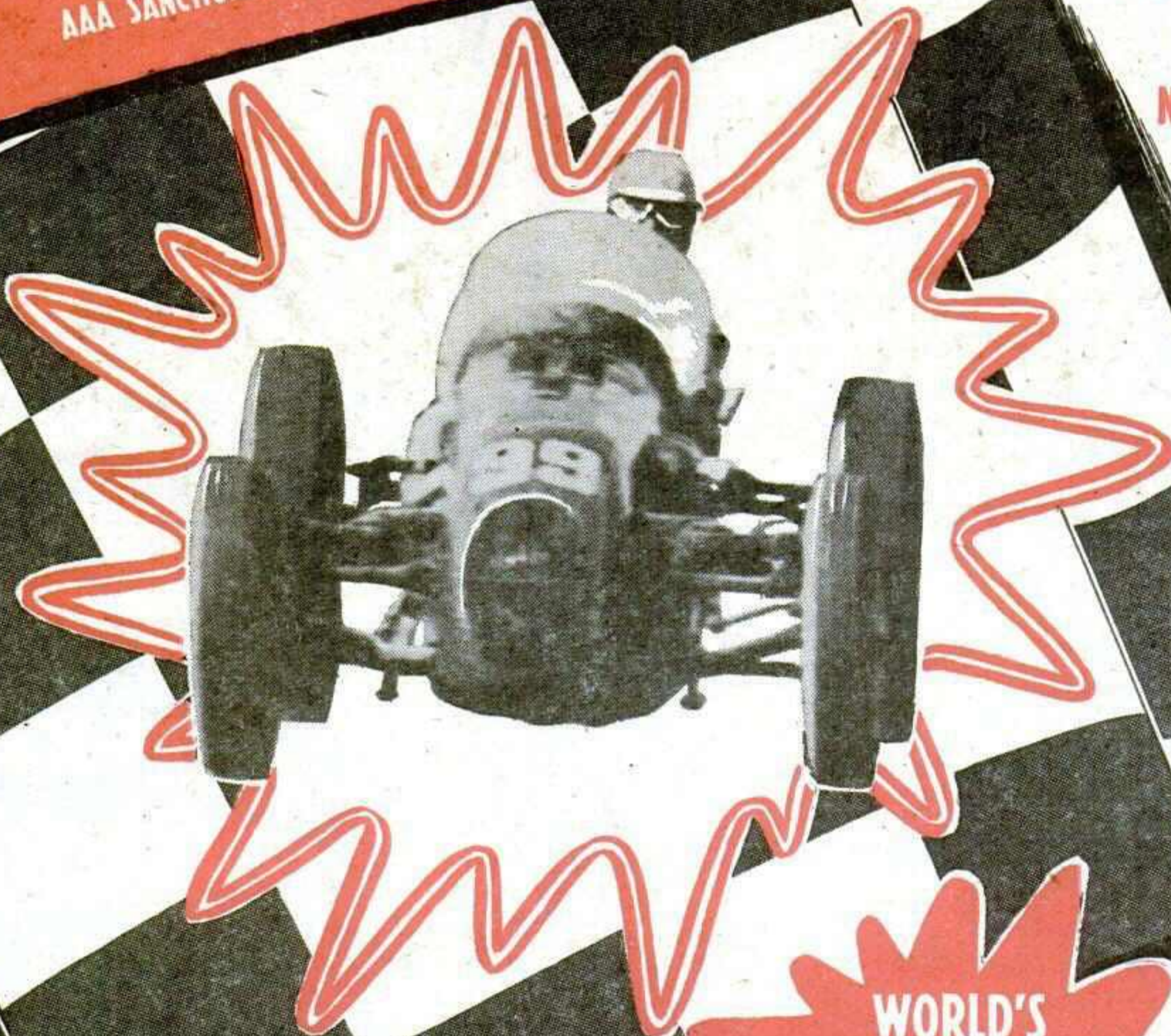
SAM NUNIS SPEEDWAYS

Glorifying Automotive Speed
AND FAITHFULLY SERVING AMERICA'S FAIRS WITH
AAA SANCTIONED—LATE MODEL STOCK AND BIG CAR RACES



SAM NUNIS
"Mr. Big" of Big Car
Auto Racing

YOU HAVE HAD
THE REST—
NOW WHY NOT
BOOK THE
BEST!



Year
after
Year ...
**AMERICA'S
TOP FAIR
ATTRACTION**

**WORLD'S
GREATEST
DRIVERS
and
FASTEST CARS**



Sanctioned

1952 FAIRS:

*Broke All
Attendance Records
On Auto Racing Days*

- ★ Featuring Indianapolis Speedway 500-Mile Stars
- ★ \$150,000 of racing equipment on your track
- ★ \$162,000 in prize money in 1952 assured the appearance of the Nation's Greatest Drivers at all Nunis conducted races.

See you in Chicago at the Convention or at the Winter Fair meetings.

1952 OPERATIONS IN 15 EASTERN AND MIDWESTERN STATES AND READY TO OPERATE IN ALL 48 STATES WITH THE WORLD'S FINEST IN AUTO RACING.

The Nation's Largest Racing Organization

SAM NUNIS SPEEDWAYS

1415 Bleeker Ave., Reading, Penna.

At Last! ...
A New Midway
Combination

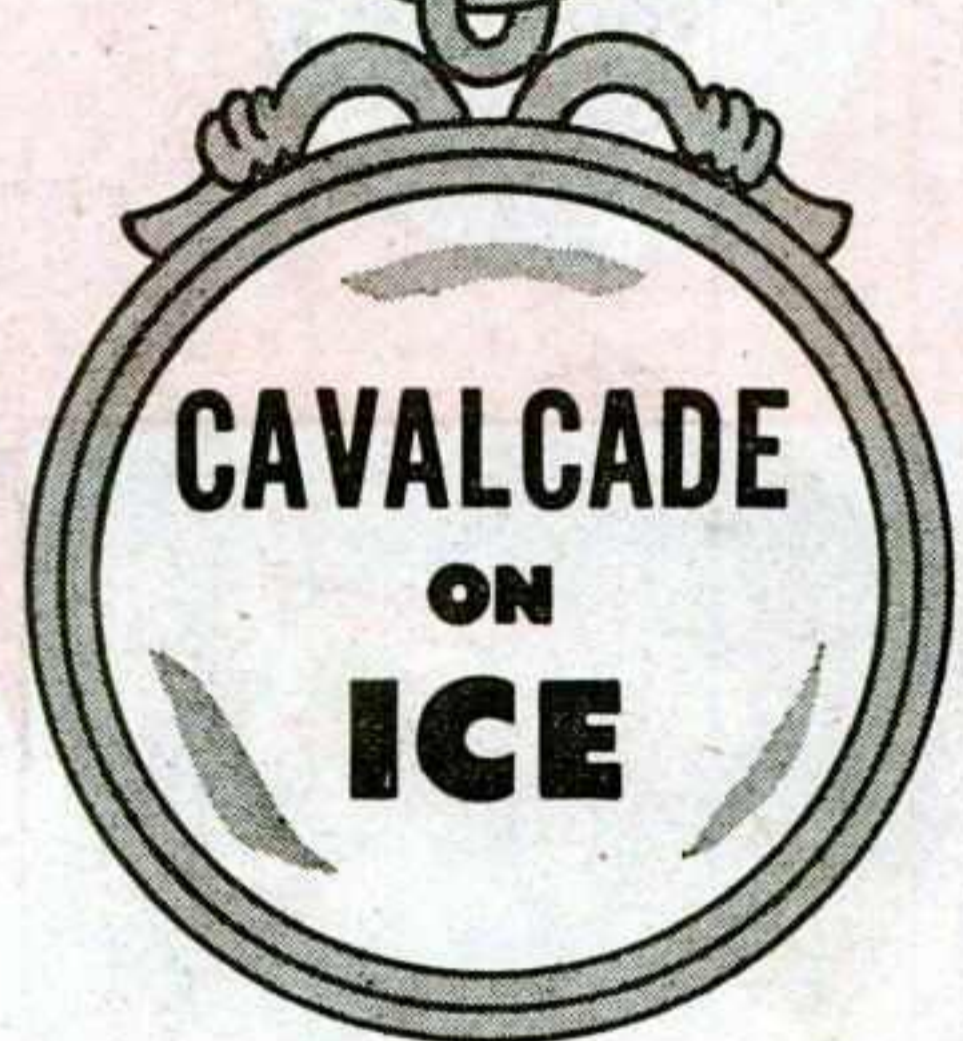
THAT MEANS **MERIT**

JOHNNY DENTON'S
GOLD
MEDAL
SHOWS

AND FEATURING

ENTHUSIASM IS CONTAGIOUS ...

And we know you are going to "catch" our enthusiasm for our new COMBINATION in 1953. The meritorious features of the Gold Medal Shows will now be enhanced more than ever with the addition of our CAVALCADE ON ICE! . . . A top ice revue that we have owned the past two years and presented in arenas and auditoriums will now be featured on our midway. A gala ice revue that has been produced and costumed by the best professional management available and starring America's top ice show talent! This will be the most discussed midway show of 1953 and is bound to mean "peak" grosses.



CONCESSIONAIRES . . .

Get with a winner . . . Our 1952 season was a great one. The above is but one indication of our plans for making the 1953 tour even greater. Let's hear from you if you want a route that includes some of the best celebrations and fairs in the midwest and south.

SHOWMEN . . .

We will consider a few choice attractions for our coming season. What have you? Interested in quality presentations.

FAIR SECRETARIES AND COMMITTEES . . .

THANKS . . . to the officials of such fine events as All Iowa Fair, Cedar Rapids, Iowa; West Tennessee District Fair, Jackson, Tenn.; Champaign-Urbana (Ill.) Fair; Dyer County Fair, Dyersburg, Tenn.; Spindle Center Agrc. Fair, Gastonia, N. C.; Cherokee (N. C.) Indian Fair; Mt. Vernon (Ill.) Fair; East Alabama A. & I. Fair, Opelika, Ala.; Bay County Fair, Panama City, Fla.; Soldiers & Sailors' Reunion, Salem, Ill.; Marianna (Fla.) Agrc. Fair; Olney (Ill.) Fair, and the outstanding event of the South—National Peanut Festival, Dothan, Ala.

AND NOW FOR 1953 . . . GOLD MEDAL PROUDLY PRESENTS ITS OWN CAVALCADE ON ICE . . . a new combination that merits your consideration.

Fair officials attending the Chicago meetings are cordially invited to visit with us and discuss this innovation of the midway and fair world!



JOHNNY J. DENTON or ART FRAZIER Post Office Box 1126, Dothan, Alabama

RAY MARSH Brydon

THE WELDING OF SHOWDOM'S



AMERICA'S OUTSTANDING
PRODUCER & DIRECTOR
OF INDEPENDENT
MIDWAYS



RAND signing autographs in Dallas on kid's day, 1952

A Combination with OUR PAST FACTS

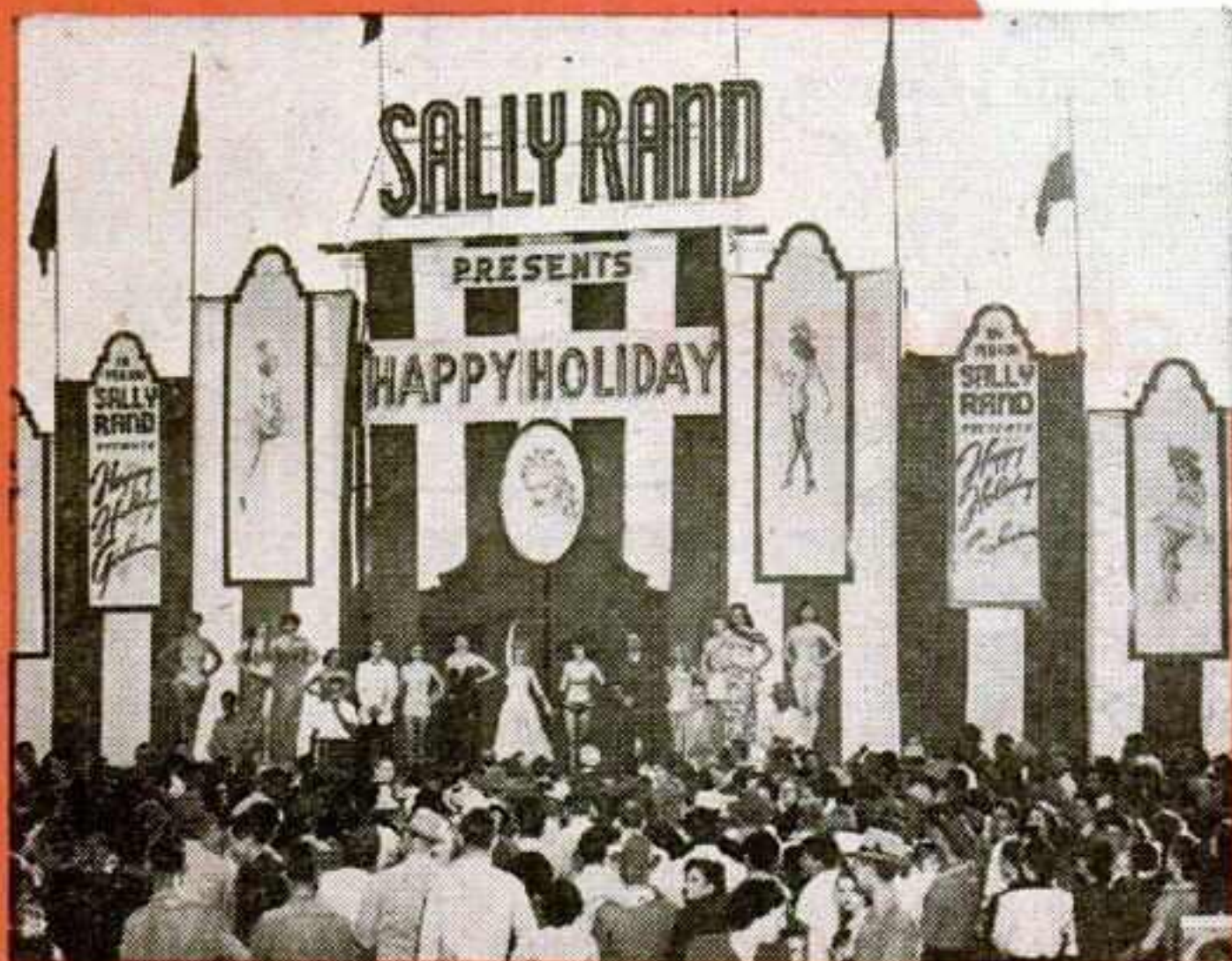
● 1933 . . . Century of Progress. Chas. Dawes, Former United States Vice President and Major Domo of Chicago World's Fair, said, "Sally Rand Fanned Us Right Out of the Red Into the Only Financially Successful World's Fair."

1937 . . . Billy Rose, impresario par excellence of Texas Centennial, said, "Without Sally Rand, her fans and bubble dance, it would have been just another Cow-Town Frolic."

1939 . . . At the Golden Gates Exposition, San Francisco, California, Sally's "Streets of Paris," "Miss America" and "Nude Ranch," box-office history was made and her grosses still remain paramount in the thoughts of showmen.

The grosses of Brydon at such outstanding Fairs as Detroit, Hutchinson, Memphis, Louisville, Nashville, Toronto, Little Rock, Du Quoin, Milwaukee and every year since 1940 at Dallas, Texas, State Fair have proven that the idea of an independent operated midway is the solution.

There has been a "Mess in Washington" and a "Mess in Midways," now is the time for a safe, sound swing to success. LET US PREPARE OUR PLAN AND PROVE OUR POINT.



SALLY'S front at Dallas, 1952

WE ARE SO EQUIPPED AND AFFILIATED
THAT WE CAN PROVIDE AND PRODUCE A FAIR MIDWAY IN ITS ENTIRETY!

SALLY and Rand

MOST DYNAMIC PERSONALITIES

**THE GREATEST SINGLE
MIDWAY ATTRACTION
OF THE ERA!**



Crowd Pulling Power!

AND FIGURES

- 1947 . . . With Hennies Bros.' Shows, Sally invaded the outdoor field. Her fantastic grosses at Springfield, Ill.; Des Moines, Iowa, etc., still stand as tops.
- 1948 . . . With Royal American Shows Sally played to 500,000 people at \$1.00 each. A half million dollar gross. Never yet has any name star approached that gross with any show.
- 1949 . . . La Rand did a net of \$61,000.00 in 16 days at Dallas.
- 1950 . . . She repeated her success under the Brydon banner at Dallas.
- 1952 . . . This past Texas State Fair, Rand out-grossed every show at Dallas by \$11,000.00.

When You Book Brydon Your Profits
Pyramid Because of the Fabulous
Sally Rand.

Fair Managers, Independent Show and
Ride Operators, Concessionaires, Pitch-
men and Demonstrators . . . Welcome to
the Sally Rand Suite, Hotel Sherman,
Chicago, during the Conventions.

**RAY MARSH BRYDON • PERMANENT ADDRESS:
390 ARCADE BUILDING • ST. LOUIS 1, MO.**

AMERICA'S PREMIER TRUCK SHOW

THE NEW, GREATER

Royal Crown Shows

WITH EARNING CAPACITY OF A RAILROAD SHOW

LIGHT TOWERS

GIANT SEARCHLIGHTS

OUR RECORD OF PERFORMANCES AT AMERICA'S FINEST FAIRS AND CELEBRATIONS SPEAKS FOR ITSELF . . .

- Florida Citrus Exposition Winter Haven, Fla.
- Manatee County Fair Bradenton, Fla.
- Ozark Empire Fair Springfield, Mo.
- St. Clair County Fair Belleville, Ill.
- North Kansas Free State Fair Belleville, Kan.
- Nebraska State Fair Lincoln, Neb.
- Enid Fair and Stock Show Enid, Okla.
- Arkansas-Oklahoma Free Fair & Livestock Exposition Fort Smith, Ark.
- Oklahoma Free State Fair Muskogee, Okla.
- Etowah County Fair Attalla, Ala.
- Alabama Free State Fair Montgomery, Ala.

DOLLY YOUNG OWNER-MANAGER

FAIR MEN

We are now arranging our route for 1953. Book the Premier Truck Show in America with the earning capacity of a Railroad Show. Visit us in the "Mobey Dick" Suite at the Sherman Hotel, Chicago, during the Conventions, or Contact us at our Permanent Winterquarters Address below:



1953 EXECUTIVE STAFF FOR MRS. DOLLY YOUNG

- G. L. OWENS, General Agent
- JOHN J. COUSINS, Advg. and Publicity
- GRECO BROS., Concession Managers
- R. T. HARVEY, Special Agent
- LYNN GRECO, Secretary
- H. STOKES, Auditor

SHOWS 30 RIDES

SHOWS 30 RIDES

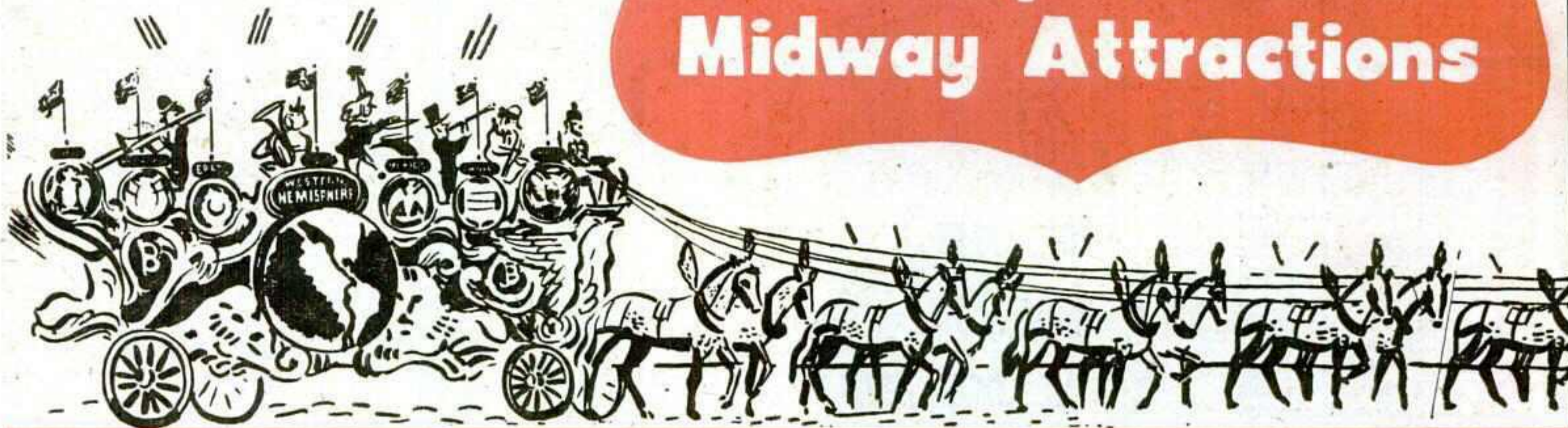


P. O. BOX 515 • TARPON SPRINGS, FLORIDA

GET ON THE BANDWAGON

CHARLES H. HODGES

Independent Midway Attractions



1952 Presentations

- ★ Arthur Lake (Dagwood and Blondie Show)
- ★ Preston Foster
- ★ Tim Holt Show
- ★ Gay '90 Revue
- ★ World's Largest Circus Side Show
- ★ French Casino Revue featuring Diana (and her monkey) Ross
- ★ World's Largest Portable Fun House, "Crazy Inn"
- ★ Wild Life Show
- ★ Outstanding Monkeyland
- ★ Deep Sea Exhibit
- ★ "Miss Texas" Revue

... and a host of other outstanding Midway Attractions

FAIR SECRETARIES

Our affiliations make it possible to furnish you with complete midways or independent shows of unsurpassed quality.

CARNIVAL OWNERS

Let us show you how we can strengthen your back end at your outstanding fairs with our six brilliantly illuminated beautiful panel fronts.

Our ability to produce "Broadway Revue Quality Shows" has proven itself over the years. If you are interested in our proven plans for increasing the earning power of your midway, see us at the Chicago Convention or at your winter fair meetings.

THANKS TO THE FOLLOWING FAIRS FOR THEIR CONFIDENCE IN OUR ABILITY TO SUPPLY THE SHOWS FOR THEIR MIDWAY IN 1952...

- WISCONSIN STATE FAIR, Milwaukee
- MICHIGAN STATE FAIR, Detroit
- GREAT BLOOMSBURG FAIR, Bloomsburg, Pa.
- LA PORTE FAIR, La Porte, Ind.
- TRI-STATES FAIR, Norfolk, Va.
- DELAWARE COUNTY FAIR, Muncie, Ind.
- ALLEGAN FAIR, Allegan, Mich.
- ... and many, many others

For References:
Rated in
DUN & BRADSTREET

CHARLES H. HODGES

Box 235
Coldwater, Michigan

FINANCIALLY SOUND ★ RELIABLY SAFE ★ SANELY OPERATED

UPPER PENINSULA State Fair



Playground of the Upper Midwest, fertile agricultural region, and growing industrials all combine to build the highest per capita buying power in the Michigan Market. Geared to draw a maximum audience for your sales story. Attraction features include outstanding achievement exhibits, thrill shows, fabulous grandstand show and midway, all comparable to many state fair efforts. Here you'll find customers easier to sell because of the holiday mood.

**1953 DATES
AUG. 18 to 23**

**FOR SALES
IMPACT AT
THE LOCAL LEVEL!
150,000
ATTENDANCE**

For Complete Details Write To
JOHN MACINISS UPPER PENINSULA STATE FAIR
Secretary Escanaba, Michigan

Low-Cost Stand

Dr. Dorton Builds Inexpensive Bleacher-Type Seats on Man-Made Hill on Shelby, N. C., Grounds

THE thought of new buildings and major plant improvements is uppermost in the minds of many fair officials, but costs of materials and labor often add up to an advanced case of frustration for fair executives.

Operators faced with the repair of fire and storm damage are in pretty much the same boat. The insurance coverage, if any, is usually inadequate, since it is often based on values of many years ago.

The Cleveland County Fair, Shelby, N. C., was confronted with such a problem last winter when its grandstand burned down.

The roof and the seating were destroyed but that part of the structure which was constructed of native stone withstood the blaze and was adjudged safe.

To replace the roof and the seating, meant, in effect, a whole new grandstand. The money for so big a job was not immediately available.

Dr. J. S. Dorton, manager, who each year practices the ingenuity he preaches at Shelby, and at the Charlotte and Raleigh annuals, which he also manages, decided to adapt the materials at hand.

Low Cost Material

The cheapest possible material, dirt, was available in quantity. It meant only the securing of graders and bulldozers to move it economically. Some 15,000 yards of soil were scooped up in various parts of the grounds and used to fill in the low spot where the grandstand seats formerly were located.

The dirt was graded, packed and sodded. When it had properly settled, niches were cut into the bank lengthwise and bleacher-type seating was

built on supports sunk into the ground.

Except for lacking a roof, comfortable, full-vision seating was provided for 3,500 spectators.

Dr. Dorton explains that when the necessary funds for rebuilding are lacking, only two courses are open. The management can either abandon the razed stand and substitute inadequate portable bleacher seating, or it can exercise ingenuity that will result in facilities comparable to those destroyed.

Dr. Dorton is not in favor of bleacher type seating for many reasons. For one thing, the lack of permanency they imply does little for the event. He would not currently be in favor of erecting a new steel and concrete stand at Shelby, assuming that the funds were available. His reason for this is that the rigid steel and masonry structures allow for little or no change and this hampers the one-time-a-year fairs which must continually strive to present a different face if they are to retain, and build, the affection of the public.

Patrons at Shelby will be looking at a grandstand featuring major new improvements for several years to come. In the future, and beginning next year, an area behind the top row of seats will be leveled off so that attractive clubhouse-type seating can be added. This area will be landscaped with flowers and shrubbery. The entrance to this section will be from the rear of the stand. Thus, patrons seated in the clubhouse section will have fewer steps to climb to reach what are planned to be the best seats. A roof will also probably be added as soon as funds become available.



Low-cost bleacher-type stand at the Shelby, N. C., Fair was built on man-made hill, graded step-like to permit easy setting of seats. Upper photo shows almost full length of the 3,500-capacity stand; lower one gives close-up of native-stone retaining wall.

100 YEARS OLD

and still Building

INDIANA STATE FAIR

INDIANAPOLIS

1953 DATES

AUG. 27-SEPT. 5

A Million potential buyers will view your exhibit at the Indiana State Fair. The 30 acre machinery field and the 80,000 square feet of exhibit space in the Manufacturers Building are available to show your product.

The outstanding Agricultural and Industrial fair combines the best in entertainment and highest premiums in the area to make the exposition attractive to both exhibitors and Fair visitors.

Make your reservation early for space at the 1953 Indiana State Fair. Write to



Cut yourself a slice of the prosperous Indiana Market

PLAN TO EXHIBIT HERE IN '53

INDIANA STATE FAIR BOARD, INDIANAPOLIS 5, INDIANA

Cowboy Band

Hardin-Simmons University Musicians Register Solidly at Rodeos, Livestock Shows, Fairs; Vet Showman Sheriff Will Watson Heads Parades

FEW touring bands, showing at fairs, livestock shows and rodeos, match the color and performance of the Hardin-Simmons University Cowboy Band of Abilene, Tex. Since its organization 29 years ago, it has trouped

smacking of a "military" appearance. The cadence of the march is between 200 and 220 beats per minute—in cowboy boots. Flying chaps make the pace seem much faster and the "cowstep," a swaggering criss-cross movement, scores big.

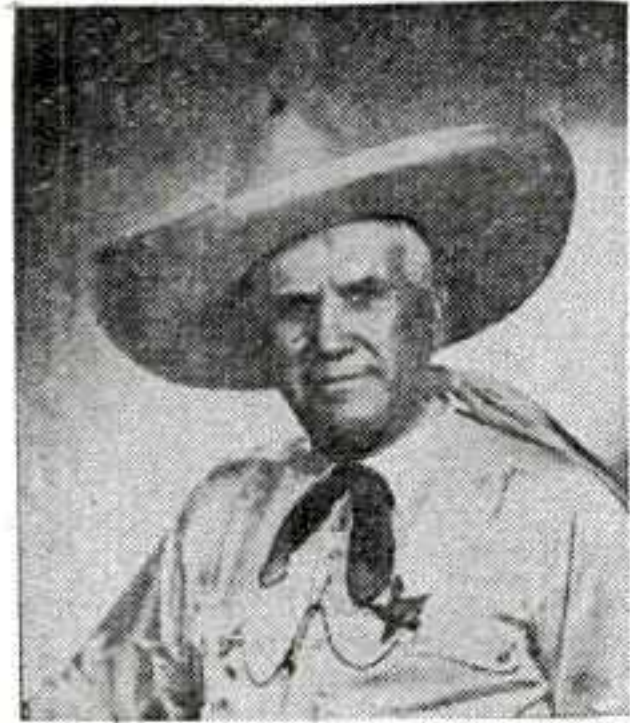
In dress, the band typifies the Lone Star State but is not flashy. The levis of bandsmen are faded, their flapping leather chaps are battered and scarred, and their 10-gallon hats have individualistic creases from long wear. The only flashy members of the organization are the eye-filling co-ed cowgirls who ride six white horses, carrying the flags under which Texans have served.

Colorful Sheriff

The girls, along with West Texas' colorful Sheriff Will Watson, wear solid colors. The flags provide a kaleidoscopic effect. Watson, the parade marshal, wears a double sized cowboy hat, cowpoke boots, silver shirt, two pearl-handled pistols and the badge of his office. He himself was a showman for many years, at one time serving as contracting agent for the Tex Austin Shows in Europe, the Buffalo Bill Shows and the Ringling Bros.' Circus.

He is the only man who has been with the band since it was first formed. Some of the band features, such as the six white horses with co-ed riders carrying the six flags of Texas, was conceived by him.

To Watson, as well as to many millions, the cowboy band is a tremendous show.



SHERIFF WILL WATSON

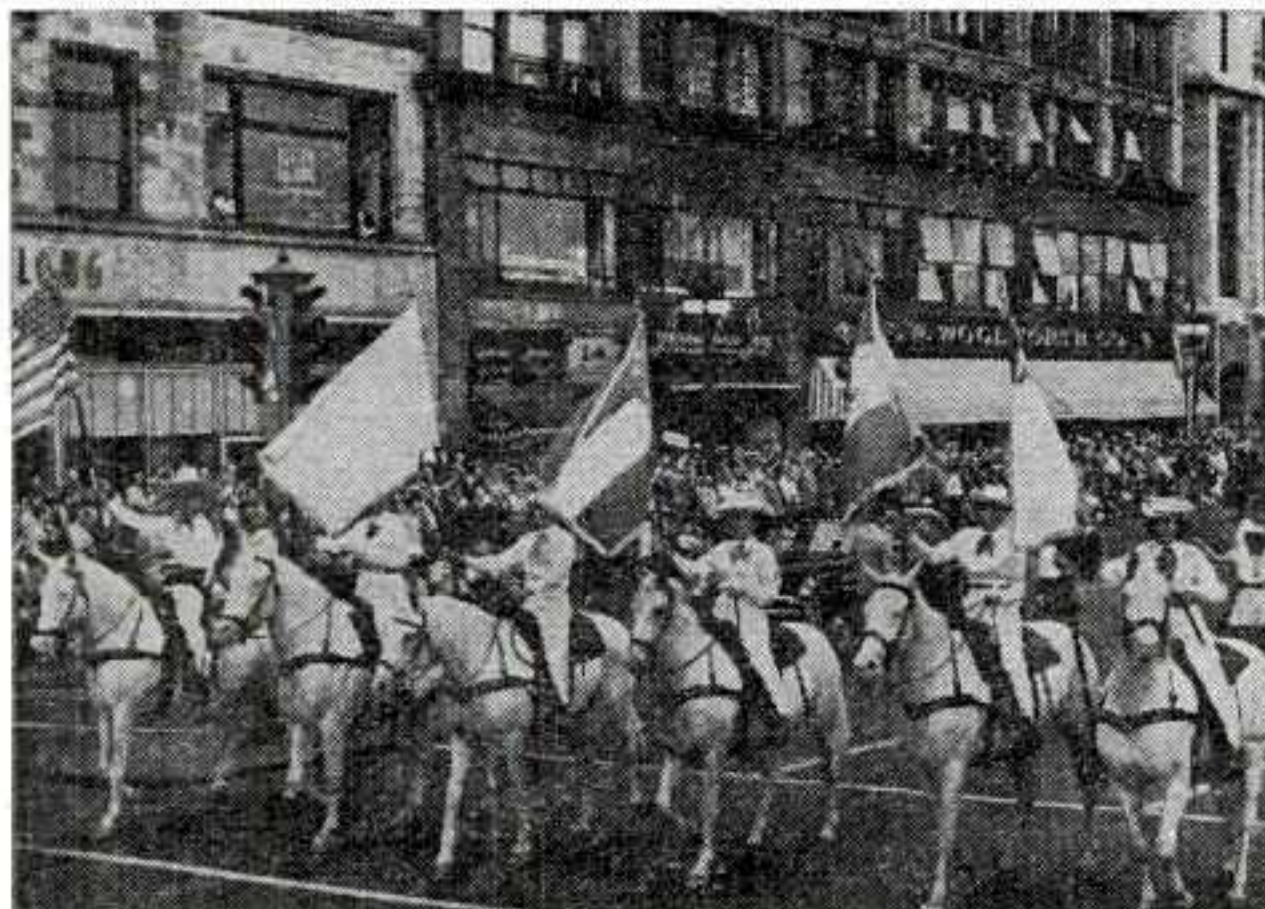
nearly half a million miles, appeared in 40 States, and in Europe, Canada and Mexico.

It has appeared at about 300 rodeos across the country and has played more than 2,000 performances. To its credit is a long line of awards in competition.

The band is most widely known as a marching group, but it does present stage-shows, concerts and even makes with ballyhoo. Its repertoire includes classic, semi-classic, swing, religious and novelty numbers.

Parades Unusual

The Cowboy Band parades are unusual, minus anything



Band is not flashy, but it typifies Texas. Above is group in chuckwagon. Below troupe is shown parading on Chicago's Michigan Boulevard.

SPINDLE-CENTER Agricultural Fair

Gastonia, North Carolina

NEWEST BIG FAIR IN THE SOUTH

1952 Attendance—72,000

3 SPECIAL CHILDREN'S DAY Featuring JOHNNY DENTON'S OUTSTANDING GOLD MEDAL SHOWS On Our 1953 Midway

NOW CONTRACTING FOR 1953 Independent Midway. Will Book Jewelry, Hats, Novelties, Floss, Custard, Popcorn, Grab, Pitches or any Straight Sales Concessions.

1953 FAIR WILL FEATURE Auto Racing—Stock Car Races—Horse Races—Motorcycle Races—Fireworks and an outstanding Grandstand Show.

SEE US at the North Carolina Fair Meeting in Raleigh, North Carolina.

For Complete Details Contact

J. A. PARTLOW
Executive Vice President & Treasurer

W. H. ROBBINS
Secretary & General Manager

Greater Than Ever!

THE 58TH ANNUAL

FRESNO DISTRICT FAIR

10 DAYS

Fresno, California

10 DAYS

OCTOBER 2 Thru 11, 1953

- CIRCUS - - - - - 6 NIGHTS
- HORSE SHOW - - - - - 4 NIGHTS
- HORSE RACING - - - - - 8 DAYS
- FREE VAUDEVILLE - - - - DAILY

15,000 EXHIBITS

LIVESTOCK—FARM PRODUCTS

A Quarter of a Million Attendance in 1952

THIS YEAR **MORE** TO SEE TO DO

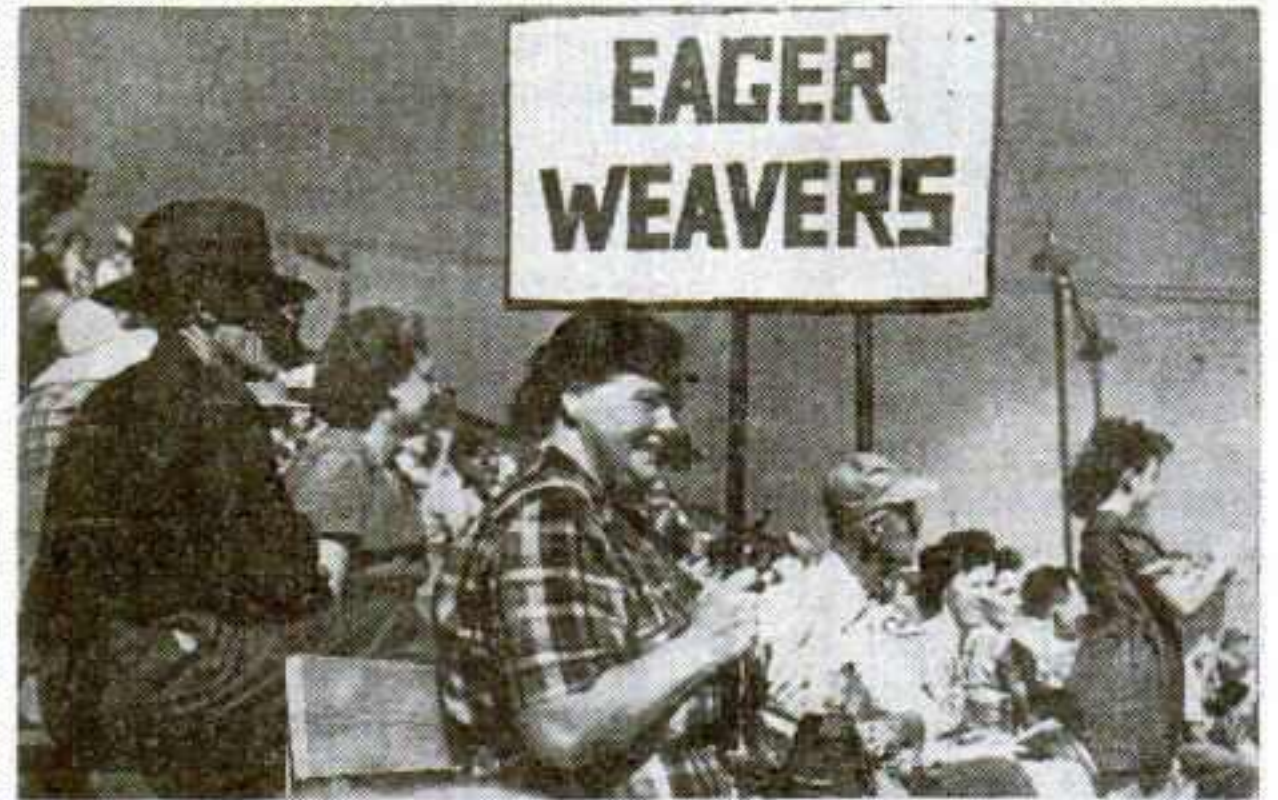
Shows, Youth Build Gate

Up-Dated Attractions, Expanded Youth Program Aids Superior Gate

TRI-STATE FAIR, Superior, Wis., has become just what its name implies. And its progressive growth attendance-wise is the result of updated attractions, an expanded youth department and the plowing back of its profits into plant improvements.

An example of the fair's pulling power was demonstrated this year when it opened on the heels of the 52-day steel strike that had idled Superior docks and shut down most of the railroad activity in the area. Despite this handicap, attendance was only

Attraction-wise, the fair has had a strong midway lure with Royal American Shows playing the spot for almost 20 years. Therefore, much work has been done to build its grandstand attractions. This has been helped by signing of name attractions, to supplement its big-time grandstand revue, and have included such notables as Paul Whiteman, Art Kassel, Johnnie (Scat) Davis and Clyde Beatty. Most successful recent addition to the program were stock car races, which were successfully introduced in '51 and packed



Typical of the turnouts at the Tri-State Fair's 4-H amateur show is indicated in the top photo. Bottom two show important factors in the fair's progress, Royal American Shows and stock car races.

slightly below its record '51 the annual's grandstand on run and spending on a par with recent years.

The most important plant improvement of the past several years has been one that pulled the Superior annual out of the mud. This was a \$20,000 drainage project that has left the plant high and dry and enabled the fair to get back into business shortly after a downpour. Most colorful improvement and one that has created much interest, is its painting program. Instead of the usual one-color theme, each building is painted a different hue and the result is a galaxy of colors. Other expenditures have gone for cyclone fencing of the plant and a modern dressing room for grandstand performers.

Initial funds for this building, which is expected to cost over \$15,000, have come from 4-H sponsored home talent shows, which are now an important part of the fair's grandstand entertainment.

In Canada . . . Your Total Success Can Be No Greater Than the Sum of Your Local Triumphs. That's Why More Firms, Seeking a Share of the French Canadian Market, Turn to the Local Impact of an Exhibit at

EXPOSITION PROVINCIALE de QUEBEC

Exhibition Park, Quebec
September 4-13, 1953

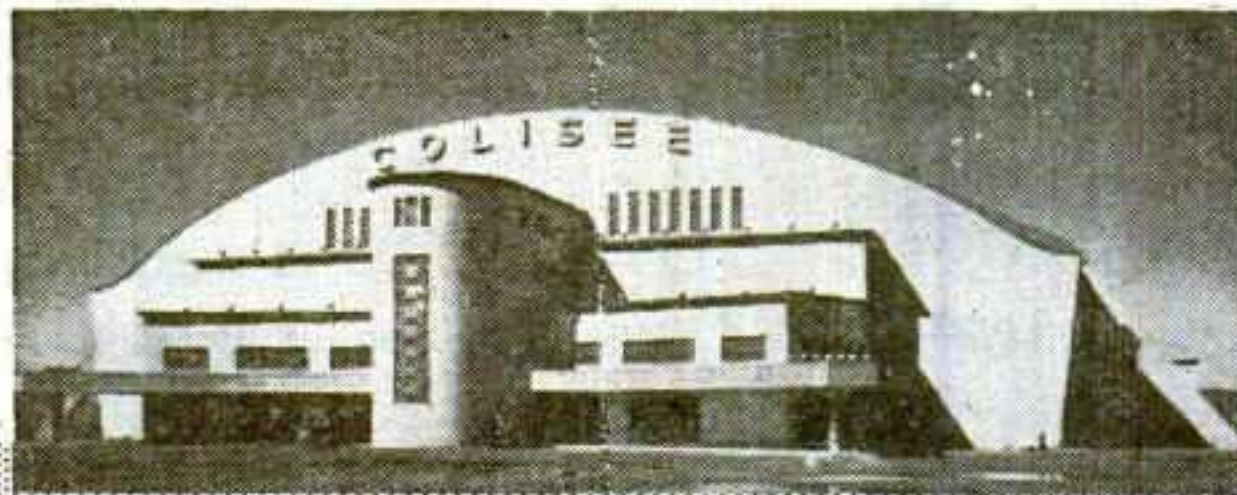
The best of all indications of success for a sales promotion medium is the number of firms who consistently use a medium to good results. The list of exhibitors who make this annual a part of their

sales program includes the largest in Canadian and American firms who realize the potential of the Canadian Market and the part Exposition Provinciale can play in getting them their share of it.

EXHIBIT SPACE RENEWALS AVERAGE 87%

We invite inquiries from exhibition managers and other worthwhile promotions.

MODERN
ARENA,
SEATING
10,000



Contact: **EXPOSITION PROVINCIALE de QUEBEC**
Exhibition Park, Quebec, Canada • EMERY BOUCHER—Managing Director

A BIG ONE to Remember

Arkansas LIVESTOCK Show

THE BIGGEST ANNUAL EVENT IN ARKANSAS

PRESENTED IN A NEW MULTI-MILLION DOLLAR ARENA. Showcase your product at an event that has proven drawing power. Over 4,000 livestock exhibits mirror the progress of Arkansas farm products. Farmers and their families from all over the state come to witness this tremendous exhibition. If you have a product or service that can help Arkansas farmers in their great stride toward advancement, you can sell it here.

Check the Advantages . . .

- Modern exhibition facilities equal to the best anywhere.
- Outstanding free acts and rodeo to help draw your customers.
- Livestock exhibits equal to the best.
- South's finest paved midway.

**NOW BOOKING FOR THE 1953 SHOW
WILL SEE YOU AT THE CONVENTION!**

T. H. BARTON
President

CLYDE E. BYRD
Secretary-Manager



Clyde E. Byrd

ARKANSAS LIVESTOCK SHOW ASSOCIATION
2601 HOWARD STREET • LITTLE ROCK, ARKANSAS

Co-Operation Counts

• Continued from page 61

3,000-seat steel and concrete grandstand. To save architect fees, Quinn, who is also associated with the Indianapolis 500-mile auto race, borrowed some of the speedway's blueprints. The steel fabricators then took it on the cuff and the grandstand was completed at a total cost of \$45,000.

Other plant improvements included the addition of three wells, and the installation of government surplus lights at the parking lots.

The following year more attention was given to the attraction program. For the first time a night grandstand revue was brought in and proved a hit. The first night drew a good crowd, the second night improved and for the third night Quinn went to the Indianapolis Speedway and borrowed chairs to care for the overflow throngs.

Fair Peak

The Terre Haute fair reached its peak this year, both as to community participation in its building program and in attendance and receipts.

Prior to the '52 run, the women of the county raised funds for the construction of a 50 by 100-foot hall to be used by the 4-H girls and as a community building. The 4-H boys solicited the country's dairy industry and came up

with funds for a new dairy cattle pavilion. The Vigo County implement dealers raised \$13,500 and built a new 550 by 40-foot farm implement and machinery pavilion.

Need for modern toilet facilities was solved when the labor unions again donated their time and skill and a near-by ceramic corporation furnished materials for completely new washrooms and showers.

Plant Growth

The local electric company also has had a hand in the plant's growth. They supplied light poles for future lighting of the race track and the poles are now up and ready. The gas company, prior to the '52 fair, ditched all the roads, laid out water and drainage lines and local industries brought out cinders to pave the roadways.

The improvements by these many and varied organizations, and a solid attraction program, again produced a successful fair this year. A total of 62,000 people came thru its outside gate, 20,000 to its grandstand and parking fees were collected on 9,000 automobiles.

With the fair now on a successful basis, it would be only natural for the board and the community organizations to rest on their laurels. Such is not the case, however, and more contributions of labor and money have been lined up for '53 and will undoubtedly continue until the Vigo County Fair comes up to the standards set by the fair board and the community.



EASTERN IDAHO State Fair

LARGEST FAIR IN THE INTERMOUNTAIN WEST

BLACKFOOT, IDAHO

110,000
ATTENDANCE IN 1952

1953
DATES

SEPT. 15-19
Inclusive

Here is the place to stake your claim in a market that can use, and more important, is able to buy the products and services you have to offer. Located in the center of Idaho's rich agricultural and mining country, the people who come have diversified interests, for a variety of products and services. Show them your product, demonstrate its use. You can make a powerful sales story out of your exhibit.

Planning for '53—A Program geared to draw a record-breaking crowd.

- Brilliant Midway Attractions
 - Gigantic Grandstand Show
 - Increase in Premiums and Prizes
 - Famous two-four-six Horse Hitches
 - Indian Displays
 - Home Art Exhibits
 - Livestock and Farm Exhibits
- Plus many more exciting events.

EASTERN IDAHO State Fair

MRS. RUTH C. HARTKOPF sec'y.
P. O. BOX 228, BLACKFOOT, IDAHO

Fastest
Growing
& Greatest
Fair in
the West!

UTAH State FAIR

and INDUSTRIAL EXPOSITION

Salt Lake City, Utah

Where an Exhibit
Makes It Possible
for Advertisers
to meet in person
over quarter mil-
lion customers in
the Intermoun-
tain Market.

FROM 60,000 ATTENDANCE IN 1948 TO 225,000 IN 1952!

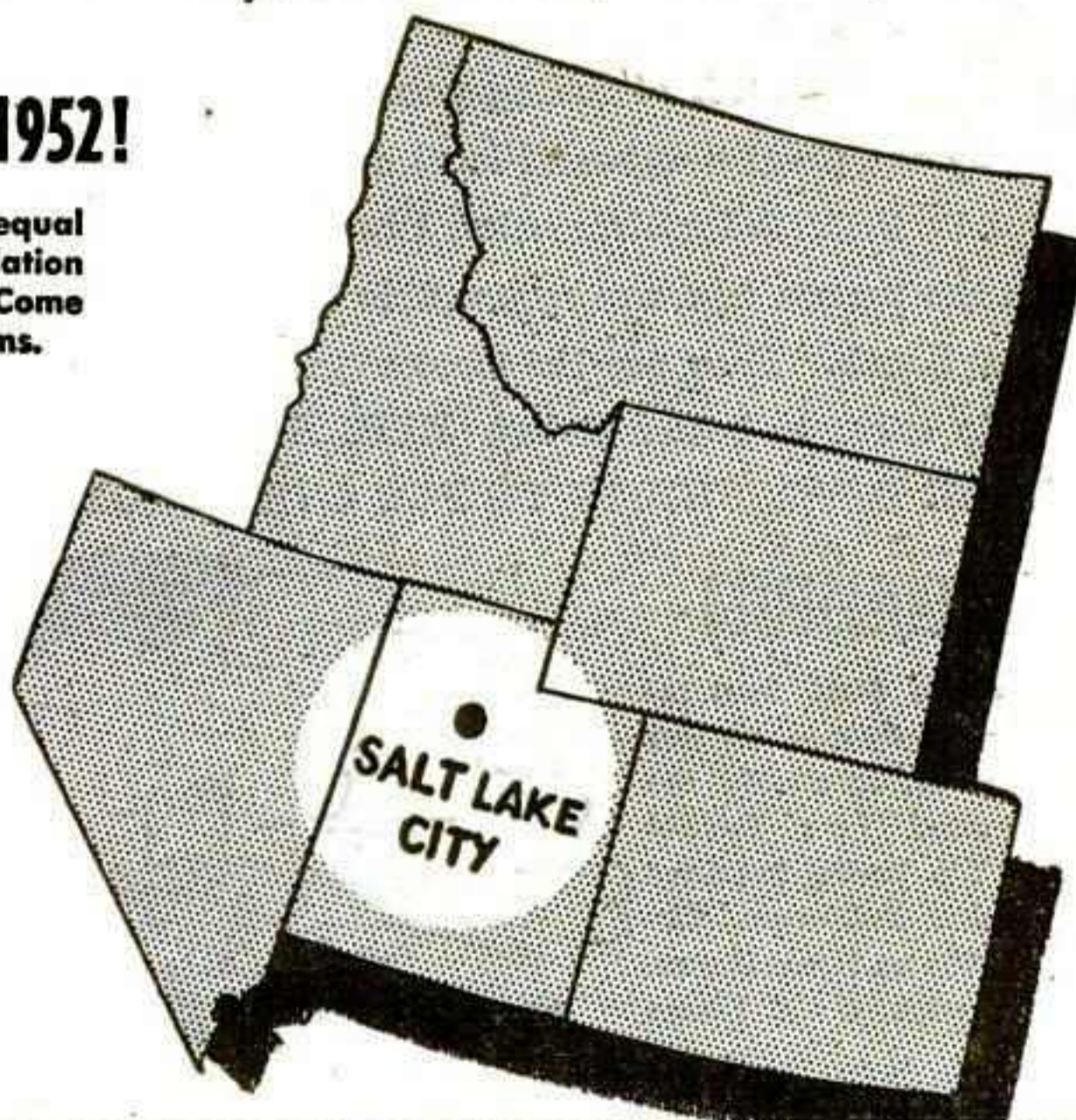
No single sales promotion or advertising medium in the Intermountain Area can equal the impact of an Exhibit at the Utah State Fair. Combine the advantages of circulation (225,000) with 'in-person' selling and you've got the formula for successful sales. Come and see for yourself . . . you'll have plenty of company with America's leading firms.

A Program Designed To Draw the Maximum Quality Audience . . .

- 15 Performances of Holiday on Ice in Coliseum
- National Speedways Auto Races
- Joie Chitwood Thrill Show
- Salt Lake City Association Horse Show . . . America's Finest!
- Nightly Fireworks Spectacle
- 2 Million Armed Forces Exhibit
- Valley Forge 'Alert America' Exhibit . . . drew over 90,000 visitors.
- Siebrand Bros.' Circus and Carnival on Midway
- Livestock Entries—Open to World—\$25,000 in Premiums
- Scenic Intermountain Exhibit . . . Spectacular display of vacation and industrial advantages of the Inter-Mountain Areas.

FACILITIES and ACCOMMODATIONS EQUAL TO THE BEST

- America's Most Beautiful Fairgrounds
- Paved Grounds and Streets
- Beautiful Permanent Buildings
- 30,000 Square Feet of Industrial Exhibits and Displays



For Complete Details Write J. A. THEOBALD, Secretary-Manager, UTAH STATE FAIR, Salt Lake City, Utah

**HOW BIG WERE
YOUR SALES GAINS
IN ALABAMA?**



A look at the record will show that Alabama is fast becoming one of the most lucrative markets in the nation for consumer products of all kinds. Industrial and agricultural growth in Alabama during the past five years has been nothing short of phenomenal. A reflection of this growth and progress can be found in the annual Alabama State Fair where agriculture, industry and commercial business from all sections of the state find an ever-increasing reception for their wares. You, too, can take advantage of this greatly expanding public relations and sales medium by putting your product in the Fair where results have been proved.

ALABAMA STATE FAIR

BIRMINGHAM

**BIGGEST 6 DAY
FAIR IN AMERICA**

CONCESSIONAIRES

The Alabama State Fair is a proven winner. Year after year concessionaires have labeled this the best 6 days' work in America. Space rates are in proportion to earning power.

R. H. McINTOSH
General Manager
Alabama State Fair,
Birmingham 8, Ala.

J. C. McCAFFERY
Concession Manager
203 N. Wabash Ave.
Chicago, Illinois

MORGAN SMITH
Administrative
Assistant

Wheel Out The Stage!

**Huge San Jose Unit Is Mounted
On Pneumatic Tires, Has Dressing
Rooms, Orchestra Pit, Rest Rooms**

RUSSELL E. PETTIT has come up with one of the best answers for stages for grandstand shows at the Santa Clara County Fair in San Jose, Calif., where he is the secretary-manager. To say that Pettit is a booster for San Jose, and more particularly for its products, is somewhat of an understatement. At meetings of the Western Fairs Association, of which he is the president, he

Pettit took over the fair managing job about seven years ago as an added chore to that of being manager of the San Jose Chamber of Commerce. The fair plant, as well as the event itself, has grown under Pettit's guidance, even thru the hard-to-get-material years.

Pettit uses no voodoo. He is a one-man organizer. His principles are based upon good old Midwestern horse sense—and thrift. It wasn't easy. His first move upon assuming his duties at the Chamber of Commerce in San Jose was to interest industry in locating there.

Working with the fair's president, Frank C. Mitchell, who is also the head of a bank, Pettit fought to extend the seasonal canning pay rolls to year-round affairs. He brought in accredited concerns. Today manufacturers such as International Business Machines Corporation, General Electric Company and Owens-Corning Fiberglas Corporation to name a few are located in the county. He has also retained such well-known fruit and vegetable packing company plants in the area as Del Monte, Libby and Sunsweet.



RUSSELL E. PETTIT

publicly lauds Santa Clara County produce, particularly the prunes. As far as Pettit is concerned, there is no other county in the United States productive, and reports that other sections grow prunes is immediately discredited.

Factory in Country

The job of running the Santa Clara County Fair fitted well into his general theme of establishing "Factory

ARKANSAS THIRD DISTRICT LIVESTOCK SHOW

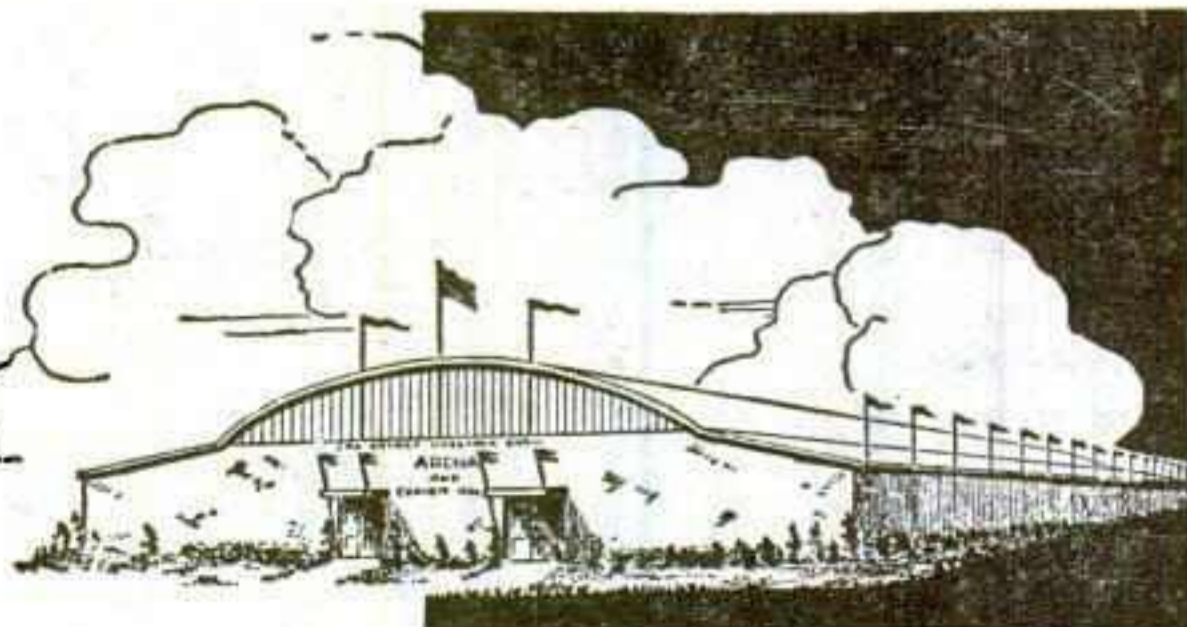
• HOPE, ARKANSAS •

THE SHOWCASE OF ARKANSAS AGRICULTURAL AND INDUSTRIAL PROGRESS

The tremendous effect of telling your Merchandising Story here can best be judged by the great number of local merchants who make an exhibit here the big gun in their Sales Promotion Program. Learn the value of meeting, in person, the people who are responsible for the economic gains being made in the New South. They are the Customers who are able to buy the Products that help them to better living. **HERE'S WHERE YOU'LL FIND AN UNEQUALED OPPORTUNITY TO PUT OVER YOUR SALES MESSAGE.**

THE COLISEUM

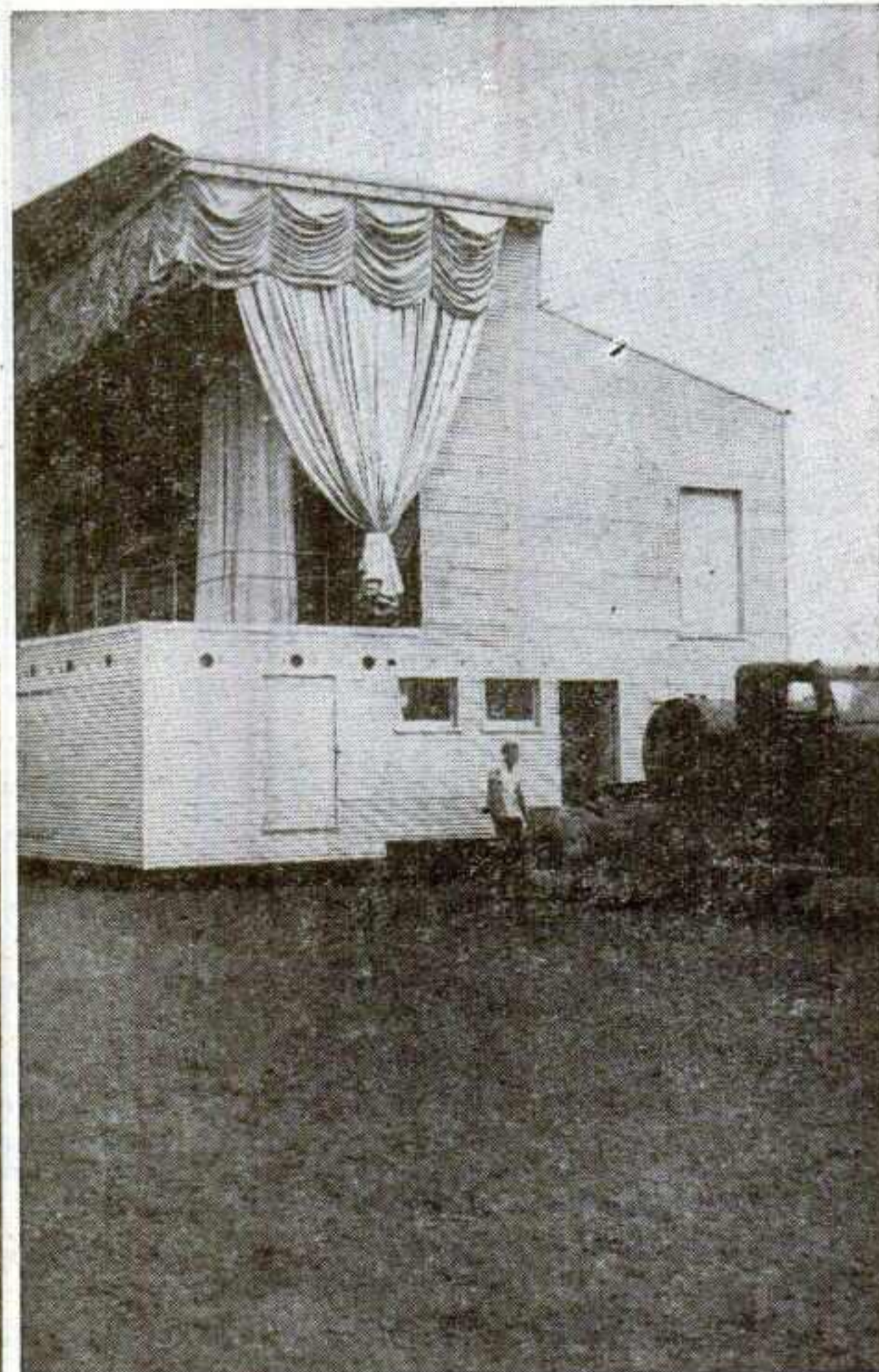
The attractive 5000 Seat Indoor Arena situated on our Fair Grounds. Available the year around for Special Events. We invite inquiries from Rodeo Producers, Circuses, Ice Shows, Home Shows, Name Groups and Name Bands, etc.



For Complete Details, Contact:

JOE ELCAN President
Waldo, Ark.

BOB SHIVERS Manager
Hope, Ark.



The huge stage, made movable by a series of 32 wheels, is hauled into place with a 6-6 prime mover tractor. A 500-gallon tank of water adds 4,000 lbs. to keep the tractor from bucking. Designed by C. J. Ryland, the chassis employs new ideas in hydraulics and suspensions for leveling movement.

in the Country." This was the title of Frank J. Taylor's penetrating Saturday Evening Post article devoted to industry's move into Santa Clara County. In the fair picture, Pettit's first act was to establish a plant. This still remains his primary objective. While much canvas is used even today, exhibit buildings and a new grandstand have been erected. The latter is primarily for the seating of patrons at the quarter and harness horse races, horse shows and rodeo events. The fair plans to add running races to its program within the near future and the grandstand will then have its quota of events.

When the modern and spacious grandstand was completed, it was only natural for the main shows to be presented there. And this offered the usual problem faced by fairs. There was no stage. If a permanent stage were constructed between the race track fence and the stand, it would block out the view of the races. If placed in the infield—across the race track from the grandstand—it would require a visitor with a 20-20 vision to see a magician remove even an elephant from a hat.

Movable Stage

The stage, if located inside the grandstand lot, had to be movable. This meant sturdy tracks had to be installed. At the races such tracks or railroad rails would create a hazard extending above the surface for several inches. The platform had to be large enough for a line of girls, accommodate heavy props—and yet be mobile enough to be removed following an afternoon show so that the races could be seen. And then it had to be returned to this position of "front center" of grandstand with only reasonable effort in time for the evening performance.

After considering all prob-

lems, the solution was a stage on pneumatic tires. The solution created another problem—how to get it.

The idea grew into a reality with the fair now presenting its stage shows on a modern stage 80 by 35 feet, plus a seven foot orchestra pit. The structure, which weighs 90 tons and is two stories high (over 30 feet), has the accessories of a modern theater. There are four dressing rooms with hot and cold water for both women and the men. The toilets are connected by means of a quick coupling, flexible, four-inch hose to a sewer pipe installed just off the race track at the operating position. A similar set-up is supplied at the storage location.

Stage Lighting

The stage lighting and curtains are as modern as today's newspaper. A switchboard located at stage level controls the lights there as well as in the surrounding field and in the grandstand. There are footlights and overhead illumination complete with individual and master dimmers. Eight out rigger lights when needed. For the curtain set-up there are six border drapes and two draw curtains. In addition to the control exercised over grandstand lighting by the stage electrician, he is also able to govern, by remote control, the sound level on the grandstand public address system as well as having direct communication with the operator of the spotlight which is located in the stands.

Toward the back of the stage and in the center is a trap door, which is easily accessible for disappearing acts. Pettit believes that anything presented on a Broadway stage

(Continued on page 150)

YORK INTER STATE FAIR

"The APPLE of FAIR EYES"

1953 SEPT. 15th Thru 19th
DAY & NITE - RAIN or SHINE

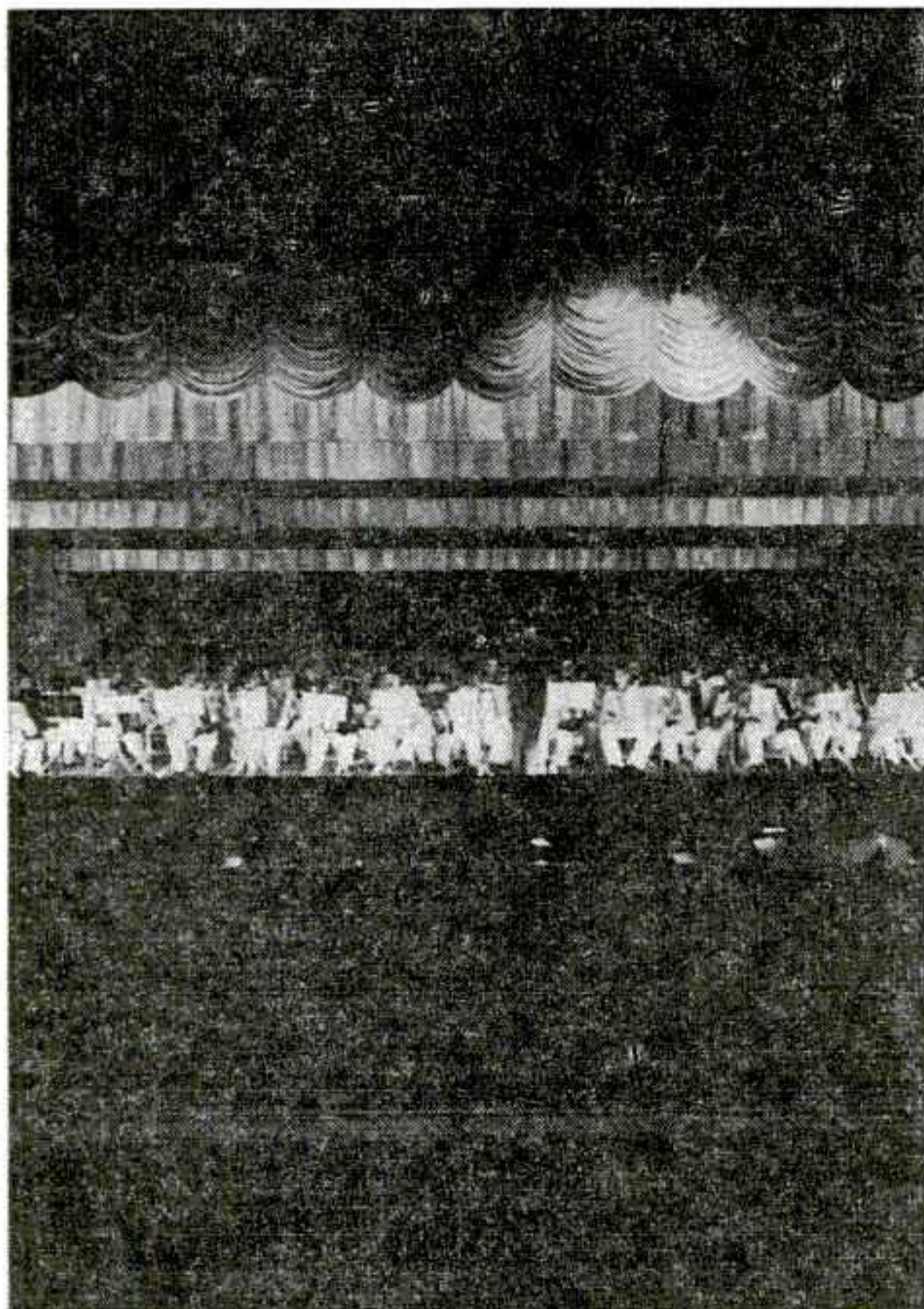
IN THE NATION'S RICHEST AGRICULTURAL AND INDUSTRIAL AREA

★

PROFITABLE CONCESSIONS BIGGER GROSSES YEAR AFTER YEAR

★

"IT HAS EVERYTHING FOR EVERYBODY"



The stage, 80 by 35 feet, also provides facilities for events in the county during times when the fair is not in operation. These include college rallies, presentation of special musical organizations sometimes with as many as 100 performers. The structure can be moved into its spot in front of the grandstand in a few minutes. Public address systems, telephone and sewer lines can be connected in a minute. Because of the studied engineering, the performers may also ride from the storage spot to the place of the performance. Leveling devices prevent even the overturning of make-up liquid cosmetics.

IT'S SMART TO SHOW WHERE THE BUYERS GO—

at the

MARKET PLACE OF THE EAST

THE GREAT

EASTERN STATES EXPOSITION

WEST SPRINGFIELD, MASS.

8 DAYS • 8 NIGHTS
SEPT. 20-27, 1953

★ **1952 Attendance 430,735** ★

FOR DETAILS WRITE: Jack Reynolds, General Manager
Eastern States Exposition
1305 Memorial Ave.
West Springfield, Mass.

STATISTICAL DIRECTORY OF FAIRS

ARKANSAS

Arkansas-Oklahoma Livestock Exposition, Fort Smith
TOTAL ATTENDANCE: Free, 150,000. Operated 7 days, 7 nights.

Ashley County Fair, Hamburg
OPERATED: 3 days, 3 nights. WEATHER: Good, 3 days, 3 nights.

Benton County Fair, Bentonville
TOTAL ATTENDANCE: Paid, 20,000; free, 15,000. Operated 4 days, 4 nights.

Columbia County Fair and Livestock Show, Magnolia
TOTAL ATTENDANCE: Paid, 20,000; free, 5,000. Operated 5 days, 6 nights.

Desha County Fair, McGehee
TOTAL ATTENDANCE: Free 8,000. Operated 3 days, 3 nights.

Franklin County Fair, Ozark
OPERATED 4 days; 4 nights. CARNIVAL: Pauls Amusement Company.

Green County Fair, Paragould
TOTAL ATTENDANCE: Paid 18,000. Operated 4 days, 4 nights.

Independence County Fair, Batesville
TOTAL ATTENDANCE: Paid and free, 10,000. Operated 4 days, 4 nights.

North Logan County Fair, Paris
OPERATED 4 days, 6 nights. WEATHER: Good, 4 days, 6 nights.

Northeast Arkansas District Fair, Blytheville
TOTAL ATTENDANCE: Paid, 28,000; free, 15,000. Operated 6 days, 5 nights.

Poinsett County Fair, Harrisburg
OPERATED 4 days, 4 nights. WEATHER: Good 4 days, 4 nights.

Facts and Figures

The Billboard's annual Statistical Directory of Fairs long ago proved its great worth as a guide not only to concessionaires, exhibitors and attraction people, but to fair management as well.

termining still-date possibilities. And, those concerned with showing, working or performing at fairs, find it important in assaying the relative strength of fairs.

To fair execs, the directory serves as a guide, too. It throws out possible suggestions on how to operate, suggestions gleaned from operations of other fairs as presented briefly and statistically in this directory.

The compilation of the directory is but one of the many features presented in The Billboard, not only in the Cavalcade, but each week thruout the year as a service to fairs of the U. S. and Canada.

ADMINISTRATION: President, W. E. Wright; secretary, E. P. Green; superintendent of concessions, Ted Rosequist; publicity director, Bert Williams.

California Mid-Winter Fair, Imperial
TOTAL ATTENDANCE: Paid 65,000. Operated 9 days, 9 nights.

Mariposa County Fair, Mariposa
TOTAL ATTENDANCE: Paid, 5,500; free, 6,000. Operated 3 days, 3 nights.

Contra Costa County Fair, Antioch
TOTAL ATTENDANCE: Paid 19,000; free 12,000. Operated 4 days, 4 nights.

Del Norte County Fair, Crescent City
TOTAL ATTENDANCE: Paid 6,700. Operated 3 days, 2 nights.

Farmers' Fair of Riverside County, Hemet
TOTAL ATTENDANCE: Paid 15,776; free 11,184. Operated 6 days, 6 nights.

Inter-Mountain Fair of Shasta County, McArthur
TOTAL ATTENDANCE: Free 8,000. Operated 3 days, 2 nights.

Napa District Fair, Napa
TOTAL ATTENDANCE: Paid, 23,000; free, 13,000. Operated 5 days, 5 nights.

Napa County Fair and Horse Show, Calistoga
Operated 3 days. WEATHER: Good, 3 days.

Ninth District Fair, Eureka
TOTAL ATTENDANCE: Free, 12,000. Operated 5 days, 3 nights.

Kern County Fair, Bakersfield
TOTAL ATTENDANCE: Paid 110,000; free 55,000. Operated 7 days, 7 nights.

Madera District Fairs, Madera
TOTAL ATTENDANCE: Paid, 21,000; free, 13,560. Operated 4 days, 4 nights.

California State Fair, Sacramento
TOTAL ATTENDANCE: Paid, 481,575; free, 296,681. Operated 11 days, 11 nights.

Madera District Fairs, Madera
TOTAL ATTENDANCE: Paid, 21,000; free, 13,560. Operated 4 days, 4 nights.

Calaveras County Fair, Angels Camp
TOTAL ATTENDANCE: Paid, 20,000; free, 2,000. Operated 3 days, 3 nights.

Salinas Valley Fair, King City
TOTAL ATTENDANCE: Paid 7,500; free 7,500. Operated 3 days, 3 nights.

Ventura County Fair, Ventura
TOTAL ATTENDANCE: Paid 65,000; free 25,000. Operated 5 days, 5 nights.

Santa Clara County Fair, San Jose
TOTAL ATTENDANCE: Paid 106,714; free 114,913. Operated 6 days, 7 nights.

San Diego County Fair, Del Mar
TOTAL ATTENDANCE: Paid, 179,036; free, 51,298. Operated 10 days, 10 nights.

San Joaquin County Fair, Stockton
TOTAL ATTENDANCE: Paid 144,178; free 13,500. Operated 9 days, 9 nights.

Silver Dollar Fair, Chico
TOTAL ATTENDANCE: Paid, 35,000; free, 14,000. Operated 4 days, 5 nights.

Siskiyou County Fair, Yreka
TOTAL ATTENDANCE: Free 16,000. Operated 3 days, 3 nights.

Tulare County Fair, Tulare
RECEIPTS: Gate \$21,394.25; day grandstand total (less tax) \$3,267.74;

ADMINISTRATION: President, C. L. Fraser; secretary, A. J. Elliott; publicity director, W. Hough.

ADMINISTRATION: President, J. E. Williams; secretary, Lowell Edington; publicity director, Astrid Eay.

ADMINISTRATION: President, J. E. Williams; secretary, Harry Hofmann; publicity director, Ruth Peters.

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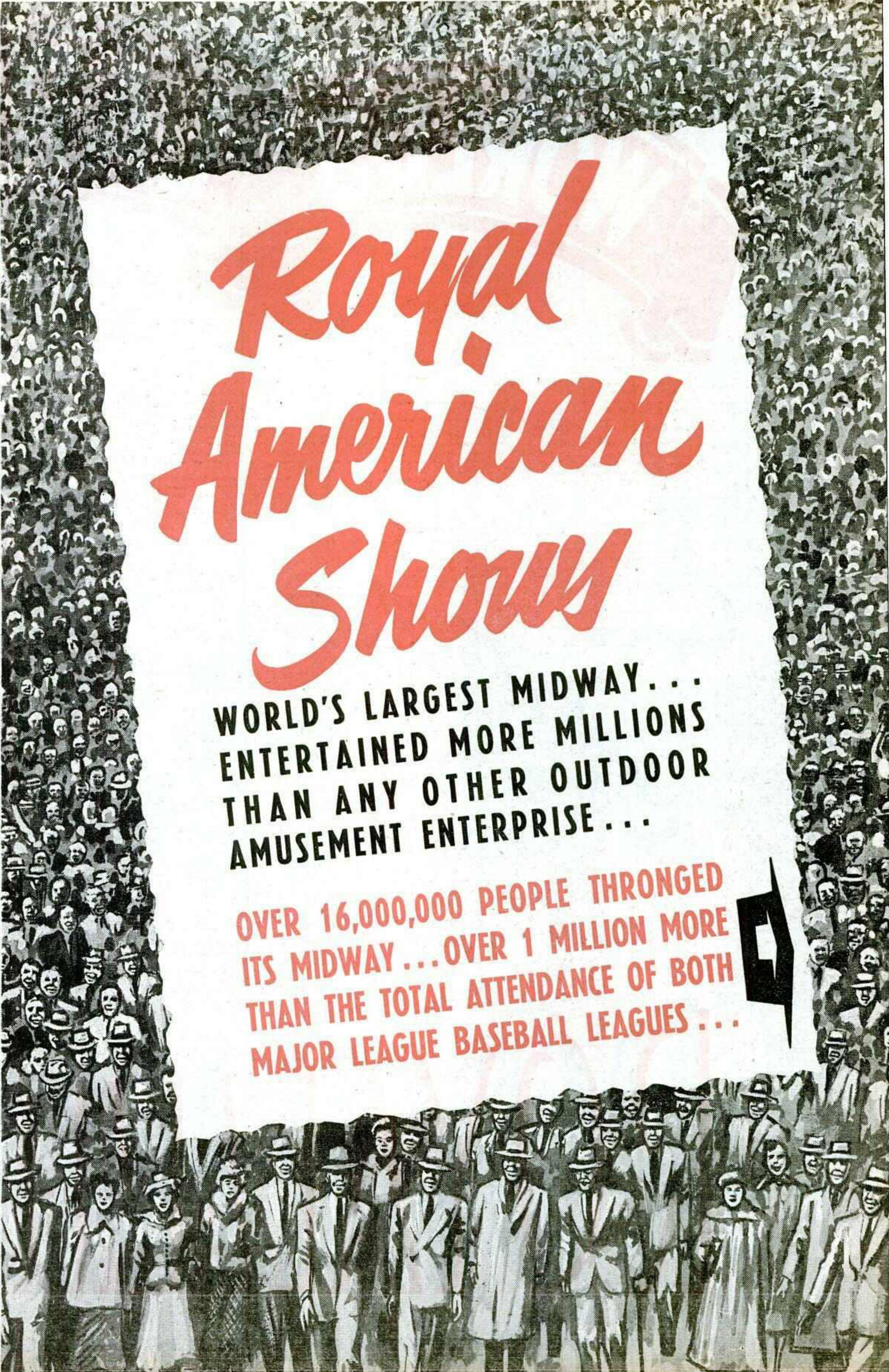
ADMINISTRATION: President, J. E. Williams; secretary, Lowell Edington; publicity director, Astrid Eay.

ATTRACTIONS: Free Grandstand Stage

COLORADO

Arkansas Valley Fair, Rocky Ford
TOTAL ATTENDANCE: Paid, 31,200; free, 1,500. Operated 3 days, 3 nights.

(Continued on page 80)



Royal American Shows

**WORLD'S LARGEST MIDWAY...
ENTERTAINED MORE MILLIONS
THAN ANY OTHER OUTDOOR
AMUSEMENT ENTERPRISE...**

**OVER 16,000,000 PEOPLE THRONGED
ITS MIDWAY... OVER 1 MILLION MORE
THAN THE TOTAL ATTENDANCE OF BOTH
MAJOR LEAGUE BASEBALL LEAGUES...**



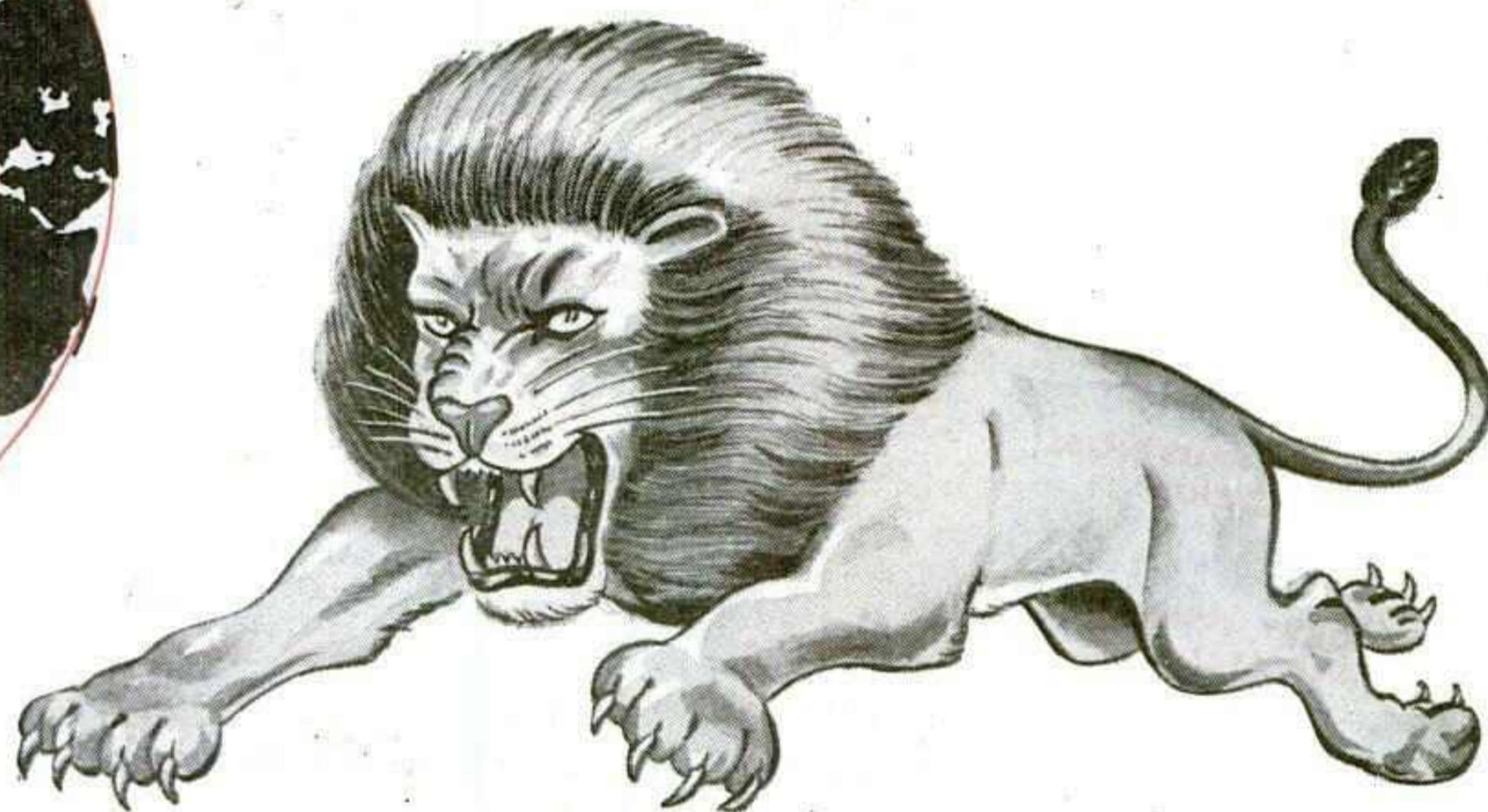
WORLD'S LARG



ROYAL AMERICAN

WINTER QUARTERS - FLORIDA STATE

BEST MIDWAY



Copyright

CAN SHOWS

FAIR GROUNDS, TAMPA, FLORIDA



Carl J. Sedlmayr
General Manager



C. J. Sedlmayr
Assistant Manager

**THANKS
FROM THE
ENTIRE
STAFF
OF THE**

Royal American Shows

To the following FAIRS and EXHIBITIONS of the United States and Canada for a Most Wonderful Co-Operation which has made possible the Most Pleasant and Most Profitable Season we have ever had.

FLORIDA STATE FAIR
Tampa, Florida
Feb. 5-Feb. 16

MEMPHIS COTTON CARNIVAL
Memphis, Tennessee
May 10-May 17

MANITOBA PROVINCIAL EXHIBITION
Brandon, Manitoba
June 30-July 4

CALGARY EXHIBITION AND STAMPEDE
Calgary, Alberta
July 7-July 12

EDMONTON EXHIBITION
Edmonton, Alberta
July 14-July 19

SASKATOON INDUSTRIAL EXHIBITION
Saskatoon, Saskatchewan
July 21-July 26

REGINA EXPOSITION
Regina, Saskatchewan
July 28-Aug. 2

CANADIAN LAKEHEAD EXHIBITION
Ft. William-Pt. Arthur, Ontario
Aug. 5-Aug. 9

TRI-STATE FAIR
Superior, Wisconsin
Aug. 12-Aug. 17

MINNESOTA STATE FAIR
St. Paul-Minneapolis
Aug. 23-Sept. 1

KANSAS FREE FAIR
Topeka, Kansas
Sept. 6-SEPT. 12

OKLAHOMA STATE FAIR
Oklahoma City, Oklahoma
Sept. 20-Sept. 27

ARKANSAS LIVESTOCK SHOW
Little Rock, Arkansas
Sept. 29-Oct. 4

MISSISSIPPI-ALABAMA FAIR AND DAIRY SHOW
Tupelo, Mississippi
Oct. 7-Oct. 11

LOUISIANA STATE FAIR
Shreveport, Louisiana
Oct. 18-Oct. 26

PENSACOLA INTERSTATE FAIR
Pensacola, Florida
Oct. 29-Nov. 3

General Offices and Winter Quarters—Tampa, Florida



HARLEM IN HAVANA

Presented by

LEON CLAXTON

**COMPARABLE
TO ANY
BROADWAY
MUSICAL
PRODUCTION**



**America's Foremost Attraction on the
WORLD'S LARGEST MIDWAY!**

**FOR 18 YEARS
PLAYING TO
MORE PEOPLE
THAN ANY
OTHER SHOW
ON AMERICAN
MIDWAYS**

We are sincerely proud of the part we have been privileged to play in the ever-increasing success of the Royal American Shows.

Thanks to...

C. I. Sedlmayr Sr. and Jr. for valuable assistance and to the Fair & Exhibition officials of the U. S. A. and Canada for their whole-hearted co-operation.

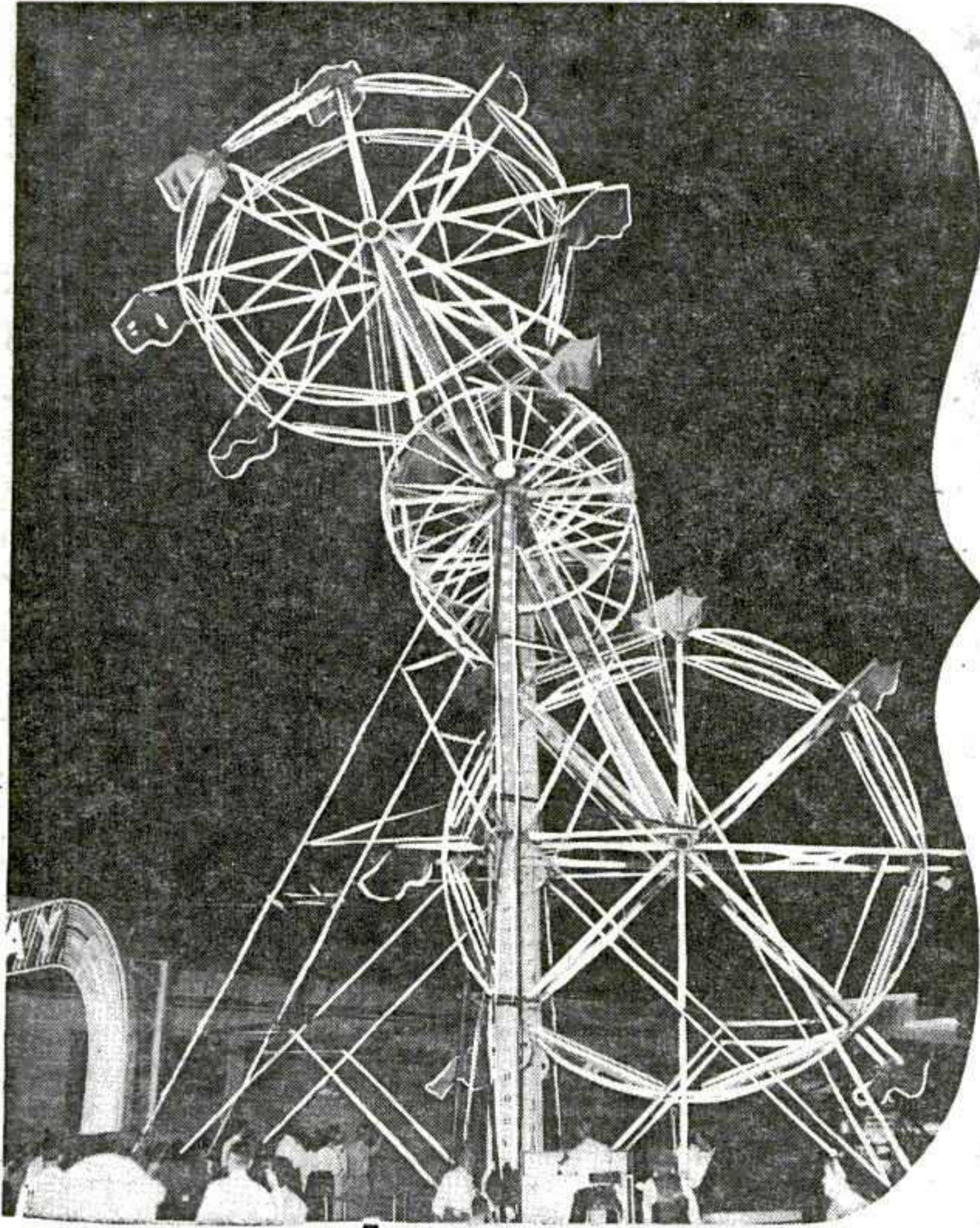
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**Can Always Place
Worthwhile Talent**



Contact **LEON CLAXTON,**

1901 Grace Street, Tampa, Florida



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**We Are Happy To
Announce That**

The Velare Bros.' Internationally Famous Portable Aluminum SKY WHEEL has been purchased by us. We are ready to talk about bookings.

Contact R. DONALD DOWIS at the Hotel Sherman during the Convention, or

DOWIS SKY WHEELS, INC.

801 NORTH 6TH STREET



STERLING, COLORADO



FORSYTHE AND DOWIS RIDES

THANKS

FAIR MANAGERS and COMMITTEEMEN

Thanks to You for a Very Successful 1952 Season!

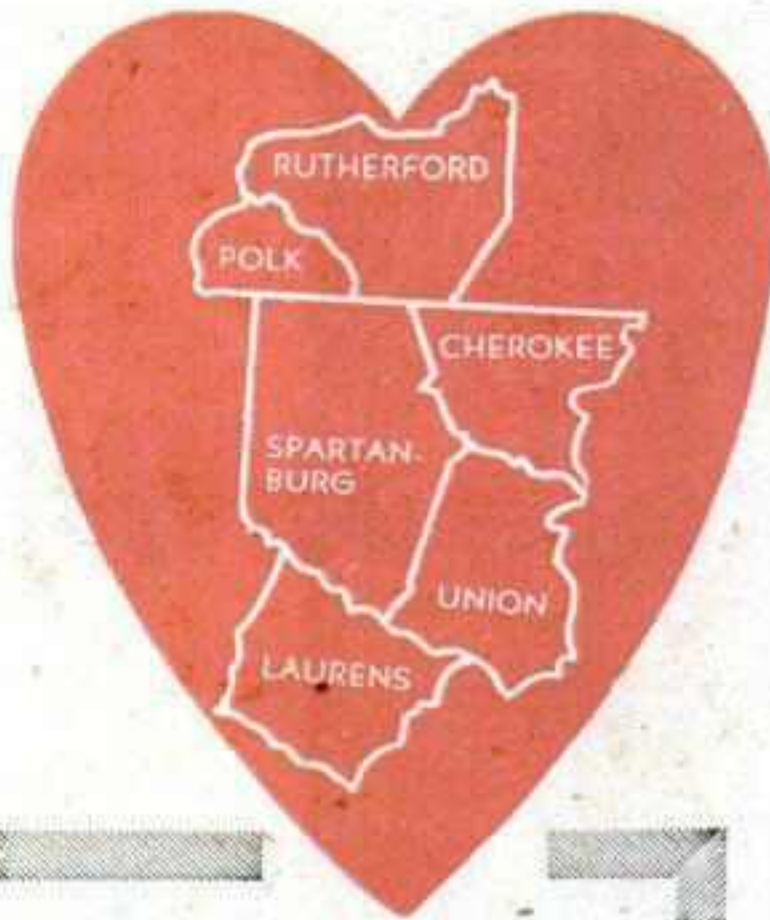
S. J. GOODMAN, RAY ELLIOTT,
W. P. STEPHENSON, ET AL.

We shall be out again in '53 . . . Bigger, Better and Brighter. For Bookings, Contact R. Donald Dowis, Hotel Sherman, at the Convention or at our home address.

FORSYTHE & DOWIS RIDES, INC.

Sterling, Colorado

**THE HEART OF
THE PIEDMONT
in the CAROLINAS**



PIEDMONT INTERSTATE FAIR

**SPARTANBURG
SOUTH CAROLINA**

1953 DATES OCTOBER 12 to 19th

PAUL BLACK *President*

TOM M. CRAIG *Secretary-Treasurer*

CARNIVAL: Cherokee Amusement Company.
ATTRACTIONS: Sheep dog act; square dance exhibition; 2 days of stock car and motorcycle races.
AID, PREMIUMS: County aid, \$1,896. Total estimated premiums paid out (excluding races), \$1,896.
ADMINISTRATION: President, Nelson Simmons; secretary, Fred J. Arnold; Superintendent of concessions, J. J. Harbison.
1953 DATES: Middle of September, tentative.

CARNIVAL: Royal American. Ride and show gross, total amount, less federal tax, \$85,000.
ATTRACTIONS: Winkley Auto Races 4 afternoons; Swenson thrill show, 3 afternoons; Barnes-Carruthers revue, 7 nights.
AID, PREMIUMS: State aid, \$2,500; county aid, \$15,000. Total estimated premiums paid out (excluding races), \$25,000.
ADMINISTRATION: President, D. E. Ackers; secretary, M. W. Jencks; superintendent of concessions, Russell R. Brown; publicity director, Lane Advertising Company.
1953 DATES: September 12-18, tentative.

**Cowley County Free Fair,
Winfield**

WEATHER: Good, 4 days, 4 nights.
CARNIVAL: Mike Rockwell.
ATTRACTIONS: Rodeo 3 nights.
AID, PREMIUMS: County aid \$2,000; other aid \$750; total estimated premiums paid out (excluding races) \$2,876.45.
ADMINISTRATION: President, Loyd Hittle; secretary, Noble Bradbury.

**Franklin County Fair,
Ottawa**

TOTAL ATTENDANCE: Free, 8,000.
Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 4 nights.
ATTRACTIONS: Horse pulling, Scotty McLean, Amateur Monarch baseball.
ADMINISTRATION: President, Edwin Snyder; secretary, George E. Rouse.
1953 DATES: August 25-28, tentative.

Harper County Fair, Harper

TOTAL ATTENDANCE: Free, 5,000. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
ATTRACTIONS: Local stunts.
AID, PREMIUMS: County aid, \$2,000.
ADMINISTRATION: President, F. M. Scarlett; secretary, R. E. Dresser; superintendent of concessions, J. R. Thompson.
1953 DATES: August 24-26, tentative.

Inter-State Fair, Coffeyville

TOTAL ATTENDANCE: Free, 25,000.
Operated 4 days, 4 nights.
WEATHER: Good, 3 days, 3 nights, cold or cloudy 1 day, 1 night.
RECEIPTS: Night grandstand total (less tax), \$14,000.
CARNIVAL: The American Beauty Show.
ATTRACTIONS: R.C.A. Rodeo; Big John and Sparky; Pete Bailey Thrill Show.
AID, PREMIUMS: County aid, \$2,000. Total estimated premiums paid out (excluding races), \$3,500.
ADMINISTRATION: President, Bill Kistler; secretary, Laurence B. Smith; superintendent of concessions, Albert Reiter; publicity director, Cal Durand.
1953 DATES: 4 days ending on Labor Day, tentative.

Kansas Free Fair, Topeka

TOTAL ATTENDANCE: Free, 350,000, estimated. Operated 7 days, 7 nights.
WEATHER: Good 7 days, 7 nights.
RECEIPTS: Day grandstand total (less tax), \$35,000; night grandstand total (less tax), \$50,000.

**Kingman County 4-H Fair,
Kingman**

OPERATED 3 days, 4 nights.
WEATHER: Good, 3 days, 3 nights.
ATTRACTIONS: Noles and Clark All-Star Horse Show.
AID, PREMIUMS: County aid, \$2,000. Total estimated premiums paid out (excluding races), \$2,196.
ADMINISTRATION: President, Wilbur Sloan; secretary Clarence Imel; superintendent of concessions, Floyd Closson.
1953 DATES: Last week in August, official.

Lane Agriculture Fair, Lane

OPERATED 3 days, 4 nights.
WEATHER: Good 3 days, 2 nights; rain 1 night; cold or cloudy 1 night.
CARNIVAL: Raines Amusement Company.
AID, PREMIUMS: County aid, \$700.
ADMINISTRATION: President, Wm. Christian; secretary, C. E. Rennolds; superintendent of concessions, Wm. Neill.

**Lane County Free Fair,
Dighton**

TOTAL ATTENDANCE: Paid 4,000.
Operated 3 days, 3 nights.
WEATHER: Good, 3 days, 2 nights, rain 1 night.
CARNIVAL: Brodbeck-Schrader.
ATTRACTIONS: 1 day horse show, 2 days rodeo; 2 nights stage show, 1 night cutting horse contest.
AID, PREMIUMS: County aid \$3,000.
ADMINISTRATION: President, Raymond Ely; secretary, Elmer Bryant.

**Linn County Fair,
Mound City**

TOTAL ATTENDANCE: Paid, 4,500; free, 1,500. Operated 3 days, 2 nights.
WEATHER: Good 1 day, 2 nights; rain 1 day.
RECEIPTS: Gate, \$900; night grandstand total (less tax), \$1,350.
CARNIVAL: Parada Shows.
ATTRACTIONS: Rodeo, 2 nights; horse show, 1 day; tractor derby, 1 day.
AID, PREMIUMS: State aid, \$2,000; total estimated premiums paid out (excluding races), \$2,100.
ADMINISTRATION: President, Chas. Murray; secretary, John H. Morse; superintendent of concessions, J. F. Bacon.
1953 DATES: August 26-29, tentative.

(Continued on page 92)

BIG HEARTED BENNIE

GIVES YOU THE BEST
MERCHANDISE ALL THE TIME

THANKS
FAIR
OFFICIALS

for a pleasant 1952 Season

**BEN WEISS & SON
CONCESSION CO.**

OFFICE AND COMMUNICATIONS:
418 MARKET STREET, PHILADELPHIA, PA.

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SOCIETY**
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NEW JERSEY STATE FAIR
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YORK INTERSTATE FAIR
York, Pa.

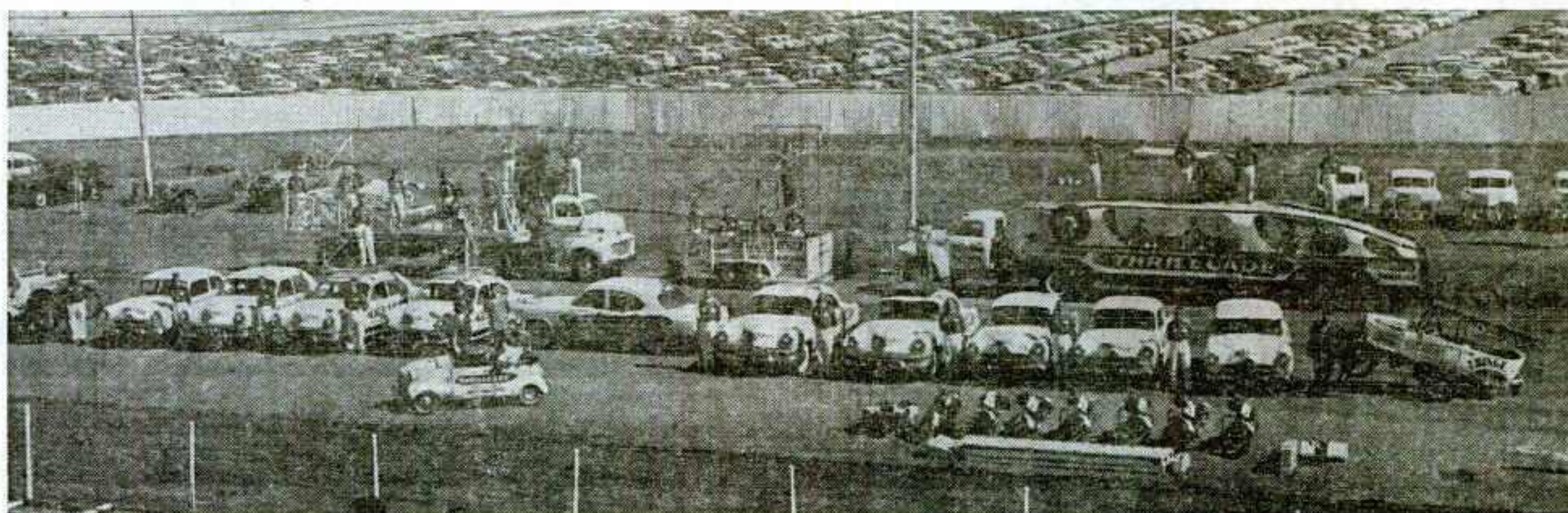
BLOOMSBURG FAIR
Bloomsburg, Pa.

**PIEDMONT INTERSTATE
FAIR**
Spartanburg, S. C.

**ORANGEBURG COUNTY
FAIR**
Orangeburg, S. C.

CENTRE COUNTY FAIR
Centre Hall, Pa.

5205 ALTON ROAD, MIAMI BEACH, FLA.

AUT SWENSON**'THRILLCADE'****WORLD CHAMPION AUTO DAREDEVILS****PLAYING THE GREATEST CIRCUIT OF FAIRS IN AMERICA IN 1953**

Pictured above: Just part of the prodigious array of equipment and daredevil talent carried by the Greatest Thrill Show on Earth . . . the Aut Swenson Thrillcade.

AGAIN...

along the major rialto of America's greatest chain of expositions, the acknowledged BIG TIME route of all fairdom . . . the MIDWEST CIRCUIT . . . the SWENSON THRILLCADE played more dates than all other thrill shows combined!

**NEW STARS!****NEW CARS!****NEW FEATURES!****The Ultimate in Sensational 20th-Century Entertainment!**

For additional information write

SWENSON THRILLCADE

Southwestern Headquarters:

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1620 Pratt St., Dallas 8, Texas



*Eddie Young
Proudly Presents*

STERLING CROWN Shows

The BIG Name in Outdoor Shows

MY HEARTFELT THANKS

To those who contributed to our Tremendous First Season under a New Banner . . .

THANKS TO THE FAIR SECRETARIES

Who had confidence in my ability to produce a Money-Winning Show for their annuals.

ATTENTION, FAIR SECRETARIES & COMMITTEES:

You know my reputation for Beautiful Shows and Good Equipment — THIS NEW SHOW WILL BE THE MOST BEAUTIFUL TRUCK SHOW ON THE ROAD IN 1953. Plenty of Rides, High-Class Shows, Light Towers, Searchlights and our own Light and Power Plants. Rest assured when we contract with you to bring you a certain number of rides and shows we will have them for your Amusement Midway.



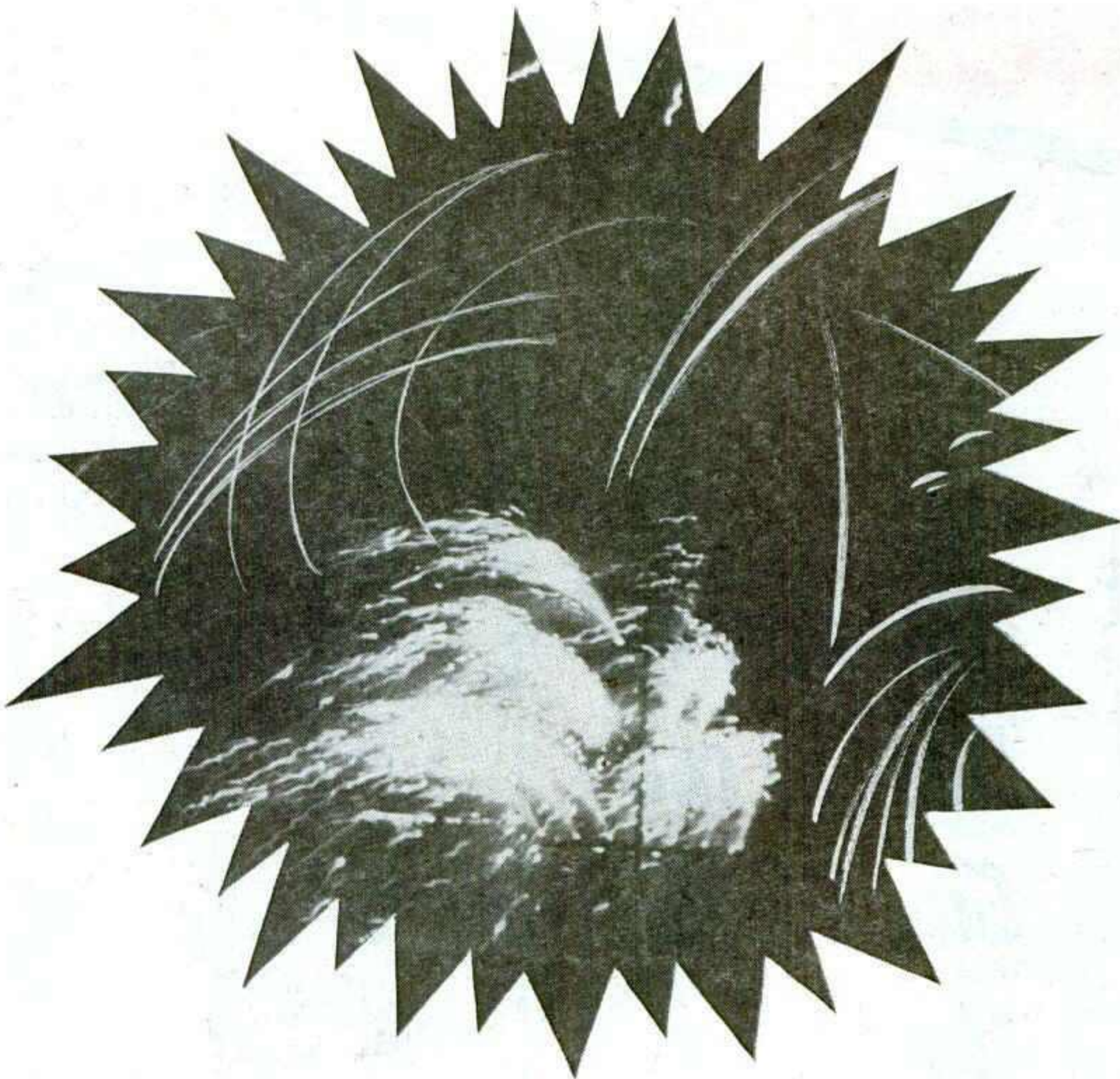
WINTER QUARTERS ADDRESS: P. O. Box 157
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PARAMOUNT

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EVERY YEAR MORE AND MORE FAIRS AND CELEBRATIONS CHANGE TO *PARAMOUNT FIREWORKS* .. There is a reason why .. Before you buy your next Fireworks show consider these ..



- 1.** Ground displays containing Beauty, Noise, Animated Comedy and Patriotic Climax.
- 2.** Aerial Bombs that are different as tomorrow . . . plus old favorites.
- 3.** The services of our Expert Operators furnished with all the lumber, tools and labor to do a "Turn Key" job.
- 4.** Complete Public and Property Liability Insurance.
- 5.** Colorful Posters, Mat Service and Press Releases that really draw the crowds.
- 6.** A change of program each night to bring back the customers.
- 7.** No charge for any display fireworks not given due to inclement weather.
- 8.** We invite you to contact our old customers to learn first hand about our work. Their names will be furnished at your request.

**FAIR MANAGERS
CELEBRATION COMMITTEES**
Write for Our Special Brochure of
Original Displays and Prices.

MAIN OFFICE
P. O. Box 1272
Phone: 7-4373
TULSA, OKLAHOMA

FRED HERRIN JR.
GENERAL MANAGER

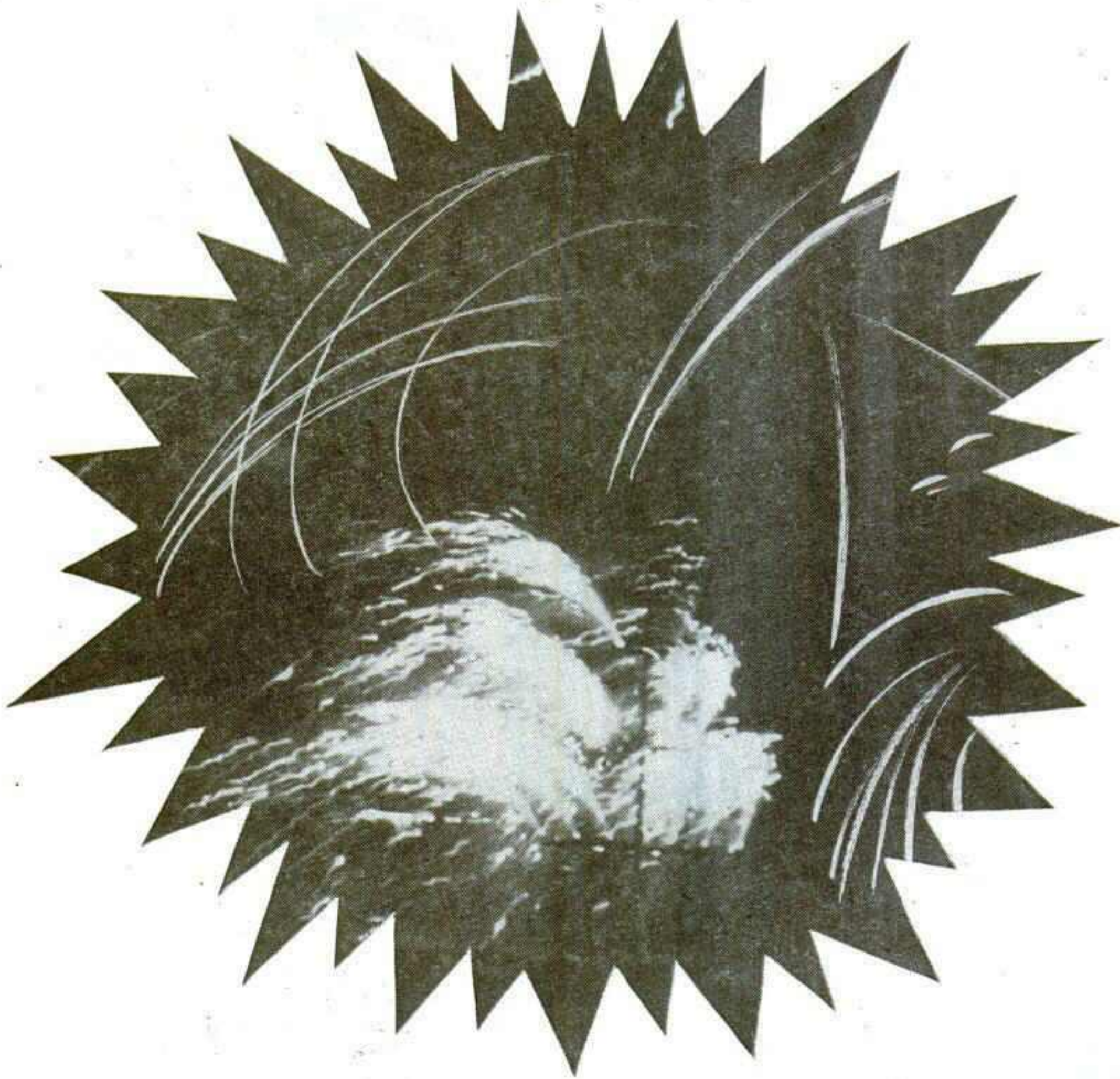
PARAMOUNT FIREWORKS CO.

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TULSA, OKLAHOMA

FRED HERRIN JR.
GENERAL MANAGER

PARAMOUNT FIREWORKS CO.



SHOWS



Attention, All Fair Secretaries and Officials:

We are extending you a cordial invitation to visit our headquarters in Hotel Sherman during the Convention. There will be new and novel ideas unfolded before your eyes, such as you have never seen before.

STAFF LEVY AND McCARTER—Owners
 SAM LEVY—Manager
 R. C. McCARTER—Assist. Mgr. & Gen. Rep.
 MRS. SHIRLEY LEVY—Secretary & Treasurer
 MRS. MARION McCARTER—Concession Secy.
 JOHNNY BROOKS—Train Master
 TINY DEMPSEY—Construction Supt.

Celebrations Committees

Now is the time to prepare for next year's big dates. We are already arranging routes for '53. Investigate our show before committing yourself for '53.



WE HAVE

- 3 Ferris Wheels
- Looper
- Fly-o-Plane
- Merry-Go-Round
- Rolloplane
- Tilt-a-Whirl
- Caterpillar
- Rocket
- Skooter
- Whip

Will Book or Buy six more rides not conflicting with the above.

KIDDIE RIDES

- Merry-Go-Round
- Kiddie Corral
- Fire Engine
- Speed Boat
- Swings
- Kiddie Auto
- Whip
- Train
- Pony Cart
- Rocket

WE HAVE

- Girl Revue
- Motordrome
- Nothing Like It Show
- Midget Show
- Snake Show
- Cubana Show
- Side Show
- Hall of Science
- Minstrel Show
- Hawaiian Show
- Glass House
- Monkey Circus
- Fun House

Any new attraction not conflicting with the above. Will finance and furnish equipment for Water Show, Wild West and Animal Shows. Also Trained Animal or any show of merit.

**PAN-AMERICAN SPEEDWAY
PLAYLAND PARK
SAN ANTONIO, TEXAS**

To: THE JUMBO OF THE THRILL SHOWS

From: JIMMY JOHNSON

Subject: CONGRATULATIONS!

To Aut Swenson and his twenty-two World Champion "THRILLCADE" Auto Daredevils, for a Show well done. The People of San Antonio are still talking (after six months) about:

- MOTOR POLO
- THE FLYING PERCH
- AUTO BALL
- THE RAMP-TO-RAMP JUMP
- THE CRASH-ROLL CONTEST
- THE CAVALCADE OF COMICS in "CUSTOM-CREATIONS"
- ... and the other 23 Action-Packed Events.

Looking forward to your Show in '52, I am

Sincerely,
Jimmy Johnson

P.S.—I hear you're now using New Kaisers and Henry J's.

Continued from page 86

Nemaha County Free Fair, Wetmore

TOTAL ATTENDANCE: Free, 4,000. Operated 3 days, 3 nights. WEATHER: Good, 3 days, 2 nights, rain 1 night. CARNIVAL: Silver Star. AID, PREMIUMS: County aid, \$1,300. ADMINISTRATION: President, Robert Cress; secretary, Raymond McDaniel.

Riley County 4-H Fair, Manhattan

TOTAL ATTENDANCE: Free 2,500. Operated 2 days, 2 nights. RECEIPTS: Night grandstand total (less tax) \$800. ADMINISTRATION: President, Jess Stagg; secretary, J. W. Taylor. Superintendent of concessions, Harold Cary; publicity director, Orval Thursh. 1953 DATES: August 18-19, tentative.

Sedgwick County Fair, Cheney

TOTAL ATTENDANCE: Free 8,000. Operated 3 days, 3 nights. WEATHER: Good, 3 days, 3 nights. CARNIVAL: Brodbeck Shows. ATTRACTIONS: Stage show, 1 night; radio broadcast from fair grounds, 1 night; livestock parade. AID, PREMIUMS: County aid \$2,500; total estimated premiums paid out (excluding races) \$2,500. ADMINISTRATION: President, Floyd Souders; secretary, Frank A. Ryniker; publicity director, Mrs. Floyd Souders. 1953 DATES: August 27-29, tentative.

Thayer Home-Coming Fair, Thayer

TOTAL ATTENDANCE: Free, 10,000, estimated. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Tri-State shows. Ride and show gross, total amount, less federal tax, \$999.09. ATTRACTIONS: Rodeo. AID, PREMIUMS: County aid, \$200; other aid, \$87; total estimated premiums paid out (excluding races), \$287. ADMINISTRATION: President, E. P. Johnston; secretary, H. M. Minnick. 1953 DATES: September 2-4, official.

Thomas County Free Fair, Colby

TOTAL ATTENDANCE: Free, 8,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Day grandstand total (less tax), \$1,200; night grandstand total (less tax), \$2,300. CARNIVAL: Rocky Mountain Empire Shows. ATTRACTIONS: Fireworks, 1 night; circus acts, 2 nights; revue, 1 night. Truez and Drake Enterprises booked entire program. Running races, 3 afternoons. AID, PREMIUMS: County aid, \$7,500. Total estimated premiums paid out (excluding races), \$2,000. ADMINISTRATION: President, William Garrett; secretary, J. B. Kuska. 1953 DATES: August 18-21, official.

Trego County Free Fair, Wakeeney

TOTAL ATTENDANCE: Free, 7,000. Operated 4 days, 3 nights. WEATHER: Good 4 days, 3 nights. RECEIPTS: Night grandstand total (less tax), \$3,599. CARNIVAL: Central States Shows. Ride and show gross, total amount, less federal tax, \$4,688. ATTRACTIONS: Two days motorcycle races; Pete Bailly thrill show; Corky's Coral Gang, 1 night. AID, PREMIUMS: County aid, \$6,000. Other aid, \$1,600. ADMINISTRATION: President, Henry Dietz; secretary, Lew H. Galloway. 1953 DATES: August 25-28, tentative.

Tri-County Fair, Horton

TOTAL ATTENDANCE: Free 7,000. Operated 3 days, 3 nights. CARNIVAL: Evans Carnival. ATTRACTION: Platform acts three nights. AID, PREMIUMS: County aid \$1,850. ADMINISTRATION: President, George Hamilton; secretary, J. A. Bourquin; Superintendent of concessions, Bill Knouse.

KENTUCKY

Adair County Fair, Columbia

TOTAL ATTENDANCE: Paid, 21,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate, \$12,000. CARNIVAL: Bee's Old Reliable. ATTRACTIONS: 4 days harness races. ADMINISTRATION: President, Grover Gilpin; secretary, Coy Rice; superintendent of concessions, Grover Gilpin; publicity director, Ivan Shively. 1953 DATES: Last week July, tentative.

Alexandria Fair, Alexandria

TOTAL ATTENDANCE: Paid, 30,000. Operated 3 days, 3 nights. WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night. ADMINISTRATION: President, Sol Youtsey; secretary, J. W. Shaw.

Barren County Fair and Horse Show, Glasgow

TOTAL ATTENDANCE: Paid, 8,000; free, 600. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate, \$5,309.72. CARNIVAL: Gladstone Exposition. ATTRACTIONS: Three days and three nights of horse shows; hillbilly jamboree. ADMINISTRATION: President, William B. Jones; secretary, Joe McKinney.

Germantown Fair, Germantown

TOTAL ATTENDANCE: Paid 25,000; free 1,200. Operated 3 days, 5 nights. WEATHER: Good, 2 days, 5 nights, rain 1 day.

CARNIVAL: Nelson Breeze Amusement Company.

ATTRACTIONS: Two free acts. AID, PREMIUMS: State aid \$250. ADMINISTRATION: President, W. B. Hughes; secretary, R. K. Asbury. 1953 DATES: August 5-9, official.

Kentucky State Fair, Louisville

TOTAL ATTENDANCE: Paid 171,402; free 133,135. Operated 9 days, 9 nights. WEATHER: Good, 8 days, 8 nights, cold or cloudy 1 day, 1 night. RECEIPTS: Gate \$102,841.20. CARNIVAL: Gooding Amusement; ride and show gross, total amount, less federal tax \$86,000. ATTRACTIONS: Sam Howards Aqua Thrills and circus acts booked thru Ernie Young; 2 afternoons harness racing. AID, PREMIUMS: State aid \$76,788.50; other aid \$37,497.33; total estimated premiums paid out (excluding races) \$114,285.83. ADMINISTRATION: Manager, J. Dan Baldwin; superintendent of concessions, Ed Brooks; publicity director, Doc Cassidy. 1953 DATES: September 11-19, tentative.

Lawrenceburg Fair and Horse Show, Lawrenceburg

OPERATED: 1 day, 5 nights. WEATHER: Good 1 day, 5 nights. RECEIPTS: Gate, \$20,000. CARNIVAL: Bee's Old Reliable; ride and show gross, total amount, less federal tax, \$5,000. AID, PREMIUMS: Other aid, \$500; total estimated premiums paid out (excluding races), \$6,200. ADMINISTRATION: President, Walter Patrick; secretary, Allen S. Hanks.

Logan County Fair, Russellville

TOTAL ATTENDANCE: Paid, 25,000; free, 5,000. Operated 6 days, 6 nights. WEATHER: Good, 6 days, 6 nights. CARNIVAL: Mighty Hammon tree Midway. ATTRACTIONS: Mule derby; turtle Derby; stock car races. ADMINISTRATION: President, Henry Russell; secretary, Richard E. Hite; superintendent of concessions, Jack Stengel; publicity director, Joe Gill Strange.

Marion County Fair, Lebanon

TOTAL ATTENDANCE: Paid, 10,000; free, 400. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. CARNIVAL: Bee's Old Reliable. ATTRACTIONS: Harness running races all afternoons; wrestling 1 night, horse shows 3 nights. ADMINISTRATION: President, R. H. Whitlock; secretary, Sam C. Hill; publicity director, P. Owens. 1953 DATES: Third week in July, tentative.

Owen County Fair, Owenton

TOTAL ATTENDANCE: Paid, 6,500; free, 1,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. CARNIVAL: Nelson Breeze. ADMINISTRATION: President, W. L. Cammack Jr.; Secretary, Ray E. Williams. 1953 DATES: Last week July, tentative.

Owsley County Fair, Booneville

OPERATED: 3 days, 3 nights. Weather: Good 2 days, 3 nights; rain 1 day. CARNIVAL: Bee's Old Reliable Shows. Total estimated premiums paid out (excluding races), \$2,400. ADMINISTRATION: President, J. M. King; secretary, Fred W. Gabbard. 1953 DATES: September 19-21, official.

Washington County Fair and Horse Show, Springfield

TOTAL ATTENDANCE: Paid, 5,000. Operated 4 days, 4 nights. WEATHER: Good 2 days, 2 nights; rain 2 days, 2 nights. CARNIVAL: Bee's Old Reliable. ATTRACTIONS: Horse Show and livestock exposition. Total estimated premiums paid out (excluding races), \$5,250. ADMINISTRATION: President, H. B. Gregory; secretary, Charles E. Montgomery. 1953 DATES: June 24-27, tentative.

West Kentucky Fair, Paducah

TOTAL ATTENDANCE: Paid 50,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate \$25,000; day grandstand total (less tax), \$1,500; night grandstand total (less tax) \$2,000. CARNIVAL: J. W. Heth shows; ride and show gross, total amount, less federal tax, \$15,000. ATTRACTIONS: Harness races, 4 days; running races, 4 days; horse show, 4 nights. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$6,000. ADMINISTRATION: President, M. L. Parker; secretary, Mrs. Ruth Fawkes; superintendent of concessions, Ronald Jones. 1953 DATES: July 14-18, tentative.

LOUISIANA

Grant Parish Fair, Verda

OPERATED: 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Floyd O. Kile Shows. AID: State aid, \$2,000; county aid, \$500; other aid, \$2,000. ADMINISTRATION: President, M. M. Swor; secretary, Odella Purvis.

Louisiana Livestock and Pasture Festival, Marksville

TOTAL ATTENDANCE: Free, 25,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Grove's Greater Shows; ride and show gross, total amount, less federal tax, \$8,500. ATTRACTIONS: Avoyelles Parish Cattle-men's Association Horse Show; Louisiana Livestock & Pasture Festival Queen's Ball. AID, PREMIUMS: State aid, \$2,000.

HIGH ACTS — PLATFORM ACTS — THRILL SHOWS — RODEOS — REVUES — ETC.

FOR PARKS — FAIRS — CELEBRATIONS OF ALL KINDS — CARNIVALS

TELL US OF YOUR NEEDS

NONE TOO LARGE--NONE TOO SMALL TO RECEIVE OUR MOST CAREFUL ATTENTION AND REASONABLE RATES.

NOW'S THE TIME TO MAKE ARRANGEMENTS WITH A LONG-ESTABLISHED, RELIABLE AGENCY.

WE MAKE YOUR INTERESTS OUR OWN.

WE PROVIDE OUR OWN STAGE, LIGHTS, SCENERY

COOKE and ROSE
246 West King St. Phone 2-4506 Lancaster, Pa.

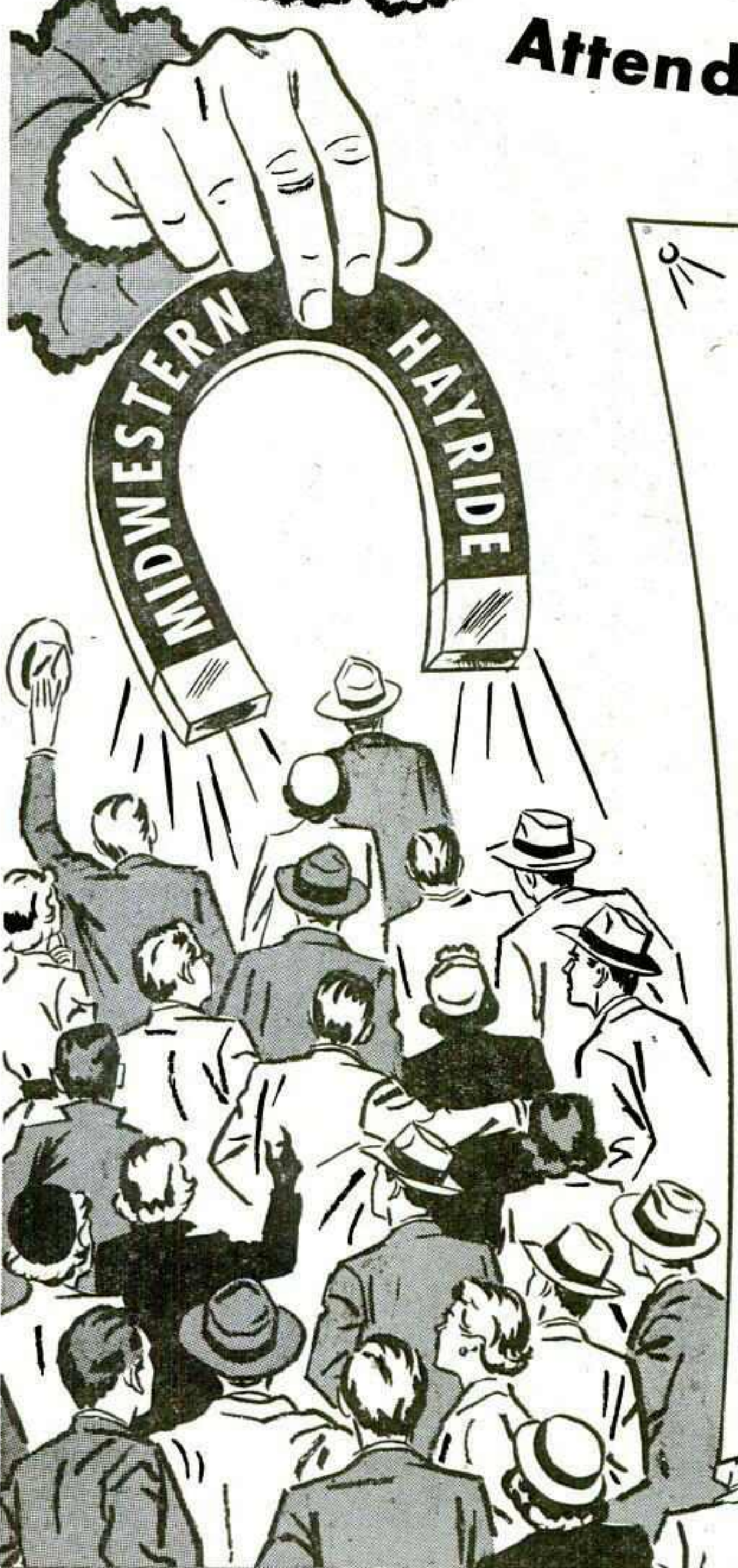


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... a question every fair secretary wants answered

How can we boost **Grandstand Attendance** at our **1953 FAIR?**

THE ANSWER



Book the show of proven popularity...

WLW's MIDWESTERN HAYRIDE

—the nation's greatest attraction on radio, television and personal appearances. Survey after survey of both radio and television, dollar after dollar at box offices all over the great midwest, prove that more people enjoy this show than any other of its type. Cash in on its terrific popularity by booking the show that draws them like a magnet—MIDWESTERN HAYRIDE.

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WLW PROMOTIONS, INC.
TALENT DIVISION

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DON'T DUMMY UP!
PACK YOUR
GRANDSTAND WITH



JIMMY NELSON
 and
Danny O'Day
 (The Mahogany Kid)

Humphrey Higsbye
 and "Farfel"

The World's Greatest Ventriloquist

seen by 30,000,000 people
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FRANCES E. KAYE

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 203 No. Wabash Ave., Chicago

Total estimated premiums paid out (excluding races), \$2,000.
 ADMINISTRATION: President, L. A. Cayer; secretary, Paxton Smith; superintendent of concessions, K. J. Ducote; publicity director, Mrs. S. P. Sanchez.

**Louisiana Sugar Cane Festival
 and Fair, New Iberia**
 TOTAL ATTENDANCE: Free 100,000.
 Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 CARNIVAL: Harry Burk: shows.
 AID: State aid \$10,000.
 ADMINISTRATION: President, A. G. Ackal; secretary, George E. Hedger; superintendent of concessions, Gus Catuslus; publicity director, "Red" Walcott.

**South Louisiana State Fair,
 Donaldsonville**
 TOTAL ATTENDANCE: Free 75,000.
 Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 4 nights.
 RECEIPTS: Day grandstand total (less tax) \$3,500; night grandstand total (less tax) \$2,500.
 CARNIVAL: Buff Hottle.
 ATTRACTIONS: Rodeo, 2 days; variety show.
 AID, PREMIUMS: State aid \$15,000.
 ADMINISTRATION: President, L. A. Borne; secretary, A. Netter; publicity director, Claire Puncy.

MAINE

**Skowhegan State Fair,
 Skowhegan**
 TOTAL ATTENDANCE: Paid 89,758; free 4,865. Operated 8 days, 8 nights.
 WEATHER: Good, 6 days, 6 nights; rain 2 days, 2 nights.
 CARNIVAL: King Reid Shows.
 ATTRACTIONS: "Miss Maine" contest; musical revue, 6 nights; harness racing (parimutuel betting), 6 days; automobile thrill show, 1 afternoon and evening.
 Premiums: \$15,000.
 ADMINISTRATION: President, J. Walton Neil; general manager, Roy E. Symons.
 1953 DATES: August 15-22, official.

**World's Fair Association, Inc.,
 North Waterford**
 TOTAL ATTENDANCE: Paid 7,000; free 3,000. Operated 2 days, 2 nights.
 WEATHER: Good, 1 day, 2 nights, cold or cloudy 1 day.
 CARNIVAL: Eastern Amusement Company.
 ATTRACTIONS: Horse pulling.
 ADMINISTRATION: President, W. A. Hersey; secretary, Bill Button.
 1953 DATES: October 2-3, tentative.

MARYLAND

**Maryland State Fair,
 Timonium**
 TOTAL ATTENDANCE: Paid, 160,000; free, 65,000. Operated 10 days, 10 nights.
 WEATHER: Good 5 days, 5 nights; rain 2 days, 2 nights; cold or cloudy 3 days, 3 nights.
 RECEIPTS: Gate, \$100,000.
 ATTRACTIONS: Free Stage Shows; 10 days running races with pari-mutuels.
 AID, PREMIUMS: State aid, \$80,000; other aid, \$5,000. Total estimated premiums paid out (excluding races), \$85,000.
 ADMINISTRATION: President, William L. Schludenburg; general manager, John Hell; superintendent of concessions, Les Spangler; publicity director, V. Gretsinger.
 1953 DATES: August 26-September 3, tentative.

MASSACHUSETTS

**Barrington Fair, Great
 Barrington, Mass.**
 TOTAL ATTENDANCE: Paid 135,000. Operated 7 days, 7 nights.
 WEATHER: Good, 7 days, 7 nights.
 ATTRACTIONS: Thrill show, opening day; 10 act night show booked by Al Martin, Boston; 6 afternoons of horse races.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$10,000.
 ADMINISTRATION: President, E. J. Carroll; publicity director, Harry Storin.
 1953 DATES: September 13-19, official.

Marshfield Fair, Marshfield
 TOTAL ATTENDANCE: Paid 80,000; free 14,000. Operated 7 days; 7 nights.
 WEATHER: Good, 7 days, 7 nights.
 RECEIPTS: Gate \$40,000; day grandstand total (less tax), \$1,500.
 CARNIVAL: Playtime Amusements.
 ATTRACTIONS: Al Martin acts, 7 nights; 7 days of harness horse races.
 AID, PREMIUMS: State aid \$4,000; total estimated premiums paid out (excluding races) \$9,600.
 ADMINISTRATION: President, Frank L. Sinnott; secretary, H. C. Keene; publicity director, Floyd Bell.
 1953 DATES: August 23-29, official.

Weymouth Fair, Weymouth
 TOTAL ATTENDANCE: Paid, 145,712. Operated 7 days, 7 nights.
 WEATHER: Good 5 days, 5 nights; rain 2 days, 2 nights.
 CARNIVAL: Lagasse Amusement Company.
 ATTRACTIONS: Hamid revue, 7 nights; horse racing, 6 afternoons.
 AID, PREMIUMS: State aid, \$4,000. Total estimated premiums paid out (excluding races), \$10,000.
 ADMINISTRATION: President, D. Reidy; manager, Milton Danziger.
 1953 DATES: August 16-22, official.

MICHIGAN

Allegan County Fair, Allegan
 TOTAL ATTENDANCE: Paid 72,099; free 23,000. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 RECEIPTS: Gate \$38,103; day and night grandstand total (less tax) \$19,962.
 CARNIVAL: Happyland Shows; ride and show gross, total amount, less federal tax \$18,594.
 ATTRACTIONS: Barnes-Carruthers acts, Irish Horan thrill show; 4 days of racing.
 AID, PREMIUMS: State aid \$4,800; total

estimated premiums paid out (excluding races) \$11,700.
 ADMINISTRATION: President, E. W. Delano; secretary, J. H. Snow; publicity director J. A. Ax.
 1953 DATES: September 14-19, official.

Armada Fair, Armada
 OPERATED: 3 days, 4 nights.
 WEATHER: Good 3 days, 4 nights.
 ATTRACTIONS: Gun Sun acts.
 ADMINISTRATION: President, Paul Russ; secretary, Roy Conner.
 1953 DATES: August 20-23, tentative.

Berlin Fair, Marne
 TOTAL ATTENDANCE: Paid, 26,000. Operated 4 days, 5 nights.
 WEATHER: Good 4 days, 5 nights.
 RECEIPTS: Gate, \$13,000; day grandstand total (less tax), \$1,500; night grandstand total (less tax), \$3,100.
 CARNIVAL: Wade Shows.
 ATTRACTIONS: WLS Show; 2 days harness racing; 1 night auto racing; 3 horse pulling contest.
 AID: State aid, \$2,100; county aid, \$300.
 ADMINISTRATION: President, A. P. Edison; secretary, R. M. Osseward.
 1953 DATES: August 24-29, tentative.

Gratiot County Fair, Alma
 TOTAL ATTENDANCE: Free 20,000. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Night grandstand total (less tax) \$1,600.
 AID, PREMIUMS: State aid \$600; county aid \$1,000; other aid \$200; total estimated premiums paid out (excluding races) \$1,800.
 ADMINISTRATION: President, Arlan Gillis; secretary, John W. Baker.
 1953 DATES: August 11-13, tentative.

**Huron County Fair, Bad Axe,
 Michigan**
 OPERATED 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 RECEIPTS: Gate, \$11,029.20; day grandstand total (less tax), \$2,800; night grandstand total (less tax), \$3,900.
 CARNIVAL: Happyland Shows. Ride and show gross, total amount, less federal tax, \$10,632.40.
 ATTRACTIONS: Ward Beams thrill show, 1 day and night; Barnes-Carruthers acts 4 days and nights; pony and running races, 1 day; wagon races, 2 days; harness racing, 3 days; high school bands, 1 day; WJR Big Barn Frolic, 1 nite; bean queen contest, 1 night; 3 parades.
 AID, PREMIUMS: State aid, \$2,982.84; county aid, \$900. Total estimated premiums paid out (excluding races), \$6,623.22.
 ADMINISTRATION: President, Joe Ruth; secretary, W. E. Logan.

Ingham County Fair, Mason
 TOTAL ATTENDANCE: Paid 30,000; free 5,000. Operated 6 days, 6 nights.
 WEATHER: Good, 4 days, 6 nights, rain 2 days.
 RECEIPTS: Gate \$10,000; day grandstand total (less tax) \$3,500; night grandstand total (less tax) \$5,000.
 CARNIVAL: W. G. Wade; ride and show gross, total amount, less federal tax \$12,500.
 ATTRACTIONS: Kline's Attractions 5 nights; wrestling, 1 night; 3 days harness racing.
 AID, PREMIUMS: State aid \$37,056.04; county aid \$2,500; total estimated premiums paid out (excluding races) \$9,264.01.
 ADMINISTRATION: President, Otto Hartig; secretary, Joy O. Davis.

Ionia Free Fair, Ionia
 OPERATED: 6 days, 6 nights.
 WEATHER: Good 4 days, 5 nights; rain 1 day, 1 night; cold or cloudy 1 day.
 CARNIVAL: Cetlin & Wilson Shows.
 ATTRACTIONS: Barnes-Carruthers revue 6 nights; Beam's thrill show, 1 afternoon; harness races, 3 afternoons; stock car races, 2 afternoons.
 AID, PREMIUMS: State aid, \$4,728.25. Total estimated premiums paid out (excluding races), \$11,920.63.
 ADMINISTRATION: President, Allan Williams; secretary, Rose Sarlow.
 1953 DATES: August 10-15, official.

Iron County Fair, Iron River
 TOTAL ATTENDANCE: Free 5,000. Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 CARNIVAL: Skerbecks.
 AID, PREMIUMS: State aid \$1,600; county aid \$2,400.
 ADMINISTRATION: President, John W. Soderman; secretary, V. C. Vaughan.
 1953 DATES: August 24-27, tentative.

Jackson County Fair, Jackson
 OPERATED 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 CARNIVAL: Gooding Amusement Company.
 ATTRACTIONS: Fireworks and acts booked by Gus Sun booking office.
 AID, PREMIUMS: State aid \$5,000; total estimated premiums paid out (excluding races) \$13,000.
 ADMINISTRATION: President, Ray M. Hatt; secretary, Ilone Storms.

Michigan State Fair, Detroit
 TOTAL ATTENDANCE: Paid 390,000; free 240,000. Operated 10 days; 10 nights.
 WEATHER: Good, 6 days, 6 nights, rain 3 days, 3 nights; cold or cloudy 1 day, 1 night.
 RECEIPTS: Gate \$234,000; grandstand total (less tax) \$45,444.
 CARNIVAL: W. G. Wade Shows; ride and show gross, total amount less federal tax \$170,900.
 ATTRACTIONS: Jimmy Lynch death dodgers, 3 shows; 100 mile AAA race; 150 mile AAA midget race; contest rodeo, 7 days; Irish Horan hell drivers, one show.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$110,000.
 ADMINISTRATION: President, Harry Wright; secretary, James M. Hare; superintendent of concessions, Billie Farnum; publicity director Dick Frederick.
 1953 DATES: September 4-13, official.

**Sanilac County 4-H Fair,
 Sandusky**
 TOTAL ATTENDANCE: Free 32,000. Operated 4 days, 5 nights.
 WEATHER: Good, 3 days, 3 nights, cold or cloudy 1 day, 2 nights.

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IRISH HORAN

LUCKY HELL DRIVERS

The fastest show on earth

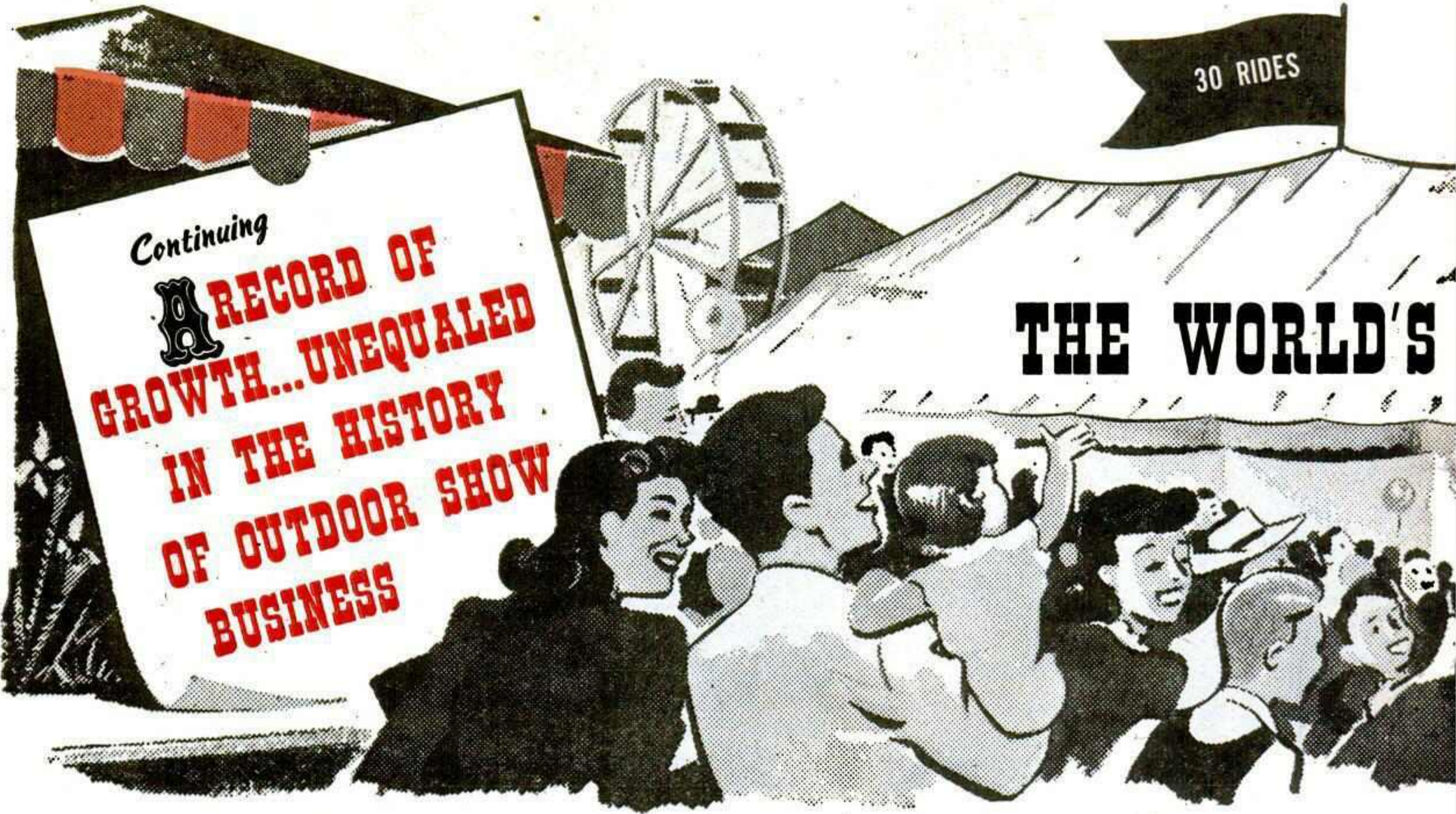
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- PANCHO ROBERTS
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To our clients: Our sincere thanks for the best year we have ever enjoyed. Record breaking attendances such as we enjoyed could only have been achieved with your whole-hearted cooperation for which we are grateful. We will continue the same high standard of operation, but we will continue to operate only one unit, therefore we can use only a few additional dates at the better fairs and our representatives will be in attendance at your state meetings and will be pleased to see you.

Respectfully,
Irish Horan



THE WORLD'S

Al Wagner's World Famous

CAVALCADE of



Thanks to All

Who helped make our 1953 season another Successful One . . .

To the Fair Managers, Secretaries and Chairmen where we have had the privilege of furnishing Midway Attractions . . . To the Press and Radio for the wonderful co-operation you gave us . . . To our loyal and hard-working staff and personnel for their sincere efforts to make ours a bigger and better show . . . **MY PERSONAL THANKS TO EACH AND EVERYONE OF YOU.**

WE PROMISE YOU IN 1953

The Best Shows (Bigger Shows . . . Greater Shows) that money and top ability can put together.

"THE CAVALCADE MARCHES ON"



**YES!
SOMETHING
BIG IS
COOKING...**

See Us at the **SHERMAN HOTEL**, Chicago—Bull Fight Room 3

25 STAGE
SHOWS

50 CAR TRAIN

Presenting
LARGEST AND FINEST MIDWAY



AMUSEMENTS

WE CAN'T TELL YOU THE COMPLETE STORY YET . . .
BUT BY THE TIME YOU SEE THIS AT THE OUTDOOR
CONVENTION IN CHICAGO, ALL OF OUR PLANS
WILL HAVE BEEN FORMUATED AND WE'LL BE READY
TO TELL YOU ALL ABOUT IT.



Al Wagner

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J. P. "JIMMY" SULLIVAN

WALLACE BROS. SHOWS of CANADA *"The Show Beautiful"*

THANKS . . .

... to the officials and member fairs of the Western Canada Fairs Association.
... to Frank and Patty Conklin for the pleasant association at Ontario and Quebec Fairs.

CANADA'S LARGEST RAILROAD SHOW

*Built on
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1952 was the fourth year of our five-year contract in the West. I pledge to maintain, even surpass my previous efforts in the future.

40 72-FT. RAILWAY CARS.

SHOWMEN
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We are now booking for 1953. See me in Chicago, or contact the address below.

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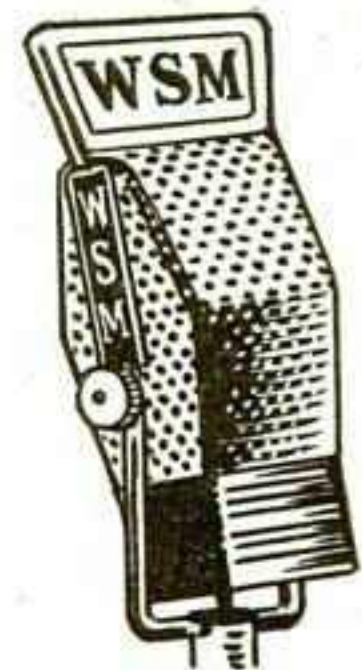
J. P. "Jimmy" SULLIVAN
General Manager

P. O. BOX 442, TORONTO,
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THE FOUNTAINHEAD OF COUNTRY AND WESTERN MUSIC THE COUNTRY OVER



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Names like these mean record crowds anywhere, indoor or out. They are automatic insurance for record box office business.

- Roy Acuff and his Smoky Mountain Boys & Girls
- Rod Brasfield
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- Bill Monroe & his Blue Grass Boys
- Ernest Tubb and his Texas Troubadours
- Martha Carson
- Grandpa Jones
- Stringbean

- Duke of Paducah
- Hank Snow and his Rainbow Ranch Boys
- George Morgan and his Candy Kids
- Carl Smith and his Grand Ole Opry Show
- Carter Sisters and Mother Maybelle
- Moon Mullican
- Johnny & Jack and the Tennessee Mountain Boys
- Ken Marvin
- Tommy Sosebee
- Faron Young
- Webb Pierce
- Ray Price

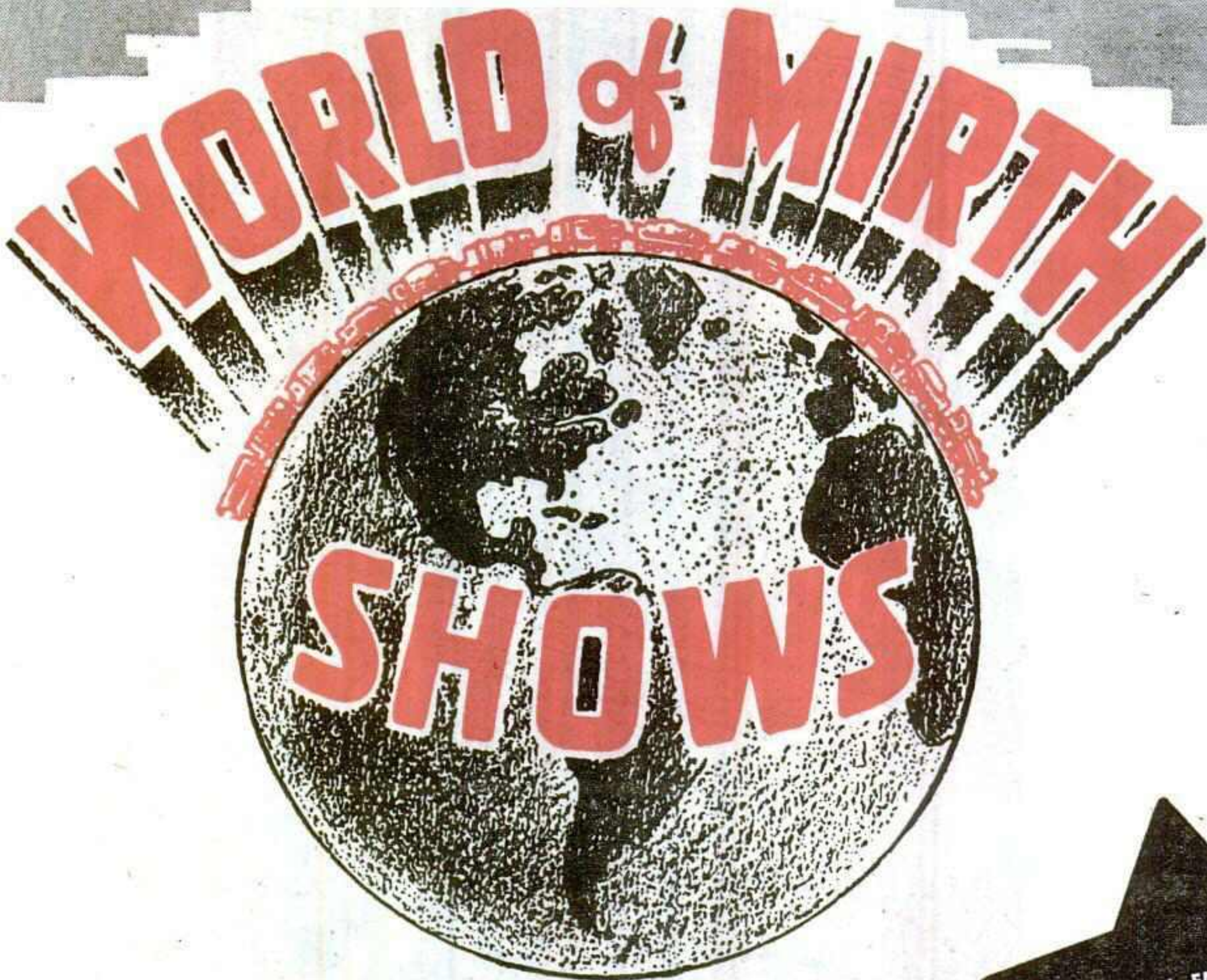
Make that next Fair or Celebration a Grand Ole Opry success.

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The Largest Midway on Earth!



PRESENTING THE 1952 GALAXY OF
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RAILROAD
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DOVER
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BANGOR FAIR
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GREAT
ALLENTOWN FAIR
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SOMETHING
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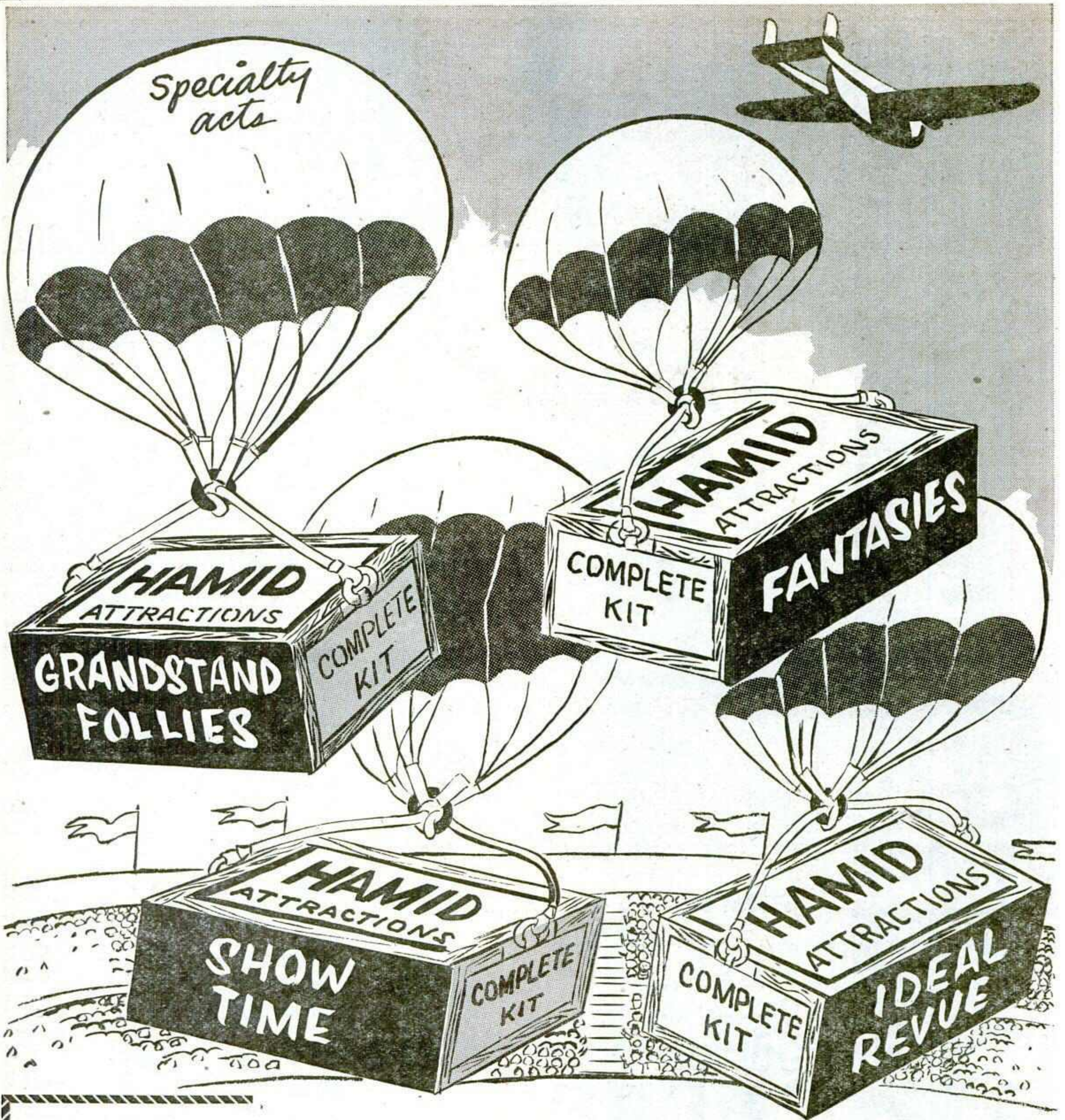
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WORLD OF MIRTH SHOWS

featuring
in **1952**
THE OUTSTANDING
MIDWAY PRESENTATION
OF ALL TIMES
**BARNES BROS.'
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**FRANK
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(Bucky)
ALLEN**
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WILLIAM BYRD HOTEL, RICHMOND, VIRGINIA



**AMERICA'S FINEST REVUES PLAYING
OVER 60 LEADING FAIRS!**

Year after year, the high quality of George A. Hamid Revues has created for the major Eastern Fairs a standard of excellency as yet unmatched in outdoor show business.

DISCERNING FAIRMEN CHOOSE HAMID ATTRactions 10 TO 1!

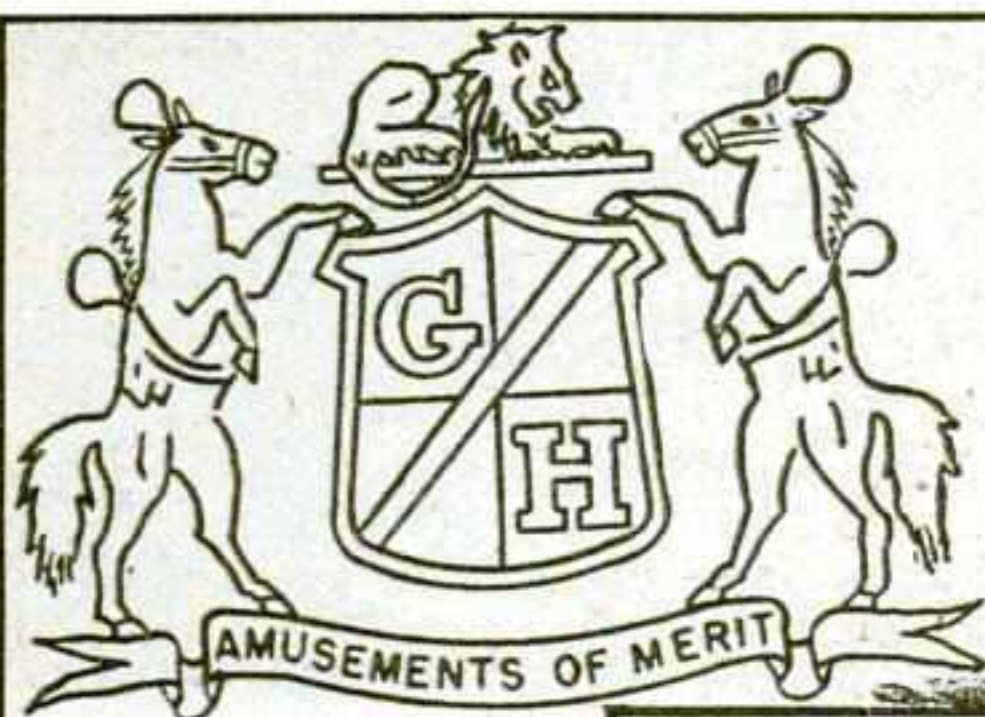
NO ACCOUNT TOO LARGE
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90% OF THE NOVELTY ACTS YOU SEE
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These Outstanding HAMID Attractions

America's Outstanding Wire Artist

HAROLD BARNES



FROM BOOGIE TO BALLET
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"ACCLAIMED EVERYWHERE" JOHNNY WELDE'S BEARS

FABULOUS TRICKS
A NATIONALLY FAMOUS OUTSTANDING
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Our thanks to all who helped us
make a tremendous hit in '52.

WINIFRED COLLEANO

"THE ORIGINAL GASP GIRL"

Beauty, Rhythm and Daring at Its Height.

My sincere thanks to the George A. Hamid & Son office
for another tremendously successful 1952 season.

THE SKY'S THE LIMIT
for

FRANCINE VOLANTE

"Amazing Aerial Acrobatics"
Climaxed by the Nerve Tingling
LEAP OF DEATH



My sincere thanks to all who helped make the
1952 season a wonderful success.

THE WORLD'S MOST UNIQUE MUSICAL INSTRUMENTS
presented by

FAYNE & FOSTER

"Ken Murray's TV Novelteam"
in

MUSICAL SURPRISES

Many thanks to every one who helped make 1952
an outstandingly successful Fair Season.

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PEDRO & DURAND

in
"TOPSY-TURVY"

Featuring

LITTLE PEDRO JUNIOR

Booked Solid for 1953 with Geo. A. Hamid & Son

Thanks for a successful Fair Season
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GEORGE
A.
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10 ROCKEFELLER
PLAZA
NEW YORK CITY

Salute the Fairmen...

for a most successful 1952 Season

PROF.

GEORGE J. KELLER'S JUNGLE KILLERS

LIONS, TIGERS, LEOPARDS, PUMAS, IAQUAR, CHEETA AND BLACK PANTHER. THE LARGEST VARIETY OF BIG CATS WORKING TOGETHER IN THE UNITED STATES

Winter Quarters Bloomsburg, Pa.

TOPS IN ENTERTAINMENT!

WORLD-FAMOUS FUN-MASTERS on THE MINIATURE FLYING TRAPEZE

CHAMBERTYS

"COMEDY CASTING CAPERS"

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1952 was our most successful season ever—our thanks to all who helped make it so.

AMUSING AMAZING AMERICA'S MOST INTRIGUING ACT

CAPTAIN ROLAND TIEBOR'S TRAINED SEALS

Thanks to the Hamid-Morton Organization for an outstanding successful 1952 season.

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The New Wonder of America

HIP RAYMOND

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Famous all over for HIGH ALTITUDE AERIAL THRILLS HOLLYWOOD SKY ROCKETS

Featuring

DOREEN THE "GOLDEN GODDESS" OF THE AIR

Our thanks to Geo. A. Hamid & Son, and to the many who have contributed to our highly successful 1952 season.

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Looping the Loop MOTORCYCLE AERIAL THRILL

Now with

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THE GREAT RASINI ROCKET CAR SENSATION OF CIRCUSDOM

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THE BOUNCING BODOS "FUN ON THE TRAMPOLINE"

Thanks to everyone for our great success in 1952.

Royal Family of Equestrians POODLES HANNEFORD AND COMPANY

Thanks to Everyone for our Greatest Season in 1952

Many Thanks

TO OUR SPONSORS AND FRIENDS

HAMID-MORTON CIRCUS CO.

ROBERT H. MORTON, Gen. Mgr.

GEORGE A. HAMID, President

Continued from page 104

ADMINISTRATION: President, Tom Kane; secretary, Jim Olin.
1953 DATES: 3 days prior to and including Labor Day, official.

Platte County Fair, Columbus

TOTAL ATTENDANCE: Paid 3,500; free 5,000. Operated 4 days; 4 nights.
WEATHER: Good, 2 days, 2 nights, rain 2 days, 2 nights.
RECEIPTS: Gate free; day grandstand total (less tax) \$950; night grandstand total (less tax) \$2,025.
CARNIVAL: Merriam's Shows.
ATTRACTIONS: Joie Chitwood 1 day 1 night; Barnes-Carruthers Circus, 1 day, 2 nights.
AID, PREMIUMS: State aid \$521; county aid \$4,000; total estimated premiums paid out (excluding races) \$2,500.
ADMINISTRATION: President, N. C. Rogers; secretary, W. L. Boettcher.
1953 DATES: Last week in August, tentative.

Polk County Fair, Osceola

TOTAL ATTENDANCE: Paid 2,300; free 200. Operated 2 days; 3 nights.
WEATHER: Good, 1 day, 2 nights, rain 1 day, 1 night.
CARNIVAL: KDK Amusement Company.
ATTRACTIONS: Revue, 2 nights, Wheeler-Pittman Theatrical Agency; 2 days harness and running races.
AID: State aid \$521; county aid \$2,000.
ADMINISTRATION: President, Albert Ryan; secretary, Robert L. Mills.

Richardson County Free Fair, Humboldt

TOTAL ATTENDANCE: Free, 50,000. Operated 3 days, 4 nights.
WEATHER: Good 3 days, 4 nights.
CARNIVAL: Hales rides.
ATTRACTIONS: Barnes-Carruthers acts.
AID, PREMIUMS: County aid, \$4,000; other aid, \$480. Total estimated premiums paid out (excluding races), \$1,200.
ADMINISTRATION: President, Frank J. Rist; secretary, L. E. Watson; superintendent of concessions, Henry Kresse; publicity director, Ben Mitchell.
1933 DATES: September 16-18, official.

Stanton County Fair, Stanton

TOTAL ATTENDANCE: Paid 5,500. Operated 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.
CARNIVAL: Merriam's Midway Shows.
ATTRACTIONS: Joie Chitwood, Clark's rodeo, White Horse review.
AID: County aid \$2,000; other aid \$590.
ADMINISTRATION: President, Gus Bremer; secretary, William Beyer; superintendent of concessions, Henry Shultz.

NEVADA

Elko County Fair, Elko

TOTAL ATTENDANCE: Paid 9,000; free 1,500. Operated 4 days.
WEATHER: Good, 4 days.
RECEIPTS: Gate \$10,000.
ATTRACTIONS: High act, ostrich races.
AID, PREMIUMS: County aid \$15,000; other aid \$10,000; total estimated premiums paid out (excluding races) \$4,200.

NEW HAMPSHIRE
Deerfield Fair, Deerfield

TOTAL ATTENDANCE: Paid 20,642; free 5,000. Operated 4 days, 3 nights.
WEATHER: Good 4 days, 2 nights; rain 1 night.
RECEIPTS: Gate \$20,000; day grandstand total (less tax) \$1,900.
CARNIVAL: Continental Shows.
ATTRACTIONS: Agricultural Fair, horse show, horse pulling, vaudeville by George Hamid.
AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$12,000.
ADMINISTRATION: President, Carl M. Fogg; secretary, W. C. Maxwell; superintendent of concessions, James Humphrey; publicity director, Mrs. Lester Maynard.

Hopkinton Fair, Contoocook

OPERATED 3 days, 4 nights.
WEATHER: Good 2 days, 2 nights; rain 1 night, cold or cloudy 1 day, 1 night.
RECEIPTS: Gate \$9,053.70; day and night grandstand total (less tax), \$1,856.54.
ATTRACTIONS: Horse show; dog show; harness racing.
AID: State aid \$3,209.33.
ADMINISTRATION: President, F. M. Kimball; secretary, C. A. Jones; superintendent of concessions, H. N. Walls; publicity director, J. Brock.
1953 DATES: August 31-September 2, official.

Lancaster Fair, Lancaster

TOTAL ATTENDANCE: Paid 17,500; free 1,000. Operated 4 days, 4 nights.
WEATHER: Good, 4 days, 3 nights, rain 1 night.
CARNIVAL: Lagasse Amusement Company.
ATTRACTIONS: Al Martin acts, all 4 days & nights, Joie Chitwood thrill show; 2 days harness racing; championship baseball.
AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$15,000.
ADMINISTRATION: President, Dana H. Lee; secretary, A. J. Kenney; superintendent of concessions, F. L. Lyon; publicity director R. Guillette.
1953 DATES: September 4-7, tentative.

Sandwich Fair, Center Sandwich

TOTAL ATTENDANCE: Paid 10,000; free 150. Operated 1 day.
WEATHER: Good, 1 day.
ATTRACTIONS: Horse show, cattle, horse pulling matches; vaudeville; parade.
ADMINISTRATION: President, Harry Blanchard; secretary, Miss Doris L. Benz; superintendent of concessions, Luther J. Burrows; publicity director, Mrs. William H. Forristal.
1953 DATES: October 12, official.

(Continued on page 112)

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AL MARTIN AGENCY
EVERYTHING IN ENTERTAINMENT

HOTEL BRADFORD
BOSTON 16, MASSACHUSETTS
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My Special Thanks . . .

to the owners, managers and operators of the many Fairs, Carnivals, Parks, Circuses, Celebrations and Special Events which will be featuring famous Al Martin Attractions this season.

You have helped in a big way to make 1952 our greatest year.

My sincerest wishes for a successful season to all of you.

Sincerely,
Al Martin
AL MARTIN AGENCY

And an extra note of appreciation to all of my attractions for your consistently fine performances over the years . . . and for having made "DEPENDABLE AL MARTIN ATTRACTIONS" far more than just an advertising slogan.

Yes!!!

Year after year, more and more Fairs, Carnivals, Parks, Circuses, Celebrations and Special Events depend on AL MARTIN ATTRACTIONS for Everything in Entertainment.

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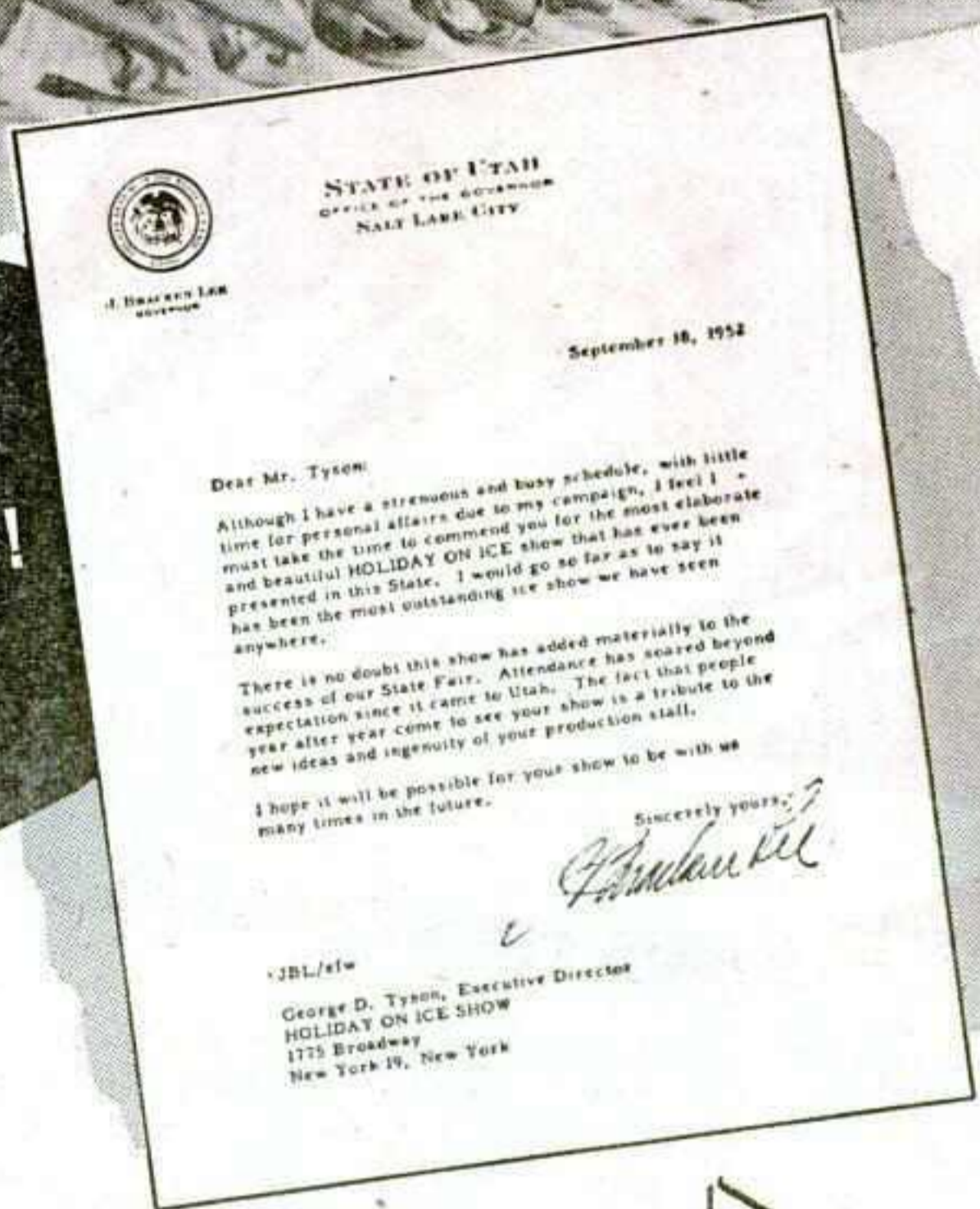
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**AMERICA'S GREATEST ICE ATTRACTIONS
SWELLING ATTENDANCES AND GROSSES
at the NATION'S TOP FAIRS & CELEBRATIONS!**
By the
**WORLD'S LARGEST PRODUCERS OF
ICE SKATING SPECTACLES**

**Holiday on Ice
Grosses \$130,000**

SALT LAKE CITY, Sept. 27.—
In addition to the front gate,
attractions shared in the big up-
surge in business. "Holiday on
Ice" enjoyed thumping business
at its nine performances in the
Coliseum, racking up a new all-
time gross record of \$130,000.
THE BILLBOARD OCTOBER 4, 1952



HOLIDAY ON ICE

**Ice Vogues Play to
Capacity Crowds**
HUTCHINSON, Kan., Sept. 27.—
Every money producing depart-
ment of the fair was up. The
grandstand in particular enjoyed
sock business. A new feature this
year, "Ice Vogues of 1952," staged
outdoors inside a bleacher en-
closure seating 2,850, was a big
success. It played to capacity
nightly and at two matinees.
THE BILLBOARD OCTOBER 4, 1952

Ice Show Scores

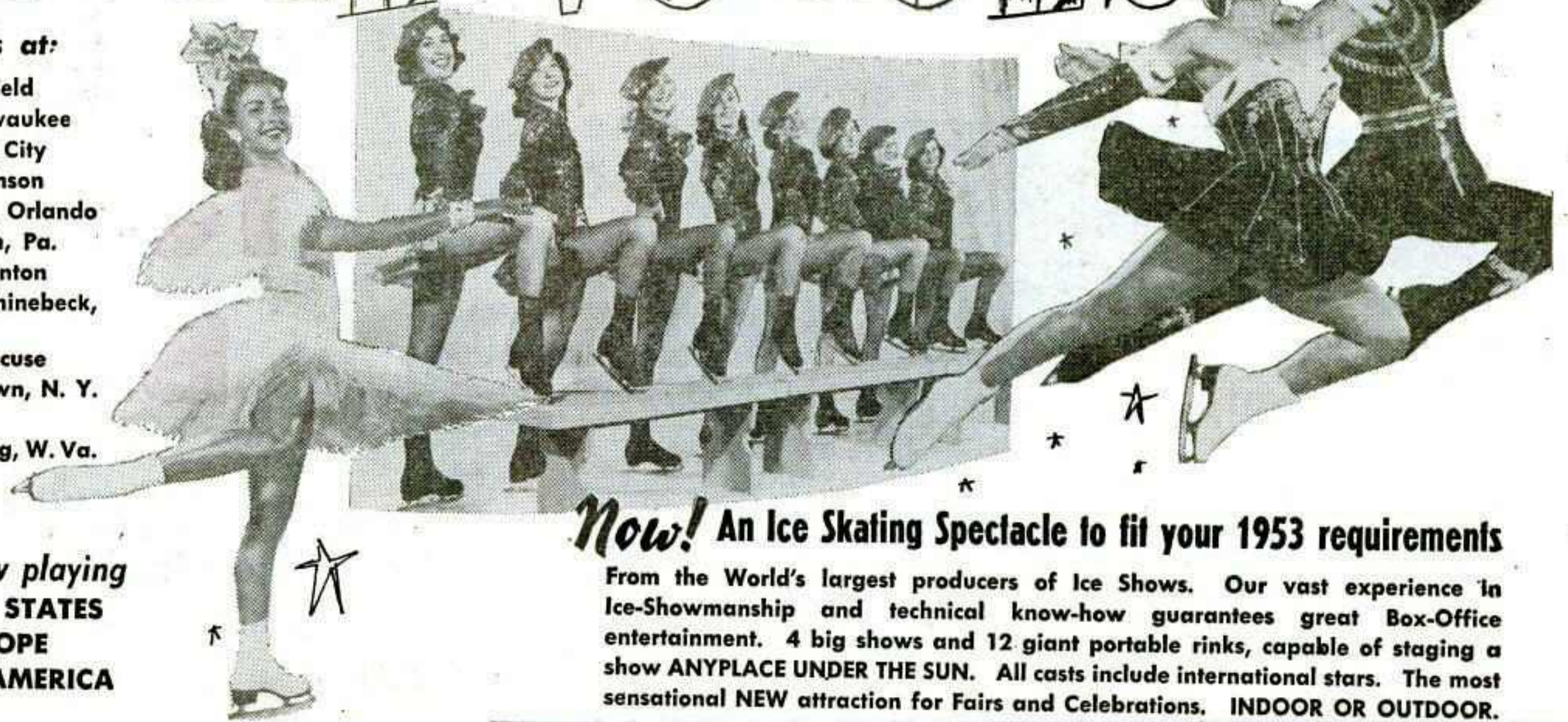
TRENTON, N. J., Sept. 27.—
Fair President George A. Hamid
booked his "Ice Vogues of 1952"
for his evening revue. This
marked the first time that an ice
revue ever played the fair.
THE BILLBOARD OCTOBER 4, 1952

and ICE VOGUES

Broke all records at:

- Illinois State Fair, Springfield
- Wisconsin State Fair, Milwaukee
- Utah State Fair, Salt Lake City
- Kansas State Fair, Hutchinson
- Central Florida Exposition, Orlando
- Allentown Fair, Allentown, Pa.
- New Jersey State Fair, Trenton
- Dutchess County Fair, Rhinebeck, N. Y.
- New York State Fair, Syracuse
- Jamestown Fair, Jamestown, N. Y.
- Mason City, Iowa, Fair
- W. Va. State Fair, Lewisburg, W. Va.
- Tri-State Fair, Amarillo, Texas

Units now playing
**UNITED STATES
EUROPE
SOUTH AMERICA**



Now! An Ice Skating Spectacle to fit your 1953 requirements

From the World's largest producers of Ice Shows. Our vast experience in Ice-Showmanship and technical know-how guarantees great Box-Office entertainment. 4 big shows and 12 giant portable rinks, capable of staging a show ANYPLACE UNDER THE SUN. All casts include international stars. The most sensational NEW attraction for Fairs and Celebrations. INDOOR OR OUTDOOR.

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HOLIDAY ON ICE SHOWS, INC.

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SIEBRA

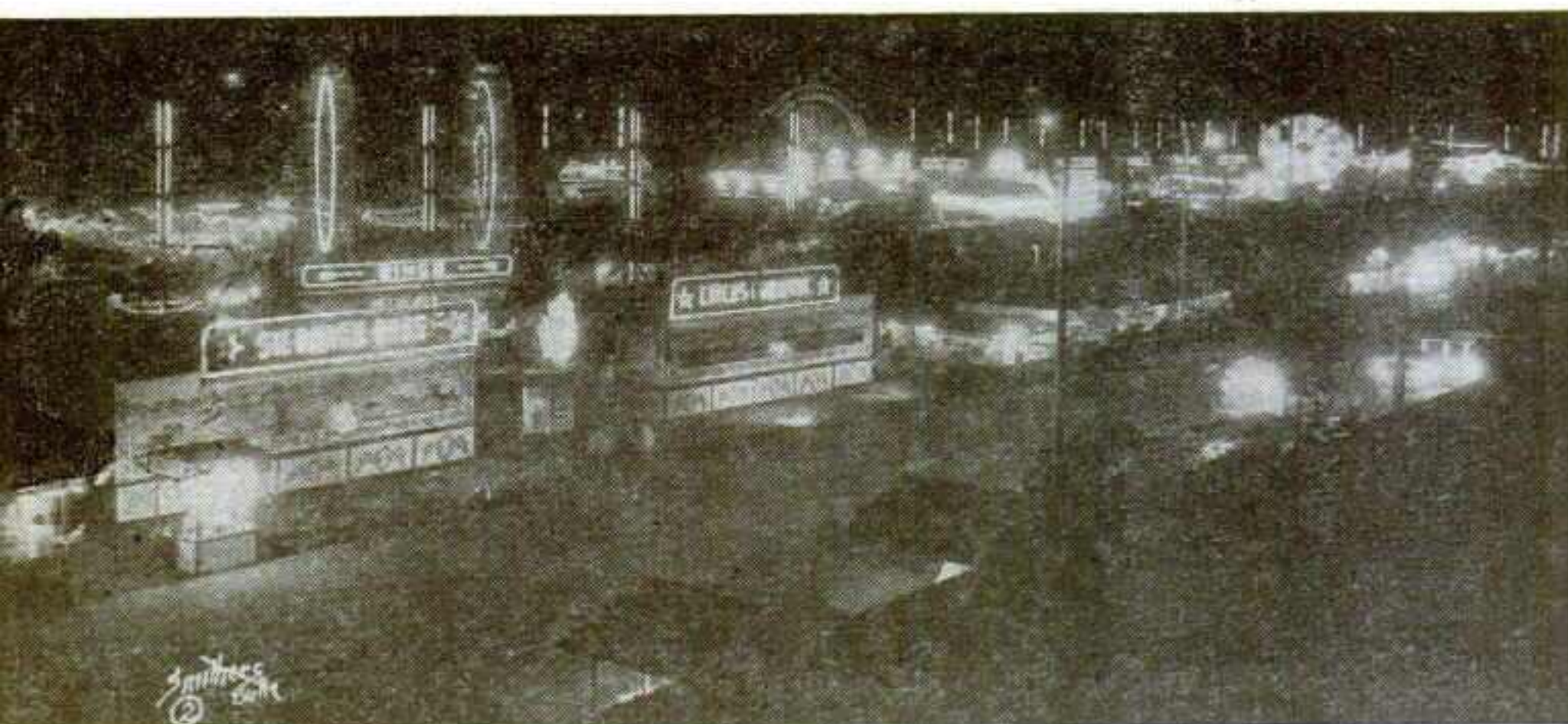
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These two champs are
record-breakers

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Put this Circus and Carnival combination to work for your event.



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big gross . . .

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- FAIRS
- PARKS
- CELEBRATIONS
- CIRCUSES
- RODEOS
- OUTDOOR THEATERS
- SPECIAL EVENTS

American Acts... European Importations.

Continued from page 108

NEW JERSEY

Cumberland County Fair, Bridgeton

TOTAL ATTENDANCE: Paid, 25,000; free, 10,000. Operated 5 days, 5 nights.
 WEATHER: Good 3 days, 5 nights; rain 1 day; cold or cloudy 1 day.
 RECEIPTS: Gate, \$14,300; night grandstand total (less tax), \$2,114.85; day grandstand total (less tax), \$1,646.10.
 CARNIVAL: O. C. Buck Exposition.
 ATTRACTIONS: Cooke & Rose acts, four days; 4 days harness racing; crowning of Miss Bridgeton, and Miss Cumberland County Fair; Kiwanis Pet Parade; Cavalcade of Farm Machinery and Livestock; South Jersey Baton Twirling contest.
 AID, PREMIUMS: State aid, \$1,700. Total estimated premiums paid out (excluding races), \$4,250.
 ADMINISTRATION: President, Horace W. Miller; secretary, Earl L. McCormick; superintendent of concessions, Raymond R. Riley; publicity director, Samuel E. Brown.
 1953 DATES: September 15-19, official.

NEW YORK

Afton Fair, Afton

TOTAL ATTENDANCE: Paid 10,976; free 5,000. Operated 5 days, 6 nights.
 WEATHER: Good, 3 days, 4 nights, rain 2 days, 2 nights.
 RECEIPTS: Gate \$6,585.60; day grandstand total (less tax) \$916; night grandstand total (less tax) \$1,426.50.
 CARNIVAL: Reithoffer Rides.
 ATTRACTIONS: Al Martin Revue, Jole Chitwood thrill show; harness racing; horse pulling contest; firemen's parade.
 AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$8,000.
 ADMINISTRATION: President, Fred Drachler; secretary, Fred Crane.
 1953 DATES: First full week in August, tentative.

Caledonia Fair, Caledonia

TOTAL ATTENDANCE: Paid 12,000. Operated 5 days, 5 nights.
 WEATHER: Good 4 days, 3 nights; rain 1 day, 2 nights.
 CARNIVAL: Reithoffer Shows.
 ATTRACTIONS: Hamid shows; Irish Horan Lucky Hell Drivers; 2 days harness racing.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$1,000.
 ADMINISTRATION: President, Leonard Sipperly; secretary, V. Scroger.
 1953 DATES: August 11-15, tentative.

Cattaraugus County Fair, Little Valley

TOTAL ATTENDANCE: Paid 20,570. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 RECEIPTS: Gate \$17,030; day grandstand total (less tax) \$4,543.20; night grandstand total (less tax) \$3,810.78.
 ATTRACTIONS: Revue, Chitwood's

Thrill Show, auto races, horse races, Western type horse show, aerial act, platform attractions.

AID, PREMIUMS: State aid \$10,000; county aid \$2,500; other aid \$1,880.75; total estimated premiums paid out (excluding races) \$9,102.05.

ADMINISTRATION: President, J. O. Sanders; secretary, J. W. Watson; publicity director, Ray Carrol.

Chautauqua County Fair, Dunkirk

OPERATED 6 days, 6 nights.
 WEATHER: Good 3 days, 3 nights; rain 2 days, 1 night; cold 1 day, 2 nights.
 CARNIVAL: Carl Ferris Shows.
 ATTRACTIONS: George Hamid Revue, and acts; J. Chitwood and Ward Beam thrill shows, Ranger Joe Troupe.
 AID, PREMIUMS: State aid \$10,000; county aid \$6,400; total estimated premiums paid out (excluding races) \$16,500.
 ADMINISTRATION: President, C. D. Sessions; secretary, C. J. Larson; publicity director, W. Baker.
 1953 DATES: September 7-12, official.

Chenango County Fair, Norwich

TOTAL ATTENDANCE: Paid 11,288. Operated 6 days, 5 nights.
 WEATHER: Good, 5 days, 5 nights, rain 1 day, 1 night.
 RECEIPTS: Gate \$7,268; day grandstand total (less tax) \$608; night grandstand total (less tax) \$2,900.
 CARNIVAL: Coleman Brothers; ride and show gross, total amount, less federal tax \$3,500.
 ATTRACTIONS: Hamid stage show, 4 days, 5 nights; Irish Horan thrill show; 3 days harness racing.
 AID: State aid \$10,000.
 ADMINISTRATION: President, M. W. Osborne; secretary, Vail Shelden; publicity director, Robert Jones.
 1953 DATES: 1st week in August, tentative.

Erie County Fair, Hamburg

TOTAL ATTENDANCE: Paid 107,176; free 214,352. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 6 nights; rain, 1 day.
 RECEIPTS: Gate \$89,254.50; day and night grandstand total (including tax) \$38,321.07.
 CARNIVAL: James E. Strates.
 ATTRACTIONS: B. Ward Beam auto thrill show, Irish Horan auto thrill show, AAA big car races, George Hamid stage acts, fireworks.
 AID, PREMIUMS: State aid \$10,000; county aid \$20,000. Total estimated premiums paid out (excluding races) \$33,000.
 ADMINISTRATION: President, Clayton C. Taylor; secretary, Frank A. Slade; superintendent of concessions, Warren Gressman; publicity director, Richard C. Allen.
 1953 DATES: August 17-22, official.

CHARLES ZEMATER THEATRICAL AGENCY
 54 W. RANDOLPH STREET Phone: DEarborn 2-4462 CHICAGO, ILL.

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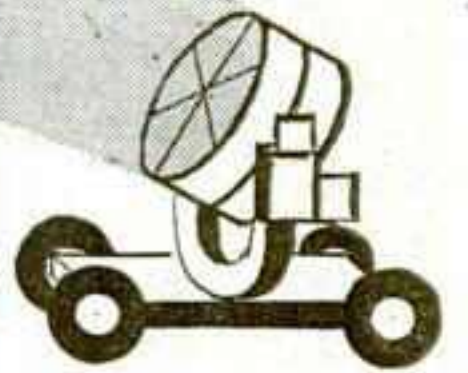
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We are now booking Fairs and Celebrations for 1953 thru Labor Day week preceding our established route of Texas Fairs. If your event can support the vast potential earning power this show can supply, please contact us at the Sherman Hotel during the Chicago meeting or at the Iowa, Wisconsin, Minnesota and other State Fair Meetings, or at our permanent address by wire or mail.

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- ★ 16 MODERN RIDES
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J. O. GREENE
General Representative

**WE INVITE YOUR INVESTIGATION
AND CAN OFFER REFERENCES TO
SUBSTANTIATE ANY CLAIMS WE
MAKE RELATIVE TO THE MERITS
OF OUR SHOW.**

Show can be seen in operation at the San Antonio Livestock Exposition February 20 thru March 1 for the Fourth Consecutive Year.



DON FRANKLIN
Owner-Manager

Contact DON FRANKLIN SHOWS, Inc.

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Permanent Address:
Room 700, 711 Main Street, Houston, Texas
Winter Quarters: Boerne, Texas

Franklin County Fair, Malone
 TOTAL ATTENDANCE: Paid 37,318.
 Operated 7 days, 6 nights.
 WEATHER: Good 3 days, 3 nights; rain 2 days, 1 night; cold or cloudy 2 days, 2 nights.
 RECEIPTS: Gate \$32,780.

CARNIVAL: King Reid Shows; ride and show gross, total amount, less federal tax, \$15,000.
 ATTRACTIONS: Hamid Stage show, 6 days and nights; Irish Horan auto thrill show, 1 afternoon and one evening; 4 days of harness racing.
 AID, PREMIUMS: State aid \$10,000;

total estimated premiums paid out (excluding races) \$8,500.
 ADMINISTRATION: President, Elmer McCann; secretary, Stuart Child; superintendent of concessions, Roy Hall; publicity director, Kenneth Barton.
 1953 DATES: August 17-22, tentative.

Great Palmyra Fair, Palmyra
 TOTAL ATTENDANCE: Paid 63,000.
 Operated 4 days, 5 nights.
 WEATHER: Good, 4 days, 5 nights.
 ATTRACTIONS: Thrill show Jack Kochman, 1 night, Hamid acts 5 nights, 4 days; Westcott rodeo 4 nights; harness races, 4 days; veterans parade one night; firemen's parade, 1 night; Legion Drill Corps, 1 night.
 AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$12,500.
 ADMINISTRATION: President, Charles McLouth Jr.; secretary, W. Ray Converse; publicity director, John Meyers.
 1953 DATES: August 25-29, tentative.

ADMINISTRATION: President, W. Mason; secretary, S. Rombough; publicity director, F. Potter.

NORTH CAROLINA
Alamance County Veterans' Fair, Burlington
 TOTAL ATTENDANCE: Paid 20,000; free 1,000. Operated 6 days, 6 nights.
 WEATHER: Good 5 days, 6 nights. cold or cloudy 1 day, 1 night.
 RECEIPTS: Gate \$6,000.
 CARNIVAL: Marks Shows.
 ATTRACTIONS: Aerial act 6 days.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$1,300.
 ADMINISTRATION: President, G. D. Fogleman; secretary, R. W. Gaucon; superintendent of concessions, L. C. Walker; publicity director, Roy J. Nally.
 1953 DATES: September 14-19, official.

Catawba Fair, Hickory
 TOTAL ATTENDANCE: Paid 59,987; free 10,000. Operated 5 days, 6 nights.
 WEATHER: Good 5 days, 6 nights.
 RECEIPTS: Gate \$31,000.
 CARNIVAL: Marks Shows.
 ATTRACTIONS: George Hamid & Son acts.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$4,200.
 ADMINISTRATION: President, Gordon Shuford; secretary, Corbin Green.
 1953 DATES: September 21-26, tentative.

Center of North Carolina Fair, Asheboro
 OPERATED 5 days, 5 nights.
 CARNIVAL: Ross Manning.
 ATTRACTIONS: Cook-Rose free acts.
 ADMINISTRATION: President, J. G. Haskins; secretary, W. C. York; superintendent of concessions, Ross Manning.

Davidson County Fair, Lexington
 TOTAL ATTENDANCE: Paid 30,000; free 5,000. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 RECEIPTS: Gate \$7,888.34.
 CARNIVAL: Ross Manning Shows.
 ATTRACTIONS: Unicycle act.
 ADMINISTRATION: President, Curtis A. Leonard.
 1953 DATES: Last week September, tentative.

Firemen's Agricultural Fair, Enfield
 TOTAL ATTENDANCE: Paid 10,430; free 2,000. Operated 2 days, 6 nights.
 WEATHER: Good, 2 days, 6 nights.
 RECEIPTS: Gate \$3,741.30.
 CARNIVAL: Dumont Shows.
 ATTRACTIONS: Horse show, 1 day.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races), \$787.
 ADMINISTRATION: President, H. H. Burrows; secretary, W. B. Burchette.

Golden Belt Fair, Henderson
 OPERATED 1 day, 5 nights.
 WEATHER: Good 2 nights; rain 1 day, 3 nights.
 CARNIVAL: Penn Premier.
 ATTRACTIONS: George A. Hamid & Son acts.
 ADMINISTRATION: President, E. C. Huff; secretary, C. M. Hight.
 1953 DATES: October 5-10, official.

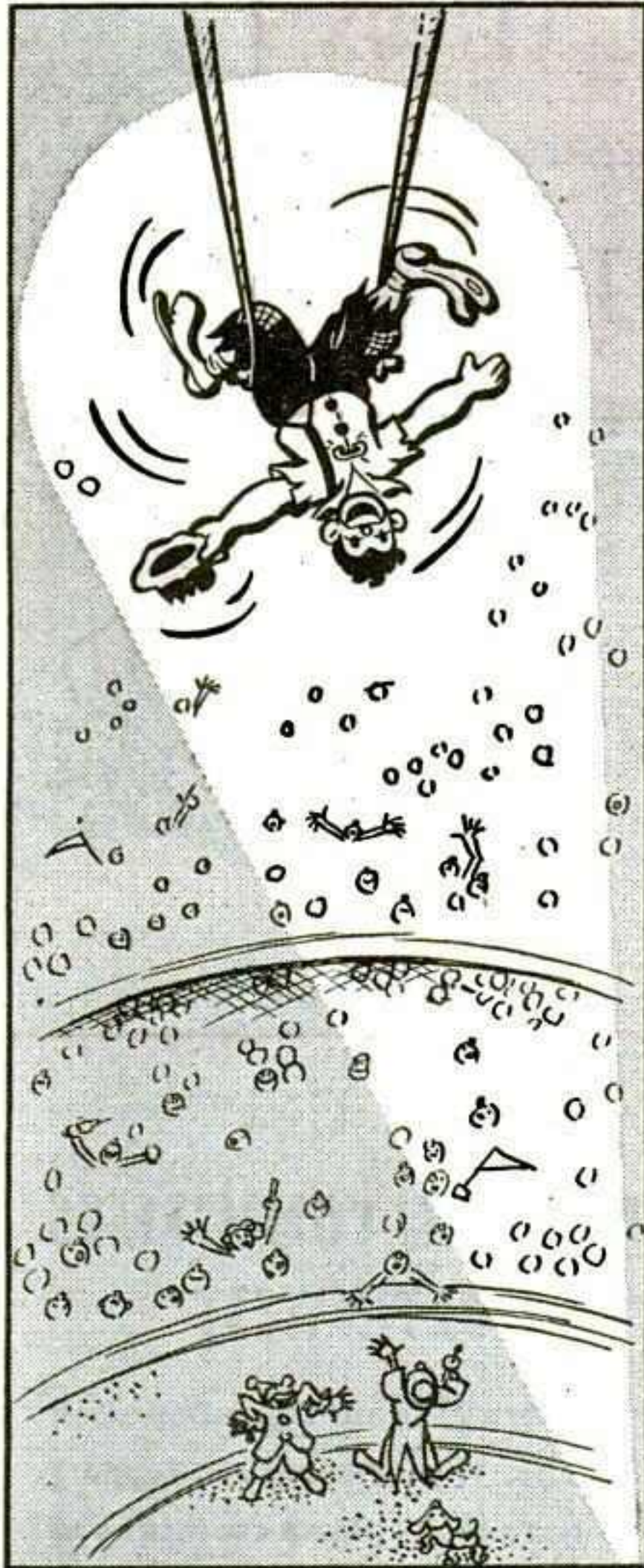
Iredell County Fair, Statesville
 TOTAL ATTENDANCE: Paid 25,049; free 5,875. Operated 5 days, 6 nights.
 WEATHER: Good 4 days, 4 nights; rain 1 day, 2 nights.
 CARNIVAL: Ross Manning Shows.
 ATTRACTIONS: Five arena acts, furnished by George Hamid & Son.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$4,000.
 ADMINISTRATION: President, W. M. Aiken; secretary, Clyde Smyre.
 1953 DATES: September 21-26, tentative.

NORTH DAKOTA
Bottineau County Free Fair, Bottineau
 TOTAL ATTENDANCE: Free 9,000.
 Operated 3 days, 3 nights.
 WEATHER: Good, 3 days, 3 nights.
 RECEIPTS: Day grandstand total (less tax) \$3,000; night grandstand total (less tax) \$3,000.
 CARNIVAL: William T. Collins Shows; ride and show gross, total amount less federal tax between \$5,800 and \$6,000.
 ATTRACTIONS: Barnes-Carruthers acts; two days harness races; one day stock car races.
 AID, PREMIUMS: County aid \$3,000; total estimated premiums paid out (excluding races) \$1,000.
 ADMINISTRATION: President, Alfred Gray; secretary, A. E. Stewart.

Greater Grand Forks State Fair, Grand Forks
 TOTAL ATTENDANCE: Paid 50,000; free 15,000. Operated 7 days, 6 nights.
 WEATHER: Good, 7 days; 5 nights, rain 1 night.
 CARNIVAL: William T. Collins.
 ATTRACTIONS: Barnes-Carruthers night show; 1 stock car race; 1 big car race; 2 thrill shows.
 AID, PREMIUMS: County aid \$5,000; total estimated premiums paid out (excluding races) \$9,000.
 ADMINISTRATION: President, Henry Hagen; secretary, Ralph Lym; superintendent of concessions, Cliff Brallam.
 1953 DATES: July 19-25, tentative.

North Dakota State Fair, Minot
 TOTAL ATTENDANCE: Paid 48,000; free 25,000. Operated 6 days, 6 nights.
 WEATHER: Good 4 days, 3 nights; rain 1 day, 1 night; cold or cloudy 1 day, 2 nights.
 RECEIPTS: Gate \$19,146.10; day grandstand total (less tax) \$11,300.81; night grandstand total (less tax) \$12,227.81.
 CARNIVAL: 20th Century Shows; ride

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The fastest, wildest, most reckless act of its kind...

Bringing Thrills and Laughs on the high trapeze...

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A FEW OPEN DATES STILL AVAILABLE FOR THE 1953 SEASON

JIMMY TROY 1106 Westport Rd., Kansas City, Mo.



Lewis County Fair, Lowville
 TOTAL ATTENDANCE: Paid 10,000.
 Operated 6 days, 6 nights.
 WEATHER: Good, 5 days, 5 nights, rain 1 day, 1 night.
 RECEIPTS: Gate \$3,115.80; day grandstand total (less tax) \$1,988.50; night grandstand total (less tax) \$3,362.50.
 CARNIVAL: Carl D. Ferris.
 ATTRACTIONS: George Hamid shows.
 AID, PREMIUMS: State aid \$10,000.
 ADMINISTRATION: President, Alson D. Weller; secretary, C. L. Seymour; publicity director, L. H. Wardell.
 1953 DATES: Second week August, tentative.

Mineola Fair, Mineola
 TOTAL ATTENDANCE: 379,857. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 RECEIPTS: Gate \$50,000.
 CARNIVAL: I. T. Shows.
 ATTRACTIONS: Bands; ox-pulling; sheep dog herding; soap box derby.
 AID, PREMIUMS: State aid \$10,000; total estimated premiums paid out (excluding races) \$15,131.
 ADMINISTRATION: President, J. Alfred Valentine; secretary, S. S. Underhill; superintendent of concessions, Charles Bochert.

Orange County Fair, Middletown
 TOTAL ATTENDANCE: Paid 22,000; free 3,000. Operated 7 days, 7 nights.
 WEATHER: Good, 2 days; 3 nights, rain 5 days, 4 nights.
 CARNIVAL: Coleman Bros.
 ATTRACTIONS: J. E. Ranch rodeo 4 afternoons, 6 nights; Irish Horan thrill show; auto races; stock car races.
 AID, PREMIUMS: State aid \$10,000; county aid \$2,500; total estimated premiums paid out (excluding races) \$10,000.
 ADMINISTRATION: President, Leonard Baird; secretary, Robert R. Austell; superintendent of concessions, John J. Chambers; publicity director, O. S. Hathaway.

Penn Yan Fair, Penn Yan
 TOTAL ATTENDANCE: Paid 8,000; free 1,200. Operated 4 days, 4 nights.
 WEATHER: Good 4 days, 4 nights.
 RECEIPTS: Gate \$4,800; day grandstand total (less tax) \$700; night grandstand total (less tax) \$900.
 CARNIVAL: B & C Exposition.
 ATTRACTIONS: Joie Chitwood Dare-devils, 2 nights.
 AID, PREMIUMS: State aid \$9,000; total estimated premiums paid out (excluding races) \$6,650.
 ADMINISTRATION: President, Fenton Wagar; secretary, Oliver Wilcox.

Tri-County Fair, Altamont
 TOTAL ATTENDANCE: Paid 50,000; free 600. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 CARNIVAL: Coleman Bros.
 ATTRACTIONS: Al Martin acts; Joie Chitwood thrill show.

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America's Outstanding Motorized Shows



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We ask you to compare what we have to offer before you decide on your show for '53. Compare our record of dependability... of fairness... of clean dealing... of high grosses... of renewals... but above all, compare our record for delivering what we promise. I'm sure comparison will prove that we can offer you more for your Midway in '53.

Sincerely yours,

William T. Collins

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PRESENTING

- 18 Modern Rides
- 12 Beautiful Wagon Type Shows
- 8 Neon Light Towers
- Anti-Aircraft Searchlight
- 55 Late Model Trucks and Semis

NOW BOOKING

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Can use good, reliable Shows. Want Manager for Girl Revue and Posing. Must have own Wardrobe and Sound System.

WANT CONCESSIONS OF ALL KINDS Ride Help—Foremen and Second Men on all Rides, A-1 Electrician and Mechanic, Foreman for Light Towers and Front Entrance Arch, General Help in all departments.

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MRS. WM. T. COLLINS, Secy.-Treas.

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A Package Show to Fit Your Fair . . . and Purse
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and show gross, total amount, less federal tax \$26,645.99.

ATTRACTIONS: Chitwood 2 afternoons; Frank Winkley, 2 afternoons stock, 1 afternoon big cars races; Buck Steele's Frontier Days, 1 afternoon; Barnes-Carruthers Revue, 6 nights.

AID, PREMIUMS: County aid \$5,000; total estimated premiums paid out (excluding races) \$7,337.30.

ADMINISTRATION: President, B. O. Dahl; secretary, Bob Finke; superintendent of concessions, Glenn Pace; publicity director, Theo. Eckberg.

1953 DATES: July 27-August 1, tentative.

Pembina County Fair, Hamilton

TOTAL ATTENDANCE: Paid 10,000; free 10,000. Operated 2 days; 2 nights.

WEATHER: Good, 2 days, rain 1 night, cold or cloudy 1 night.

CARNIVAL: 20th Century Shows.

ATTRACTIONS: Gus Sun-Grossman booking agency, vaudeville acts and revue.

AID, PREMIUMS: County aid \$2,500; total estimated premiums paid out (excluding races) \$3,000.

ADMINISTRATION: President, F. C. Thacker; secretary, Franklin Page.

1953 DATES: July 19-21, tentative.

Rugby Fair, Rugby

TOTAL ATTENDANCE: Paid 10,000. Operated 3 days, 3 nights.

WEATHER: Good 3 days, 2 nights; rain 1 night.

RECEIPTS: Gate \$4,300; day and night grandstand total (less tax) \$3,000.

CARNIVAL: William T. Collins Shows.

ATTRACTIONS: Dakota Hayride Troupe, B-C Ranch Rodeo, Arthur Lake Show.

ADMINISTRATION: President, Elmo Anderson; secretary, A. T. Schneibel; publicity director, E. Peterson.

OHIO

Auglaize County Fair, Wapakoneta

TOTAL ATTENDANCE: Paid 55,000; free 30,000. Operated 7 days, 7 nights.

WEATHER: Good 7 days, 7 nights.

ATTRACTIONS: Ted Mack amateur show; wrestling; B. Ward Beam auto thrill show.

ADMINISTRATION: President, Martin Katter; secretary, Harry Kahn.

1953 DATES: August 2-7, tentative.

Belmont County Agricultural Society, St. Clairsville

TOTAL ATTENDANCE: Paid 8,659; free 2,500. Operated 3 days, 4 nights.

WEATHER: Good 3 days, 4 nights.

RECEIPTS: Gate \$4,079.70; night grandstand total (less tax) \$1,600.

CARNIVAL: Ray Howard Shows.

ATTRACTIONS: Wrestling, 1 night; Sun Bros. Circus, 1 afternoon and night.

ADMINISTRATION: President, D. Allen Bond; secretary, William R. Butcher; superintendent of concessions, Harold Henderson; publicity director, A. V. Dix.

Carthage Fair, Cincinnati

TOTAL ATTENDANCE: Paid 43,694; free 1,500. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.

RECEIPTS: Gate \$26,096.60; day and night grandstand total \$5,695.80.

CARNIVAL: Gooding Amusement.

ATTRACTIONS: Gus Sun acts; 4 days harness racing.

AID, PREMIUMS: State aid \$1,300; county aid \$2,500; total estimated premiums paid out (excluding races) \$3,500.

ADMINISTRATION: President, M. Y. Cooper; secretary, C. A. Peters; publicity director, Rudolph Benson.

1953 DATES: September 9-12, tentative.

Greene County Fair, Xenia

OPERATED 5 days, 5 nights.

WEATHER: Good 5 days, 5 nights.

CARNIVAL: Gooding Amusement.

ATTRACTIONS: County school bands, variety show.

ADMINISTRATION: President, R. K. Haines; secretary, Mrs. J. Robt. Bryson; superintendent of concessions, Gerald Beck.

Guernsey County Fair, Old Washington

TOTAL ATTENDANCE: Paid 10,000; free 100. Operated 4 days, 4 nights.

WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 1 night.

RECEIPTS: Gate \$7,500.

CARNIVAL: Howard Bros. rides.

ATTRACTIONS: Square dance, wrestling, horse pull, Joie Chitwood thrill show.

AID: State aid \$1,500; county aid \$1,000; other aid \$500.

ADMINISTRATION: President, T. V. Stevens; secretary, Thomas E. Gray; superintendent of concessions, Ray Gibson.

1953 DATES: September 30-October 3, tentative.

Hocking County Fair, Logan

TOTAL ATTENDANCE: Paid 15,000; free 2,000. Operated 5 days, 5 nights.

WEATHER: Good 3 days, 4 nights; rain 2 days, 1 night.

RECEIPTS: Gate \$3,482.75; day grandstand total (less tax) \$210; night grandstand total (less tax) \$1,358.50.

CARNIVAL: Gooding Amusement Co.

ATTRACTIONS: Bob Otto - wrestling, 1 night; King International Dare Devils, 1 night; Sally Flowers Show, 1 night; hot rod races, 1 afternoon; one day harness racing.

AID: County aid \$2,053.38.

ADMINISTRATION: President, Edward Miller; secretary, William E. Johnston; publicity director, Joe Bennett.

Montgomery County Fair, Dayton

TOTAL ATTENDANCE: Paid 62,414; free 35,000. Operated 4 days, 4 nights.

WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night; cold or cloudy 1 day, 1 night.

RECEIPTS: Gate \$31,207.00; day and night grandstand total \$5,566.



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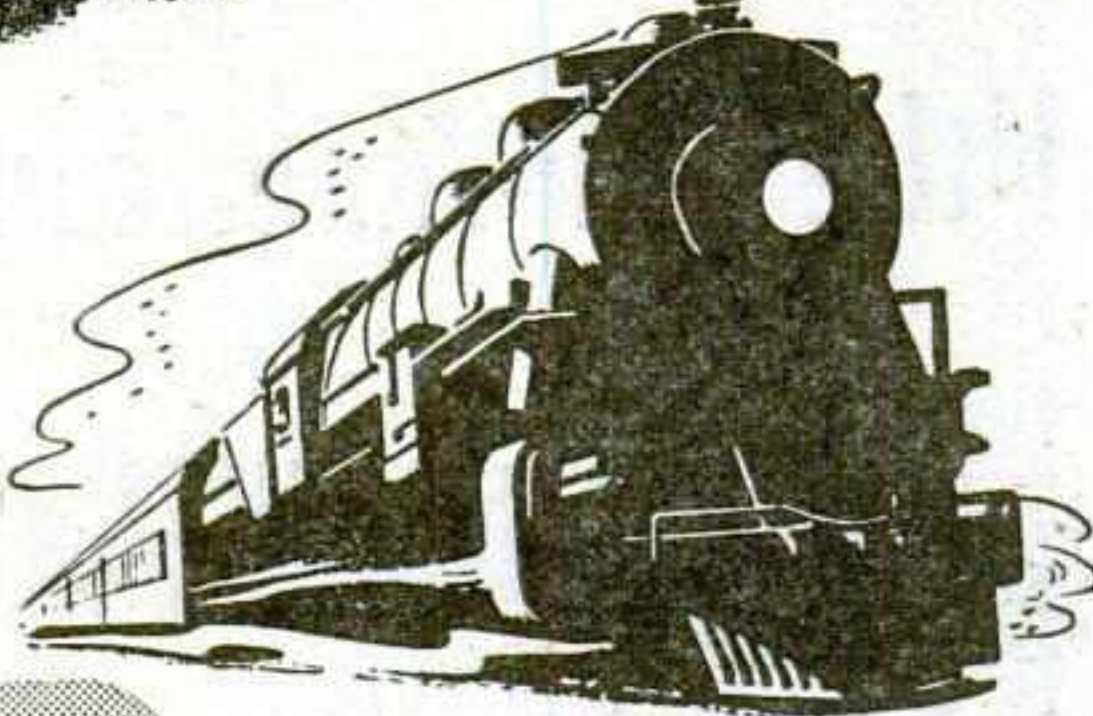
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Attractions: Theatrical revue, Pan American Booking Agency; 4 days and nights, harness racing.
county aid \$2,000; other aid \$1,000; total estimated premiums paid out (excluding races) \$10,815.75.

AID, PREMIUMS: State aid \$800; county aid, \$2,000. Other aid \$1,000. Total estimated premiums paid out (excluding races) \$10,815.75.

ADMINISTRATION: President, H. K. Raney; secretary, Goldie V. Scheible.
1953 DATES: September 7-10, tentative.

Morgan County Agricultural Society, McConnelsville

TOTAL ATTENDANCE: Paid 10,697; free 4,000. Operated 4 days, 4 nights.

WEATHER: Good, 4 days, 4 nights.
RECEIPTS: Gate \$5,348.50; day grandstand total (less tax) \$123; night grandstand total (less tax) \$471.

Attractions: Tractor pulling and horse pulling contest; home talent pageant.
ADMINISTRATION: President, William J. Huck; secretary, Ray C. Smith.
1953 DATES: September 9-12, tentative.

Ohio State Fair, Columbus

TOTAL ATTENDANCE: Paid 296,439; free 172,500. Operated 8 days, 8 nights.
WEATHER: Good, 8 days, 8 nights.
CARNIVAL: Gooding Amusement Company.

Attractions: Klein's Attractions, 4 nights; Gus Sun, 4 nights; 6 days of harness races.

ADMINISTRATION: Manager, H. S. Foust; superintendent of concessions, H. J. Swaim; publicity director, Byer & Bowman Advertising Agency.
1953 DATES: August 21-28, tentative.

Van Wert County Fair, Van Wert

OPERATED 5 days, 5 nights.
WEATHER: Good 1 day; rain 1 night; cold 4 days, 4 nights.

Attractions: Staples Rodeo 3 nights; 4-H pageant 1 night; 1 day running races; 3 days harness races.

AID, PREMIUMS: State aid, \$500; county aid, \$2,800.
ADMINISTRATION: President, Walter Keith; secretary, N. E. Stuckey.
1953 DATES: September 7-10, tentative.

Washington County Fair, Marietta

OPERATED 4 days, 4 nights.
WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.

RECEIPTS: Gate \$10,473; day and night grandstand total (less tax) \$3,346.

CARNIVAL: Howard Bros.; ride and show gross, total amount, less federal tax \$1,600.

Attractions: Klein acts, 1 day, 1 night; Joie Chitwood, 1 day, 1 night; 2 days harness racing; pulling contest, 1 night.

AID, PREMIUMS: County aid \$2,800; other aid \$7,500; total estimated premiums paid out (excluding races) \$5,000.

ADMINISTRATION: President, Dwight Dyer; secretary, V. C. Shiver; publicity director, Cliff Grass.
1953 DATES: September 6-9, official.

Williams County Fair, Montpelier

TOTAL ATTENDANCE: Paid, 40,000, free, 10,000. Operated 7 days, 7 nights.

WEATHER: Good 7 days, 7 nights.
RECEIPTS: Gate, \$7,345.

CARNIVAL: World of Pleasure shows.
Attractions: Joie Chitwood thrill show; Zemater acts.

AID, PREMIUMS: State aid, \$1,000; county aid, \$2,800; other aid, \$10,000. Total estimated premiums paid out (excluding races), \$10,000.

ADMINISTRATION: President, E. J. Masters; secretary, Woody Schlegel.
1953 DATES: September 13-19, tentative.

OKLAHOMA

Cimarron County Free Fair, Boise City

TOTAL ATTENDANCE: Free, 1,200. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.
CARNIVAL: Mike Rockwell Shows.

AID: County aid \$5,548.
ADMINISTRATION: President, Frank Garrett; secretary, Eugene Williams; publicity director, R. Butterbough.
1953 DATES: Latter part of October, tentative.

Garvin County Free Fair, Pauls Valley

OPERATED: 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.

ADMINISTRATION: President, Wilson Ball; secretary, Alton Perry; superintendent of concessions, Paul Smith.

Hughes County Free Fair, Holdenville

TOTAL ATTENDANCE: Free, 6,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.
CARNIVAL: Cherokee Amusement Co.

Attractions: Amateur hour, band concert, old fashioned singing.

AID: County aid \$2,000.
ADMINISTRATION: President, John F. Wolf; secretary, Jess Barbre; superintendent of concessions, K. V. Love.

Lincoln County Free Fair, Chandler

TOTAL ATTENDANCE: Free, 4,800. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.
CARNIVAL: Starlight Shows.

Attractions: Football game; free rodeo, one night; free fireworks, one night.

AID, PREMIUMS: County aid \$3,500; other aid \$800; total estimated premiums paid out (excluding races) \$2,400.
ADMINISTRATION: President, A. L. Ball; secretary, Oran Stipe.

Major County Free Fair, Fairview

OPERATED 3 days, 3 nights.
WEATHER: Good 3 days, 3 nights.

ADMINISTRATION: Secretary, Harold Miller.
1953 DATES: September 15-17, tentative.

Oklahoma State Fair and Exposition, Oklahoma City

TOTAL ATTENDANCE: Paid 398,365. Operated 8 days, 8 nights.

WEATHER: Good 8 days, 8 nights.
CARNIVAL: Royal American Shows.

Attractions: Barnes-Carruthers night revue; Thearle - Duffield fireworks; Aut Swenson Thrillcade; Frank Winkley big car races; Indian show.

ADMINISTRATION: President, L. A. Macklanburg; secretary, C. G. Baker; superintendent of concessions, Lem Jones; publicity director, Roscoe (Bo) Belcher.
1953 DATES: September 26-October 3, official.

Seminole County Free Fair, Wewoka

TOTAL ATTENDANCE: Free, 55,000. Operated 4 days, 3 nights.

WEATHER: Good 4 days, 3 nights.
RECEIPTS: Night grandstand total (less tax) \$4,000.

CARNIVAL: Cherokee Amusement Co.
Attractions: Pete Bailey thrill show.

AID: County aid \$2,500.
ADMINISTRATION: President, W. B. Slaughter; secretary, H. Dale Masters.
1953 DATES: September 16-19, official.

Tulsa State Fair and Livestock Exposition, Tulsa

TOTAL ATTENDANCE: Paid 220,000; free 86,000. Operated 7 days, 7 nights.

WEATHER: Good 3 days, 2 nights; cold or cloudy 4 days, 5 nights.

RECEIPTS: Gate \$73,840; day and night grandstand total (less tax) \$13,964.50.

CARNIVAL: 20th Century Shows.
Attractions: State Fair Revue, Joie Chitwood thrill show, Grand Ole Opry.

AID, PREMIUMS: County aid \$25,000; total estimated premiums paid out (excluding races) \$61,000.

ADMINISTRATION: President, Robt. W. Adams; secretary, Clarence C. Lester; superintendent of concessions, Jim Forster.
1953 DATES: October 3-11, tentative.

Washita County Free Fair, Cordell

TOTAL ATTENDANCE: Free 11,000. Operated 4 days, 3 nights.

WEATHER: Good, 4 days, 4 nights.
CARNIVAL: State Fair Shows.

Attractions: Merit Feed Srenaders; pet parade; horse show and rodeo; football game.

AID, PREMIUMS: County aid \$4,100; total estimated premiums paid out (excluding races) \$2,710.

ADMINISTRATION: President, Albert Lenaberg; secretary, James V. Son.

OREGON

Coos County Fair, Myrtle Point

TOTAL ATTENDANCE: Paid 13,529; free 446. Operated 3 days, 2 nights.

WEATHER: Good, 3 days, 3 nights.
RECEIPTS: Gate \$5,763.47; day grandstand total (less tax) \$4,000; night grandstand total (less tax) \$4,523.20.

CARNIVAL: Browning Bros.; ride and show gross, total amount, less federal tax \$1,185.

Attractions: Rodeo, 1 day and 1 night with Max Barbour as producer; Pal Club tumbling acts, 1 night and 1 day; local grange talent show, 1 night.

AID, PREMIUMS: State aid \$1,750; county aid \$350; total estimated premiums paid out (excluding races) \$3,300.

ADMINISTRATION: President, Sam Dement; secretary-manager, J. H. Clarno.

Crooked River Round-Up and Fair, Prineville

OPERATED 2 days, 1 night.
WEATHER: Good 2 days, 1 night.

CARNIVAL: Davis Amusement Co.
Attractions: 2 days running races.

ADMINISTRATION: President, Jerry Breese; secretary, Clyde Gumpert; superintendent of concessions, J. A. Cain.
1953 DATES: Second week-end in August.

Jefferson County Fair and Rodeo, Madras

TOTAL ATTENDANCE: Paid 3,000. Operated 2 days, 2 nights.

WEATHER: Good, 2 days, 2 nights.
Attractions: Rodeo, horse races, carnival.

PREMIUMS: Total estimated premiums paid out (excluding races) \$1,500.

ADMINISTRATION: President, K. F. Green; secretary, T. P. Vessey.

Lane County Fair, Eugene

TOTAL ATTENDANCE: Paid 30,000; free 20,000. Operated 4 days, 4 nights.

WEATHER: Good 4 days, 4 nights.
RECEIPTS: Gate \$27,000; day grandstand total (less tax) \$500; night grandstand total (less tax) \$3,300.

Attractions: Gene Holters' Wild Animal Show, Far West Rodeo.

AID: State aid \$12,000; county aid \$30,000; other aid \$5,000.

ADMINISTRATION: President, G. J. Devos; secretary, Herb Welch.
1953 DATES: September 14-19, tentative.

Multnomah County Fair, Gresham

TOTAL ATTENDANCE: Paid 134,224. Operated 7 days, 7 nights.

WEATHER: Good 4 days, 3 nights; rain 1 day, 1 night; cold or cloudy 2 days, 3 nights.

CARNIVAL: West Coast Shows.
Attractions: 6 nights of horse racing; 1 auto race.

AID: State aid \$5,000.
ADMINISTRATION: Manager, Duane Hennessy; publicity director, Al Gould.
1953 DATES: August 24-30, official.

Oregon State Fair, Salem

WEATHER: Good 7 days, 7 nights; rain 1 day, 1 night.
 RECEIPTS: Gate \$76,268.50; day grandstand total (less tax) \$10,657.30; night grandstand total (less tax) \$29,347.80.
 CARNIVAL: Rainier Shows.
 ATTRACTIONS: 7 days running races.
 AID: State aid \$35,000.00.
 ADMINISTRATION: Manager, Leo G. Spitzbart; superintendent of concessions, Glenn Hoar; publicity director, Vince Elliot.
 1953 DATES: September 5-12, official.

PENNSYLVANIA**Carlisle Fair, Carlisle**

TOTAL ATTENDANCE: Paid 21,200; free 3,750. Operated 5 days, 6 nights.
 WEATHER: Good, 3 days, 5 nights, rain 2 days, 1 night.
 CARNIVAL: Lawrence Greater Shows.
 ATTRACTIONS: Hamid acts; Jack Kochman thrill show.
 ADMINISTRATION: President, Paul W. Snyder; secretary, B. S. Swartz; superintendent of concessions, Paul K. Hamilton.
 1953 DATES: August 16-21.

Clearfield County Fair, Clearfield

TOTAL ATTENDANCE: Paid 70,000; free 25,000. Operated 6 days, 6 nights.
 WEATHER: Good, 5 days, 5 nights, rain 1 night, cold or cloudy 1 day.
 CARNIVAL: James E. Strates Shows.
 ATTRACTIONS: George A. Hamid, Grandstand Follies, 6; Irish Horan, 2 shows; 4 days of harness races; 1 horse show.
 AID, PREMIUMS: State aid \$1,000; total estimated premiums paid out (excluding races) \$6,500.
 ADMINISTRATION: President, E. A. Clark; manager, F. W. Cochrane; publicity director, M. J. Brion.
 1953 DATES: 1st week August, tentative.

Forest County Fair, Tionesta

TOTAL ATTENDANCE: Free, 10,000. Operated 5 days, 5 nights.
 WEATHER: Good 5 days, 5 nights.
 CARNIVAL: Roxy's Rides; ride and show gross, total amount, less federal tax \$1,452.80.
 AID, PREMIUMS: State aid \$239; county aid \$100; other aid \$475; total estimated premiums paid out (excluding races) \$726.
 ADMINISTRATION: Acting president, John H. King; secretary, K. W. Flowers.
 1953 DATES: August 26-29, or September 2-5.

Fulton County Fair, McConnellsburg

TOTAL ATTENDANCE: Paid 4,500; free 300. Operated 4 days, 4 nights.
 WEATHER: Good, 4 days, 4 nights.
 RECEIPTS: Gate \$2,900; night grandstand total (less tax) \$350.
 CARNIVAL: Pioneer Shows.
 ATTRACTIONS: Ranger Joe, 1 day.
 ADMINISTRATION: President, George Gladfelter; secretary, Henry W. Daniels; superintendent of concessions, Frank Johnston; publicity director, Willis Mellott.

Jacktown Fair, Wind Ridge

TOTAL ATTENDANCE: Paid 9,000. Operated 3 days, 3 nights.
 ATTRACTIONS: Klein's attractions, 6 shows.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$1,200.
 ADMINISTRATION: President, Ross Burns; secretary, Floyd Campbell; superintendent of concessions, O. I. Dillie.

Juniata County Agricultural Society, Port Royal

TOTAL ATTENDANCE: Paid 40,000; free 25,000. Operated 6 days, 6 nights.
 WEATHER: Good, 2 days, 2 nights, rain 2 days, 2 nights, cold or cloudy 2 days, 2 nights.
 RECEIPTS: Gate \$11,576.15; day grandstand total (less tax) \$5,113.40; night grandstand total (less tax) \$3,213.94.
 CARNIVAL: Penn Premier Shows; ride and show gross, total amount, less federal tax \$8,500.
 ATTRACTIONS: Vaudeville show, day and night, Gus Sun Agency; stock car races, Monday and Saturday by Penn Central Racing Ass.; horse racing, 3 days, one night; running races, one day.
 AID, PREMIUMS: State aid \$650; county aid \$200; total estimated premiums paid out (excluding races) \$1,229.20.
 ADMINISTRATION: President, D. E. Smith; secretary, D. B. Hower; superintendent of concessions, M. C. Frankhouse; publicity director, J. Robert Stimml.
 1953 DATES: September 7-12, official.

Kutztown Fair, Kutztown

TOTAL ATTENDANCE: Paid 39,000; free 10,000. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 5 nights; rain 1 night.
 RECEIPTS: Gate \$7,000.
 CARNIVAL: Morris Hannum Shows.
 ATTRACTIONS: Hillbilly music and bands.
 AID, PREMIUMS: State aid \$500; total estimated premiums paid out (excluding races) \$2,400.
 ADMINISTRATION: President W. A. Dries; secretary, Elmer Kline; superintendent of concessions, B. A. Herman.
 1953 DATES: August 17-22, tentative.

Mount Joy Community Exhibit, Mount Joy

TOTAL ATTENDANCE: Free, 25,000. Operated 4 days, 3 nights.
 ATTRACTIONS: Local entertainment.
 ADMINISTRATION: President, John Roland; secretary, Jos. Shaeffer; superintendent of concessions, Titur Rutt.

New Holland Farmers' Fair, New Holland

TOTAL ATTENDANCE: Free, 100,000. Operated 4 days, 4 nights.
 WEATHER: Good 3 days, 3 nights; rain 1 day, 1 night.
 ATTRACTIONS: Parade, corn husking contest, variety show, band concert, Kiddies Day, free popsicles and cowboy show.

AID: State aid \$1,200.
 ADMINISTRATION: President, George D. High; secretary, S. O. Zimmerman; superintendent of concessions, Robert J. Witmer.
 1953 DATES: September 30-October 3, official.

Reading Fair, Reading

TOTAL ATTENDANCE: 322,164. Operated 8 days, 7 nights.
 WEATHER: Good 8 days, 7 nights.
 CARNIVAL: Cetlin & Wilson Shows.
 ATTRACTIONS: Dagmar (2 nights); Miss America (2 nights); Mrs. America (7 days and 6 nights); Roxyettes and Hamid stage acts (7 days and nights); Grand Circuit harness races (5 days); Jack Kochman Hell Drivers (1 day); Joie Chitwood Auto Daredevils (1 day); AAA Big Car Auto Races (1 day).
 AID, PREMIUMS: State aid \$1,000; total estimated premiums paid out (excluding races) \$28,000.
 ADMINISTRATION: President, John S. Giles; secretary, Charles W. Swoyer; publicity director, Russ Moyer.
 1953 DATES: September 13-20, official.

Tioga County Fair, Tioga

TOTAL ATTENDANCE: Paid 1,500; free 1,000. Operated 5 days, 5 nights.
 WEATHER: Good; 4 days, 4 nights, rain 1 day, 1 night.
 RECEIPTS: Gate \$750.
 CARNIVAL: Keystone Attractions.
 ATTRACTIONS: Hillbilly show, 3 nights.
 AID, PREMIUMS: State aid \$315; county aid \$100; total estimated premiums paid out (excluding races) \$650.
 ADMINISTRATION: President, R. E. Patterson; secretary, Carl Forrest.
 1953 DATES: August 18-22, tentative.

Union County West End Fair, Laurelton

OPERATED 4 days, 4 nights.
 WEATHER: Good 3 days, 4 nights; rain 1 day.
 CARNIVAL: James Thompson Shows.
 ATTRACTIONS: Hamid acts.
 AID: State aid \$650; county aid \$500.
 ADMINISTRATION: President, John Wehr; secretary, J. Frank Snyder.

SOUTH CAROLINA**Union County Agricultural Fair, Union**

TOTAL ATTENDANCE: Paid 14,308; free 4,000. Operated 6 days, 6 nights.
 RECEIPTS: Gate \$6,783.50.
 CARNIVAL: Vivona Bros.' Shows; ride and show gross, total amount, less federal tax \$8,000.
 ATTRACTIONS: The Great Veno, The Sky Princess.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$2,000.
 ADMINISTRATION: Secretary, H. L. Kirby.
 1953 DATES: October 5-10, official.

SOUTH DAKOTA**Corn Palace Festival, Mitchell**

TOTAL ATTENDANCE: Paid 48,433; free 1,140. Operated 6 days, 6 nights.
 WEATHER: Good 6 days, 6 nights.
 RECEIPTS: Gate \$76,493.40.
 ATTRACTIONS: Guy Lombardo Show; M.C.A., 6 days, 6 nights.
 ADMINISTRATION: President, Leo B. Harmon; secretary, H. N. Noble; superintendent of concessions, W. T. Wilt.
 1953 DATES: September 21-26, official.

Fall River County Fair and Rodeo, Edgemont

TOTAL ATTENDANCE: Paid 2,000 (est); free 1,500. Operated 2 days.
 WEATHER: Cold or cloudy 2 days.
 ATTRACTIONS: Rodeo, 2 days of harness racing.
 ADMINISTRATION: President, Roy Boner; secretary, L. H. Cole.
 1953 DATES: September 6-7, official.

Gold Discovery Days Pageant and Rodeo, Custer

TOTAL ATTENDANCE: Paid 5,000; free 500. Operated 3 days.
 WEATHER: Good 3 days.
 CARNIVAL: Rocky Mountain Empire Shows.
 ADMINISTRATION: President, Fred C. Heidepriem; secretary, B. A. Gira; superintendent of concessions, S. L. Stedman.
 1953 DATES: July 24-26, official.

South Dakota State Fair, Huron

TOTAL ATTENDANCE: Paid 182,800. Operated 6 days, 6 nights.
 WEATHER: Good, 6 days, 6 nights.
 RECEIPTS: Gate \$31,650; day grandstand total (less tax) \$33,650; night grandstand total (less tax) \$24,000.
 CARNIVAL: 20th Century Shows.
 ATTRACTIONS: Grandstand revue, 6 nights; big car races, 2 afternoons; thrill show, 1 afternoon; 2 days harness races; 1 day stock car races.
 AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$28,560.
 ADMINISTRATION: President, Enos E. Blair; secretary, P. M. Rensvold; superintendent of concessions, Vic Lauria; publicity director, W. M. Plummer.
 1953 DATES: September 7-12, tentative.

TENNESSEE**Gibson County Fair, Trenton**

TOTAL ATTENDANCE: Paid 11,865; free 700, estimated. Operated 4 days, 5 nights.
 WEATHER: Good 4 days, 5 nights.
 CARNIVAL: Interstate Shows.
 ATTRACTIONS: Boyle Woolfolk Circus Revue, 3 nights.
 PREMIUMS: Total estimated premiums paid out (excluding races) \$541.
 ADMINISTRATION: President, Cecil Yates; secretary, Rachel Holt; superintendent of concessions, Frank Stallings, Jr.
 1953 DATES: September 9-12, tentative.

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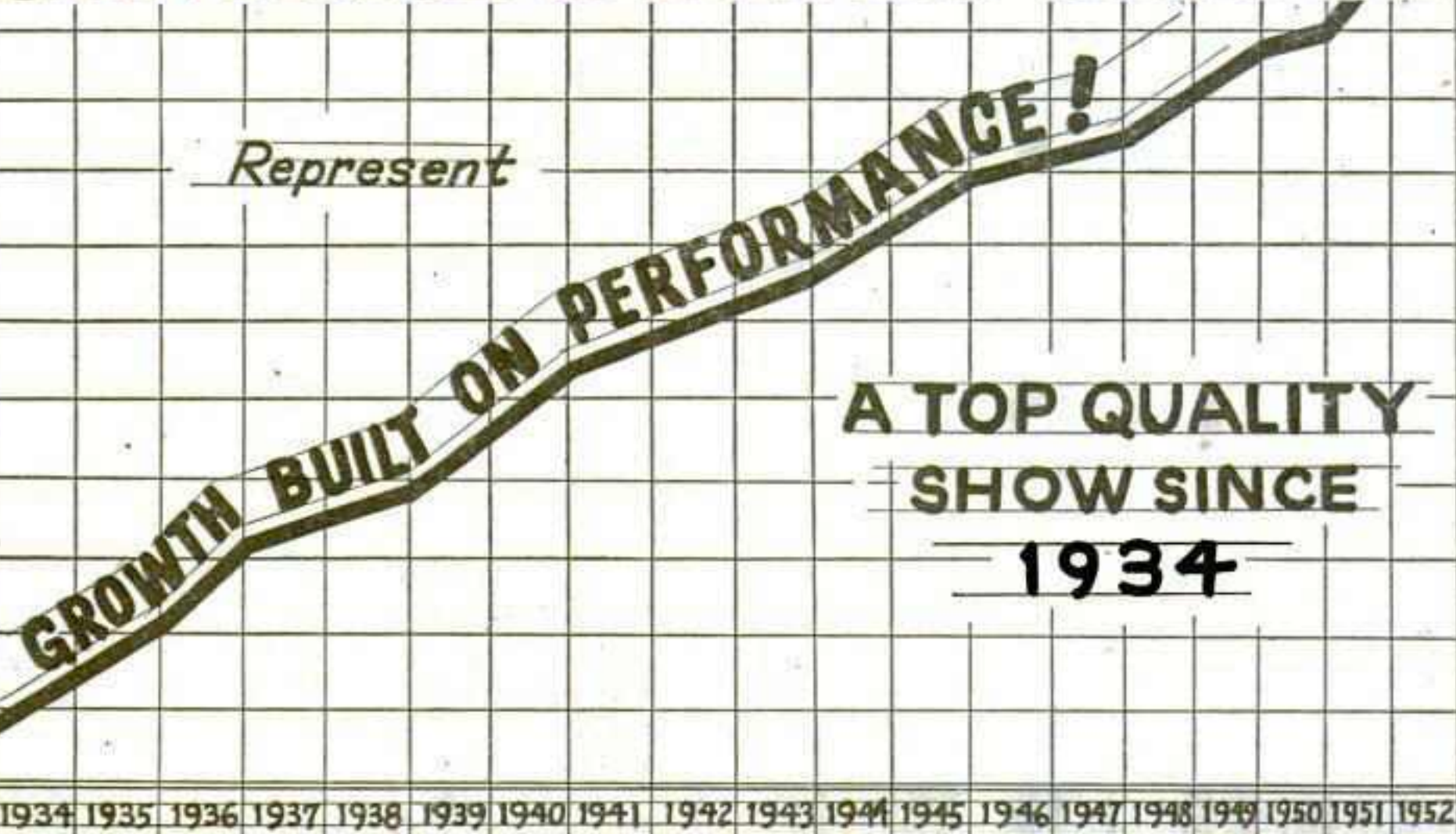
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Jackson County Fair, Gainesboro

TOTAL ATTENDANCE: Free, 2,500. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Bob's Shows. AID: County aid \$800. ADMINISTRATION: President, U. M. Darwin; secretary, A. R. Upchurch.

Maury County Fair, Columbia

TOTAL ATTENDANCE: Paid 16,000; free 3,000. Operated 6 days, 6 nights. WEATHER: Good, 4 days, 4 nights, rain 1 day, 1 night, cold or cloudy 1 day, 1 night. CARNIVAL: Cavalcade of Amusements. ATTRACTIONS: Barnes-Carruthers circus acts; stock car races. AID, PREMIUMS: State aid \$840. ADMINISTRATION: Secretary, B. H. Hardwick. 1953 DATES: 1st or 2d week September

Mid-South Fair, Memphis

TOTAL ATTENDANCE: Paid 355,256. Operated 10 days, 10 nights. WEATHER: Good 9 days, 9 nights; cold or cloudy 1 day, 1 night. CARNIVAL: Blue Grass Shows. ATTRACTIONS: Wild Bill Elliott World Championship Rodeo, 7 days, 10 nights; Monte Blue Sports Show, 10 days, 10 nights; Joie Chitwood Thrill Show, 1 day, 3 nights; AAA Midget Auto Races, 1 night; Stock Car races, 1 night. No horse races (plant has no track or grandstand). AID, PREMIUMS: State aid \$7,100; total estimated premiums paid out (excluding races) \$42,000. ADMINISTRATION: President, L. C. McCourt; manager, Martin Zook; superintendent of concessions, G. W. Wynne; publicity director, Early Maxwell Associates. 1953 DATES: September 17-26, tentative.

Putnam County Agricultural Fair, Cookeville

TOTAL ATTENDANCE: Free, 12,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Cumberland Valley Shows; ride and show gross, total amount, less federal tax \$6,824.99. ATTRACTIONS: Horse show. AID, PREMIUMS: State aid \$900; county aid \$3,000; total estimated premiums paid out (excluding races) \$3,000. ADMINISTRATION: President, L. L. Medley; secretary, T. T. Gentry. 1953 DATES: First week in September.

Roane County Fair, Harriman

OPERATED: 6 days, 6 nights. WEATHER: Good, 4 days, 5 nights, rain 2 days, 1 night. CARNIVAL: Cavalcade of Amusements; ride and show gross, total amount, less federal tax \$14,000. ATTRACTIONS: Free act on midway. ADMINISTRATION: President, J. L. Hydel; secretary, W. B. Stout. 1953 DATES: September 3-6.

Sumner County Colored Fair, Gallatin

TOTAL ATTENDANCE: Paid, 5,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Johnny's United Shows. ADMINISTRATION: President, Edw. V. Anthony Sr. 1953 DATES: August 27-29.

West Tennessee District Fair, Jackson

TOTAL ATTENDANCE: Paid 32,000; free 18,000. Operated 6 days, 6 nights. WEATHER: Good 5 days, 6 nights; rain 1 day. CARNIVAL: Gold Medal. ATTRACTIONS: Gus Sun Rodeo, 5 days and 6 nights. PREMIUMS: Total estimated premiums paid out (excluding races) \$11,000. ADMINISTRATION: President, A. S. Johnson; secretary, A. U. Taylor. 1953 DATES: September 10-15, official.

TEXAS

Brazoria County Fair, Angleton

TOTAL ATTENDANCE: Paid 52,000; free 34,000. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: Don Franklin. ATTRACTIONS: Musical show, 3 nights; rodeo, 2 nights; wrestling. AID, PREMIUMS: Other aid \$3,900; total estimated premiums paid out (excluding races) \$3,200. ADMINISTRATION: President, E. L. Boston; secretary, L. E. Bumgarner; superintendent of concessions, George Badger; publicity director, L. R. Giese. 1953 DATES: October 6-10, official.

Central East Texas Fair, Marshall

TOTAL ATTENDANCE: Paid 61,900. Operated 6 days, 6 nights. WEATHER: Good 6 days, 6 nights. CARNIVAL: Alamo Exposition. ADMINISTRATION: President, L. P. Martin; secretary, Joe L. Mock.

Collin County Free Fair, McKinney

TOTAL ATTENDANCE: Free, 30,000. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. ATTRACTIONS: Horse show, medicine show.

Dawson County Fair, Lamesa

TOTAL ATTENDANCE: Free, 10,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. CARNIVAL: Hill's Greater Shows. Ride and show gross, total amount, less federal tax \$4,000. PREMIUMS: Total estimated premiums paid out (excluding races) \$1,100. ADMINISTRATION: President, Ross Woodson; secretary, Connally Baldwin; superintendent of concessions, Homer

Simpson; publicity director, Connally Baldwin. 1953 DATES: September 24-26, official.

East Texas Fair, Tyler

TOTAL ATTENDANCE: Paid 100,000; free 25,000. Operated 6 days, 6 nights. WEATHER: Good 6 days, 6 nights. CARNIVAL: Bill Hames. AID, PREMIUMS: Other aid \$3,000. Total estimated premiums paid out (excluding races); \$10,000. ADMINISTRATION: President, O. M. Boren; secretary, C. R. Heaton; publicity director, Bob Murdock.

Four States Fair, Texarkana

TOTAL ATTENDANCE: Paid, 60,000; free, 15,000. Operated 8 days, 9 nights. WEATHER: Good 8 days, 8 nights. RECEIPTS: Gate \$20,000; day grandstand total (less tax), \$1,000; night grandstand total (less tax), \$14,000. CARNIVAL: Don Franklin Shows. ATTRACTIONS: Eddy Arnold show, 1 day and 1 night; Barnes-Carruthers "Follies of '52," 2 days and nights; rodeo 5 nights; square dance jamboree. TOTAL estimated premiums paid out (excluding races), \$7,000. ADMINISTRATION: President, J. R. Crowder; manager, L. E. Gilliland. 1953 DATES: September 11-19, tentative.

Nacogdoches County Fair and Livestock Exposition, Nacogdoches

TOTAL ATTENDANCE: Paid 20,000. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate \$2,892.68. CARNIVAL: American Midway Shows. ATTRACTIONS: Cherokee Riders, 2 nights. AID, PREMIUMS: County aid \$747.50; total estimated premiums paid out (excluding races) \$1,845.70. ADMINISTRATION: President, Charlie Heitman; secretary, John Rudisill. 1953 DATES: October 1-4, official.

Wharton County Fair, Wharton

TOTAL ATTENDANCE: 47,000. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: Don Franklin Shows. ATTRACTIONS: Kayletta, 5 nights; fireworks, 1 night; rodeo, 5 nights. ADMINISTRATION: President, Charles E. Hall; secretary, G. H. Northington, III; publicity director, H. Chas. Koehl, Jr. 1953 DATES: September 22-26, tentative.

UTAH

Juab County Fair, Nephi

OPERATED 4 days, 3 nights. WEATHER: Good 4 days, 3 nights. ATTRACTIONS: Talent night; program presented by Nephi City Riding Club, fights. AID: County aid \$2,200. ADMINISTRATION: President, J. E. Worthington; secretary, Nina Hanson.

Utah State Fair, Salt Lake City

TOTAL ATTENDANCE: Paid 217,239; free 30,000. Operated 9 days, 10 nights. WEATHER: Good 9 days, 10 nights. CARNIVAL: Siebrand Bros. ATTRACTIONS: "Holiday on Ice," big car racing by National Speedways, Joie Chitwood thrill show, horse show. AID: State aid \$17,500. ADMINISTRATION: President, E. A. Parson; secretary, J. A. Theobald; superintendent of concessions, A. E. Teece; publicity director, L. M. Thompson. 1953 DATES: September 12-20, official.

Wasatch County Fair, Heber City

TOTAL ATTENDANCE: Free, 3,500, estimated. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights. ATTRACTIONS: Local rodeo both nights; running races, 1 day. AID, PREMIUMS: County aid \$1,500; total estimated premiums paid out (excluding races) \$1,700. ADMINISTRATION: President, M. C. Gale; secretary, Darrell Stokes. 1953 DATES: August 22-23, tentative.

VIRGINIA

Amherst County Fair, Amherst

TOTAL ATTENDANCE: Paid 1,915; free 300. Operated 5 days, 5 nights. WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night. CARNIVAL: Beams' attractions. AID: County aid \$500. ADMINISTRATION: Secretary, Chas. G. Tracey.

Galax Agricultural and Industrial Fair, Inc., Galax

TOTAL ATTENDANCE: Paid 15,124; free 300. Operated 6 days, 6 nights. WEATHER: Good, 2 days, rain 4 days, 6 nights. RECEIPTS: Gate \$9,425.95; night grandstand total (less tax) \$1,603.50. CARNIVAL: John Marks Shows. ATTRACTIONS: George A. Hamid & Son, 5 acts; Frank Melville, 1 act; fireworks, 6 nights, by Fireworks Corp. of America. ADMINISTRATION: President, S. G. Eodins; secretary, Mrs. S. G. Eodins. 1953 DATES: September 7-12, official.

Lee County Fair, Pennington Gap

TOTAL ATTENDANCE: Paid 20,000; free 15,000. Operated 6 days, 6 nights. WEATHER: Good, 5 days, 5 nights; rain 1 day, 1 night. CARNIVAL: Shan Brothers. ATTRACTIONS: Band night; talent show; beauty pageant; horse shows; pulling contests. ADMINISTRATION: President, Virgil Q. Wacks; secretary, R. C. Carter; superintendent of concessions, Jim Quincey. 1953 DATES: August 31-September 5, tentative.

(Continued on page 126)

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Minot, North Dakota

Mower County Fair
Austin, Minnesota

Steele County Free Fair
Owatonna, Minnesota

Freeborn County Fair
Albert Lea, Minnesota

Red River Valley Fair
Fargo, North Dakota

South Dakota State Fair
Huron, South Dakota

Clay County Fair
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Continued from page 120

Shenandoah County Fair, Woodstock

TOTAL ATTENDANCE: Paid 26,000; free 2,500. Operated 6 days, 6 nights. WEATHER: Good 5 days, 6 nights, rain 1/2 day, cold or cloudy 1/2 day. CARNIVAL: Ross Manning. ATTRACTIONS: Four days harness racing. ADMINISTRATION: President, A. L. Hamman; secretary, Marvin W. Renolds. 1953 DATES: Last week of August, tentative.

WASHINGTON

Central Washington Fair, Yakima

TOTAL ATTENDANCE: Paid, 165,256; free, 650. Operated 5 days, 5 nights. WEATHER: Good 5 days, 5 nights. CARNIVAL: Meeker Shows. Ride and show gross, total amount, less federal tax, \$28,519. ATTRACTIONS: Fireworks, 2 nights; horse show, 3 nights; 5 days running races. ADMINISTRATION: President, P. W. Woodall; manager, J. Hugh King, superintendent of concessions, K. R. Andersen. 1953 DATES: September 23-27, tentative.

Clallam County Fair, Port Angeles

TOTAL ATTENDANCE: Paid 5,868; free 800. Operated 4 days, 4 nights. WEATHER: Good, 2 days, 2 nights, rain 2 days, 2 nights. RECEIPTS: Gate \$2,934, day grandstand total (less tax) \$1,548; night grandstand total (less tax) \$636.25. CARNIVAL: Celebration Shows; ride and show gross, total amount, less federal tax \$2,204.72. ATTRACTIONS: Stage acts, livestock parades, western events, horse races. ADMINISTRATION: President Max Schmuck; secretary, Nellie Parr; superintendent of concessions, Ed R. Hagerty. 1953 DATES: August 27-30, tentative.

Columbia County Fair, Dayton

TOTAL ATTENDANCE: Paid 900; free 300. Operate 2 days, 1 night. WEATHER: Good 2 days, 1 night. RECEIPTS: Gate \$600. 1953 DATES: First part of September.

Southeastern Washington Fair, Walla Walla

TOTAL ATTENDANCE: Paid 28,000; free 100. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate \$28,000. ATTRACTIONS: Night: rodeo, horse

shows, acts booked thru Bert Levey, Len Mantel and Monte Brooks. AID, PREMIUMS: State aid \$8,000; county aid \$10,000; other aid \$3,000. Total estimated premiums paid out (excluding races) \$8,000. ADMINISTRATION: President, Milton R. Loney; secretary, Leslie L. Stewart; publicity director, William Ray. 1953 DATES: September 4-7, official.

WEST VIRGINIA Ritchie County Fair, Pennsboro

OPERATED 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate \$10,073.85. CARNIVAL: James H. Drew. ATTRACTIONS: Klein's free attractions. PREMIUMS: Total estimated premiums paid out (excluding races) \$1,000. ADMINISTRATION: President, Ray E. Riddle; secretary, S. Denton Hall. 1953 DATES: Last week in August, tentative.

State Fair of West Virginia, Lewisburg

TOTAL ATTENDANCE: Paid 175,000; free 25,000. Operated 6 days; 6 nights. WEATHER: Good, 5 days, 6 nights, cold or cloudy 1 day. CARNIVAL: Model Shows Inc. ATTRACTIONS: Ice show and acts, booked through George A. Hamid and son;

horse show 2 days and 2 nights; harness racing 5 days; running races 5 days. AID, PREMIUMS: State aid \$25,000; total estimated premiums paid out (excluding races) \$40,000. ADMINISTRATION: President, Ross H. Tuckwiller; secretary, C. T. Sydenstricker; publicity director, E. L. Blake. 1953 DATES: August 17-22, official.

WISCONSIN

Central Wisconsin State Fair, Marshfield

TOTAL ATTENDANCE: Paid 47,000; free 31,000. Operated 5 days, 5 nights. WEATHER: Good, 1 day, 1 night, rain 2 days, 1 night, cold or cloudy 2 days, 3 nights. RECEIPTS: Gate \$17,000; day grandstand total, \$7,800; night grandstand total \$6,500. CARNIVAL: William T. Collins Shows; ride and show gross, total amount, \$15,000. ATTRACTIONS: Buck Steele's Frontier Days, 1 day and night; Thearle-Duffield fireworks, 1 night; Joie Chitwood, 2 matinee shows; harness races and acts, September 1st and 2nd; Sam Howards "Aqua Thrills" 4 nights; midget autos, 1 afternoon. AID, PREMIUMS: State aid \$4,300; county aid \$750; total estimated premiums paid out (excluding races) \$6,000. ADMINISTRATION: President, W. A. Drollinger; secretary, W. A. Uthmeier. 1953 DATES: September 3-7, tentative.

Dodge County Fair, Beaver Dam

TOTAL ATTENDANCE: Paid, 36,824. Operated 5 days, 5 nights. WEATHER: Good 5 days, 2 nights; cold or cloudy 3 nights. CARNIVAL: Wallace Bros. ATTRACTIONS: Joie Chitwood; Sam Howard aqua thrills, 3 nights; acts two nights; harness racing, two afternoons. AID, PREMIUMS: State aid, \$4,200; county aid, \$1,500. Total estimated premiums paid out (excluding races), \$6,560.84. ADMINISTRATION: President, D. P. Brennan; secretary, F. C. Knaup; superintendent of concessions, Howard Shepard.

Fond du Lac County Fair, Fond du Lac

OPERATED 5 days, 5 nights. WEATHER: Good 4 days, 4 nights; rain 1 day, 1 night. CARNIVAL: Snapp Greater Shows. ATTRACTIONS: Barnes-Carruthers, acts 4 nights; Joie Chitwood, 1 day, 1 night; 2 days harness racing; 1 day stock car races; 1 day champ - motorcycles races. ADMINISTRATION: Secretary, H. Wiers.

Forest County Fair, Crandon

TOTAL ATTENDANCE: Paid 1,000; free 2,000. Operated 3 days, 4 nights. WEATHER: Good 2 days, 3 nights; cold or cloudy, 1 day, 1 night. CARNIVAL: Badger State Shows. AID, PREMIUMS: State aid, \$643; county aid, \$500. Total estimated premiums paid out (excluding races) \$805. ADMINISTRATION: President, Leo Sanz; secretary, Lester Grandive. 1953 DATES: September 12-15, tentative.

Green Lake County Free Fair, Green Lake

TOTAL ATTENDANCE: Free, 15,000, estimated. Operated 3 days, 3 nights. WEATHER: Good 2 days, 3 nights; rain 1 day. CARNIVAL: Tip-Top Shows; ride and show gross, total amount less federal tax \$2,309.17. ATTRACTIONS: Alvarado Family Circus, 2 days, 3 nights. AID, PREMIUMS: State aid \$1,325; county aid \$1,000. Total estimated premiums paid out \$1,656.95. ADMINISTRATION: President Clifford Jones; secretary, Francis Stock. 1953 DATES: August 7-9, tentative.

The Hodag Fair, Rhinelander

TOTAL ATTENDANCE: Paid 10,263; free 20,000. Operated 4 days, 3 nights. WEATHER: Good 3 days, 2 nights; rain 1 day, 1 night. RECEIPTS: Gate \$2,565.75; day grandstand total (less tax) \$2,400. CARNIVAL: Blue Ribbon Shows. ATTRACTIONS: Ted Mack Show, 1 day; stock car races - Land O Lakes Racing Association, 1 day; horse show, running races & western events. AID: State aid \$2,177.44. ADMINISTRATION: President, Louis Feiler; secretary, J. M. Reed; superintendent of concessions, Wm. Johnson; publicity director, Gene Kabel.

Iron County Fair, Saxon

TOTAL ATTENDANCE: Paid 5,000; free 5,000. Operated 3 days, 3 nights. WEATHER: Good, 3 days, 3 nights. RECEIPTS: Gate \$1,600. CARNIVAL: Greaser Amusements. ATTRACTIONS: Home talent show; Chippewa Valley Barn Dance. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$2,171. ADMINISTRATION: President, V. J. Downey; secretary, Mrs. Florence Hardie. 1953 DATES: August 28-30, official.

Kenosha County Fair, Wilmot

TOTAL ATTENDANCE: Paid, 22,000; free, 12,000, estimated. Operated 3 days, 4 nights. WEATHER: Good 2 days, 2 nights; rain 1 day, 2 nights. RECEIPTS: Gate, \$12,762.79; day grandstand total (less tax), \$965.25; night grandstand total (less tax), \$5,130.09. CARNIVAL: Emshoff Rides; ride and show gross, total amount, (less federal tax), \$3,981.70. ATTRACTIONS: Horse show, auto races. AID, PREMIUMS: State aid, \$4,273.28. Total estimated premiums paid out (excluding races), \$6,093.65. ADMINISTRATION: President, M. M. Schnurr; secretary, Henry S. Frank; superintendent of concessions, Robert J. Van Liere; publicity director, Earl Eifers. 1953 DATES: August 13-16, official.

Manitowoc County Fair, Manitowoc

TOTAL ATTENDANCE: Paid 30,000; free 1,000. Operated 6 days, 5 nights. WEATHER: Good 6 days, 5 nights. RECEIPTS: Gate \$14,674.50. CARNIVAL: Wallace Bros.' Shows. ATTRACTIONS: Ernie Young night revue; Swenson Thrillcade, big car auto races; two afternoons of harness racing. ADMINISTRATION: President Charles Wenzel; secretary, A. F. Rank; superintendent of concessions, H. E. Lutze; publicity director, George MacFarlane.

Outagamie County Fair, Seymour

TOTAL ATTENDANCE: Paid 23,000; free 12,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 3 nights, rain 1 night. RECEIPTS: Gate \$11,682; day and night grandstand total (less tax) \$12,342. CARNIVAL: Snapp Greater. ATTRACTIONS: Rodeo, 1 night & 1 afternoon; Woolfolk's Ropette Revue & acts, 3 nights; stock cars, 1 afternoon; harness races, 2 afternoons. AID, PREMIUMS: State aid \$3,000; county aid \$7,500; other aid \$500; total estimated premiums paid out (excluding races) \$4,300. ADMINISTRATION: President, Alfred Mueller; secretary, Michael Bens. 1953 DATES: July 30-August 2, tentative.

Pierce County Fair, Ellsworth

TOTAL ATTENDANCE: Paid 6,667; free 6,000. Operated 4 days, 4 nights. WEATHER: Good, 4 days, 4 nights. RECEIPTS: Gate \$3,333.56; day grandstand total (less tax) \$1,313; night grandstand total (less tax) \$815.50. CARNIVAL: Weydt; ride and show gross, total amount, less federal tax \$2,324.85. ATTRACTIONS: 1 day circus acts, Zemater, Chicago; circus acts, Barnes-Carruthers; Joie Chitwood's Auto Dare-devils. AID, PREMIUMS: State aid \$2,900; county aid \$800. ADMINISTRATION: President, Ray Crownhart; secretary, H. G. Seyforth; superintendent of concessions, Otto Christianson. 1953 DATES: August 21-23, tentative.

Racine County Fair, Union Grove

TOTAL ATTENDANCE: Paid 10,763; free 1,500. Operated 4 days, 4 nights. WEATHER: Good 3 days, 3 nights; cold or cloudy 1 day, 1 night. RECEIPTS: Gate \$5,332.41; night grandstand total (less tax) \$851. CARNIVAL: Max Gordon; ride and show gross, total amount, less federal tax \$2,310.30. ATTRACTIONS: Acts booked by A. W. Strehlow. ADMINISTRATION: President, Gilbert Brack; secretary, A. E. Dittbrenner; superintendent of concessions, Vern Molitor; publicity director, Leo Warren. 1953 DATES: August 8-11, official.

Rosholt Free Fair, Rosholt

TOTAL ATTENDANCE: Free, 34,000. Operated 3 days, 3 nights. CARNIVAL: Dusty Rhodes. ATTRACTIONS: Stage attractions, 3 nights. AID: State aid \$1,400; county aid \$500. ADMINISTRATION: President, H. P. Anderson; secretary, R. L. Wroldstad; superintendent of concessions, L. Peterson. 1953 DATES: September 5-7, official.

Southwestern Wisconsin Fair, Mineral Point

TOTAL ATTENDANCE: Paid 9,338; free 1,000. Operated 4 days, 4 nights. WEATHER: Good 1 day, 1 night; rain 2 days, 1 night; cold or cloudy 1 day, 2 nights. RECEIPTS: Gate \$6,438.25; day and night grandstand total (less tax) \$3,916.77. CARNIVAL: Dyer's Greater. ATTRACTIONS: Boyle Woolfolk revue; Joie Chitwood auto thrill show; two days of harness races. AID, PREMIUMS: State aid \$2,846.88; county aid \$1,000; total estimated premiums paid out (excluding races) \$3,562.90. ADMINISTRATION: President, S. C. Severson; secretary, C. L. Winn; superintendent of concessions, W. L. Treweek; publicity director, D. M. Morgan.

Taylor County Co-op Youth Fair, Medford

TOTAL ATTENDANCE: Free 10,000. Operated 4 days, 3 nights. WEATHER: Good, 4 days, 3 nights. RECEIPTS: Night grandstand total (less tax) \$160. CARNIVAL: Tip-Top Shows. ATTRACTIONS: Chippewa Valley Barn Dance, 1 day, 1 night; stock car race. ADMINISTRATION: President, Hugo De Juong; secretary, Joe Tuss. 1953 DATES: August 10-14, tentative.

Vilas County Free Fair, Eagle River

TOTAL ATTENDANCE: Free 15,000. Operated 3 days, 3 nights. WEATHER: Good, 3 days, 1 night, cold or cloudy, 2 nights. CARNIVAL: Skerbeck. ATTRACTIONS: Musical comedy show amateur show; horse show and horse races ball game. ADMINISTRATION: President, A. J. Denoyer; secretary, Herman Smith. 1953 DATES: August 14-16, tentative.

Waupaca County Fair, Weyauwega

TOTAL ATTENDANCE: Paid, 12,750 free, 18,750. Operated 4 days, 3 nights. WEATHER: Good 2 days, 1 night. Cold or cloudy 2 days, 2 nights. RECEIPTS: Gate, \$5,814.75; day grandstand total (less tax), \$2,531.50. CARNIVAL: Badger State Shows; ride and show gross, total amount, less federal tax, \$1,369.40. ATTRACTIONS: Friday night, home tale show; Saturday and Sunday afternoon

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BUILD for a GREATER '53 FAIR or CELEBRATION with

FERRIS SHOWS

Our thanks to the fair secretaries, committees and showmen who helped us make our most smashing successes in 1952.

The 1952 record proves that Ferris Shows has the experience, know-how and facilities to build your event into a greater success in 1953.

CONTACT: CARL A. FERRIS FERRIS SHOWS MEDINA, N. Y.

evening Charles Zemater, grandstand show; 2 days harness horse races. AID, PREMIUMS: State aid, \$4,268.75; county aid, \$1,500. Other aid, \$600. Total estimated premiums paid out (excluding races), \$5,536.95. ADMINISTRATION: President, Geo. N. Flease; secretary, A. A. Stroschein; publicity director, Pete Walch. 1953 DATES: September 3-6, tentative.

WYOMING

Central Wyoming Fair, Casper TOTAL ATTENDANCE: Paid 27,000; free 8,000. Operated 3 days, 4 nights. WEATHER: Good, 3 days, 4 nights. CARNIVAL: Forsythe & Davis Shows. ATTRACTIONS: Joie Chitwood thrill show, 1 performance; big car races, 1 afternoon; Leo Cremer Rodeo, three days. AID, PREMIUMS: Total estimated premiums paid out (excluding races) \$5,000. ADMINISTRATION: President, Guy Engle; secretary, R. S. Latta. 1953 DATES: August 12-15, tentative.

Johnson County Fair and Rodeo, Buffalo TOTAL ATTENDANCE: Paid 3,500. Operated 3 days. WEATHER: Good 3 days. RECEIPTS: Gate \$3,000. AID: County aid \$6,000. ADMINISTRATION: President, Don Hoffman; secretary, Bill Perry; superintendent of concessions, Ralph D. Perry. 1953 DATES: August 19-21, tentative.

Lincoln County Fair, Afton TOTAL ATTENDANCE: Paid 2,000; free 500. Operated 2 days, 2 nights. WEATHER: Good 2 days, 2 nights. RECEIPTS: Gate \$2,000. Total estimated premiums paid out (excluding races) \$1,750. ADMINISTRATION: President, C. S. Wray, secretary, Orrin Jenkins.

CANADA ALBERTA

Calgary Exhibition and Stampede, Calgary TOTAL ATTENDANCE: 433,140. Operated 6 days, 6 nights. WEATHER: Good 6 days, 6 nights. CARNIVAL: Royal American Shows. ATTRACTIONS: Rodeo & running races, 6 afternoons; chuck wagon races; stage show (Ernie Young Agency); fireworks (Interstate Fireworks Co), 6 evenings. ADMINISTRATION: President, Geo. Edworthy; general manager, Maurice E. Hartnett; secretary, I. W. Parsons; assistant general manager & superintendent of concessions, W. L. Ross. 1953 DATES: July 6-11, official.

Edmonton Exhibition, Edmonton TOTAL ATTENDANCE: Paid and free, 316,890. Operated 6 days, 6 nights. CARNIVAL: Royal American Shows. ATTRACTIONS: Ernie Young Agency Revue; horse races 6 afternoons. ADMINISTRATION: President, Lawrence M. Rye; secretary, Barbara E. Bannerman; superintendent of concessions, W. G. Montgomery. 1953 DATES: July 13-18, official.

BRITISH COLUMBIA

Pacific National Exhibition, Vancouver TOTAL ATTENDANCE: Paid 650,000. Operated 11 days, 11 nights. WEATHER: Good 7 days, 7 nights; rain 1 day, 1 night; cold or cloudy 3 days, 3 nights. ATTRACTIONS: Polack Bros.' Circus, 25 performances; 11 days running races. ADMINISTRATION: General manager, V. Ben Williams; President, G. Mart Ferguson; secretary, Ida E. Rae; superintendent of concessions, D. Dauphinee; publicity director, C. Defieux. 1953 DATES: August 26-September 7, tentative.

Prince George Fall Fair, Prince George TOTAL ATTENDANCE: Paid 5,250; free 750. Operated 2 days, 3 nights. WEATHER: Good 1 day, 1 night, rain 1 night, cold or cloudy 1 day, 1 night. RECEIPTS: Gate \$4,390.75. ATTRACTIONS: Running races, jalopy and hot rod races. AID, PREMIUMS: Federal aid \$200; other aid \$150. Total estimated premiums paid out, \$1,500. ADMINISTRATION: President, Mrs. D. A. Robertson; secretary, Mrs. R. B. Carter.

MANITOBA

Carman Fair, Carman TOTAL ATTENDANCE: Paid 15,800; free 3,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate \$5,218; day grandstand total (less tax) \$800; night grandstand total (less tax) \$7,420. CARNIVAL: J. P. Sullivan; ride and show gross, total amount, less federal tax \$17,200. ATTRACTIONS: Irving Grossman revue, 3 nights; harness racing, 2 days. AID, PREMIUMS: State aid \$2,700. Total estimated premiums paid out (excluding races) \$3,800. ADMINISTRATION: President, J. Wilson; secretary, A. J. Hand. 1953 DATES: July 9-11, official.

ONTARIO

Canadian Lakehead Exhibition, Fort William TOTAL ATTENDANCE: Paid 153,611. Operated 6 days, 6 nights. WEATHER: Good 5 days, 4 nights; rain 1 day, 2 nights. RECEIPTS: Gate \$50,391. Day and night grandstand total (less tax) \$23,758.

CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax \$56,000. ATTRACTIONS: Barnes-Carruthers variety show, 6 nights; National Speedways auto races, 2 afternoons. ADMINISTRATION: President, W. R. Coslett; secretary, W. Walker. 1953 DATES: August 3-8, tentative.

Norfolk County Fair, Simcoe

TOTAL ATTENDANCE: Paid 47,000; free 14,000. Operated 5 days, 5 nights. WEATHER: Good 1 day, 1 night; rain 1 day, 1 night; cold or cloudy 3 days, 3 nights. RECEIPTS: Gate \$18,103; day grandstand total (less tax) \$3,251; night grandstand total (less tax) \$5,288.

CARNIVAL: Wallace Bros. Shows; ride and show gross, total amount, less federal tax \$16,012. ATTRACTIONS: George A. Hamid acts; four days racing. AID, PREMIUMS: Federal aid \$3,000; total estimated premiums paid out (excluding races) \$14,824. ADMINISTRATION: President, James I. Moore; secretary, Harold I. Pond; superintendent of concessions, Lloyd S. Culver. 1953 DATES: October 6-10, tentative.

North Renfrew Agriculture Society, Beachburg

TOTAL ATTENDANCE: Paid 6,550; free 100. Operated 2 days, 2 nights. WEATHER: Good 1 day; rain 1 night; cold or cloudy 1 day, 1 night. RECEIPTS: Gate \$1,750. CARNIVAL: March Shows. ATTRACTIONS: 1 day harness races. AID, PREMIUMS: State aid \$450; county aid \$150; other aid \$200; total estimated premiums paid out (excluding races) \$2,400. 1953 DATES: September 14-16, tentative.

Port Perry Fair, Port Perry

TOTAL ATTENDANCE: Paid 4,060; free 3,000. Operated 1 day. WEATHER: Good 1 day. RECEIPTS: Gate \$2,290; day and grandstand total (less tax) \$284. ATTRACTIONS: Horse races. PREMIUMS: Total estimated premiums paid out (excluding races) \$2,700. ADMINISTRATION: President, Fred G. Christie; secretary, R. D. Woon; superintendent of concessions, M. P. Holtby. 1953 DATES: September 2, official.

South Waterloo Fair, Galt

TOTAL ATTENDANCE: Paid 14,069; free 5,300. Operated 3 days, 2 nights. WEATHER: Good 2 days, 1 night; rain 1 day, 1 night. RECEIPTS: Gate \$7,047; night grandstand total (less tax) \$340. CARNIVAL: Bernard & Barry; ride and show gross, total amount, less federal tax \$6,000. AID, PREMIUMS: Province \$800; municipal \$1,500; federal aid \$1,000; total estimated premiums paid out (excluding races) \$8,000.

Strathray Fall Fair, Strathray

TOTAL ATTENDANCE: Paid 6,000; free 4,000. Operated 3 days, 3 nights. WEATHER: Good 3 days, 3 nights. RECEIPTS: Gate \$3,000; night grandstand total (less tax) \$2,000. CARNIVAL: Maple City Shows. ATTRACTIONS: Stock car races, harness races. ADMINISTRATION: President, J. V. Grogan; secretary, J. B. Longmire. 1953 DATES: Second week in September, tentative.

Tillsonburg and District Fair, Tillsonburg

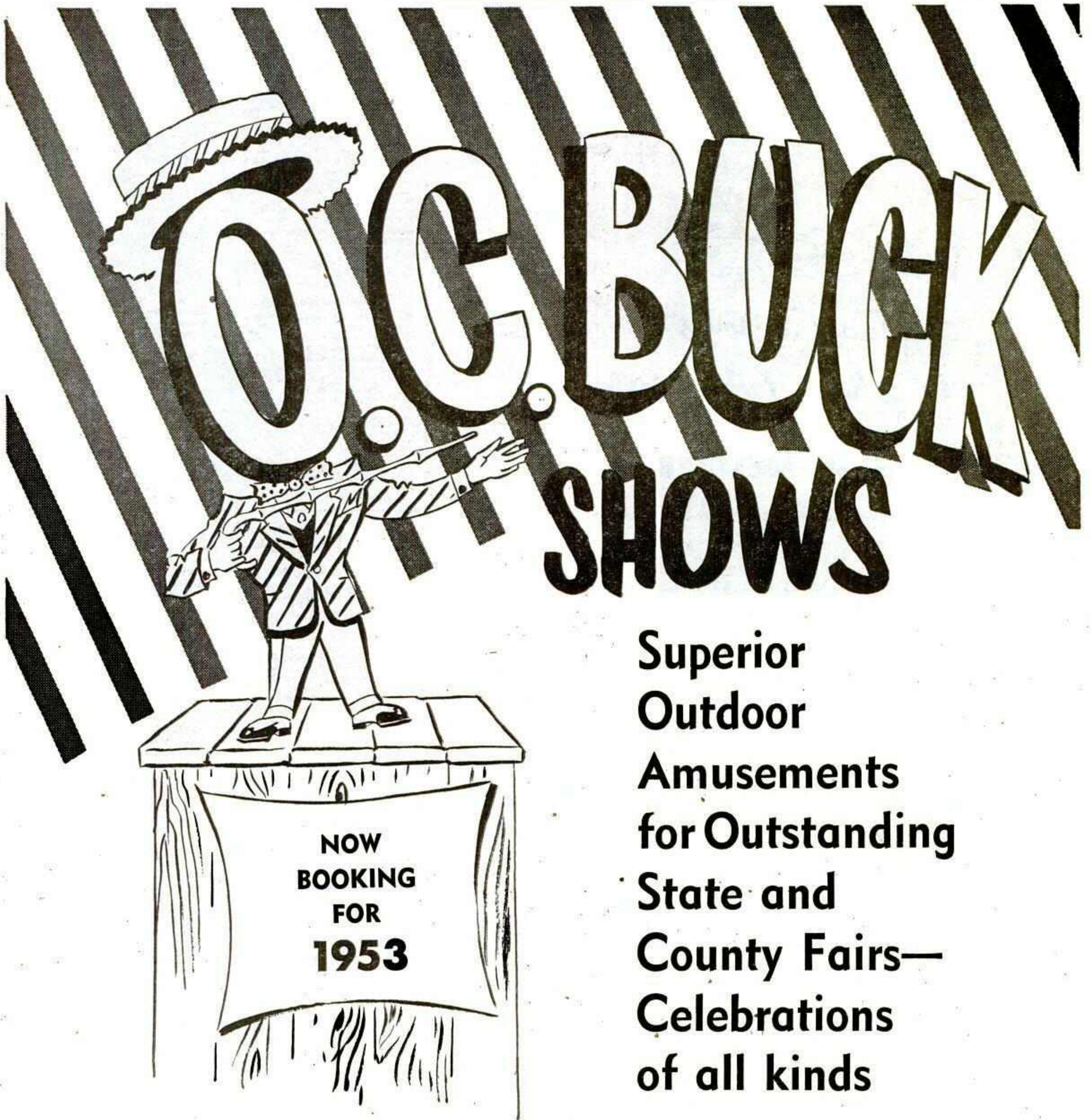
TOTAL ATTENDANCE: Paid 10,023; free 1650. Operated 3 days, 3 nights. WEATHER: Good 1 day; cold or cloudy, 2 days, 3 nights. RECEIPTS: Gate \$4,475.75; day grandstand total \$1,201. CARNIVAL: Bernard & Barry Shows. ATTRACTIONS: Lucky Lott thrill show, 3 nights; two days of harness races. AID, PREMIUMS: County aid \$200. Other aid \$150; total estimated premiums paid out (excluding races) \$4,180. ADMINISTRATION: President, Arthur Pilkey; secretary, Jack M. Cline; superintendent of concessions, John Laimers; publicity director, Sid Card. 1953 DATES: September 17-19, tentative.

Western Fair, London

TOTAL ATTENDANCE: 387,039. Operated 6 days, 6 nights. WEATHER: Good 6 days, 6 nights. RECEIPTS: Gate \$103,283; grandstand total (less tax) \$84,548. CARNIVAL: Conklin Shows; ride and show gross, total amount, less federal tax \$76,319.87. ATTRACTIONS: Vaudeville acts & revue, 6 days and 6 nights; thrill show, 2 days; 4 days harness racing. AID, PREMIUMS: State aid \$5,000; other aid \$5,000; total estimated premiums paid out (excluding races) \$42,117.83. ADMINISTRATION: President, J. A. Anderson; general manager, W. D. Jackson; publicity director, Purdom Love. 1953 DATES: September 14-19, tentative.

QUEBEC

Exposition de Victoriaville, Victoriaville TOTAL ATTENDANCE: Paid 41,069; free 2,100. Operated 4 days, 4 nights. WEATHER: Good 4 days, 4 nights. RECEIPTS: Gate \$6,214; day grandstand total (less tax) \$2,600; night grandstand total (less tax) \$3,100. CARNIVAL: T. Grien Amusement; ride and show gross, total amount, less federal tax \$1,129. ATTRACTIONS: Dance at night. AID: State aid \$1,700; county aid \$3,200; other aid \$600. 1953 DATES: August 12-16, tentative.



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Superior
Outdoor
Amusements
for Outstanding
State and
County Fairs—
Celebrations
of all kinds

Featuring:

Only the best and most
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Colorful Shows—Clean
Concessions

Thanks

to our many loyal
employees and to
our Outstanding
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and Celebrations
for a great season

Contact us at:

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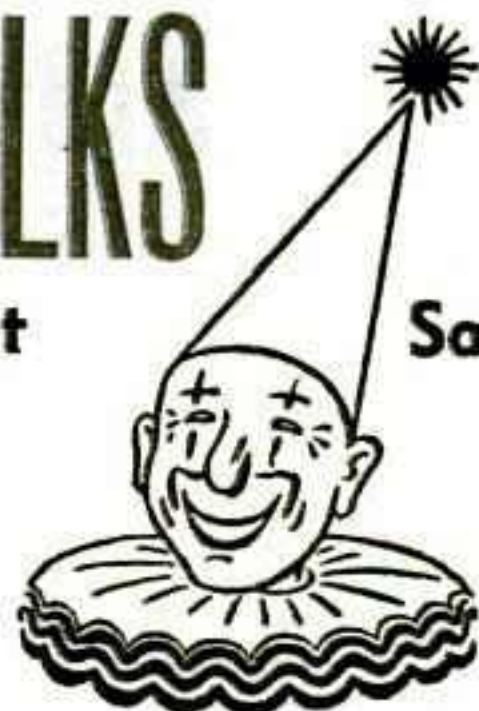
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TROY, NEW YORK

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*extends Season's Greetings
to Show Folks everywhere*

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\$9 dues and \$3 initiation.

WATCH FOR THE BIG 1953 CALENDAR OF EVENTS

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DOBSON'S

United Shows

**THERE MAY BE BIGGER,
BUT NONE ARE BETTER**

FAIR SECRETARIES • COMMITTEES • CELEBRATIONS

We will be at the Chicago Conventions and the Wisconsin, Minnesota and Iowa Fair Meetings. Let us submit our plans for 1953 and how they can help your event, large or small.

- ★ 10 First Class Rides
- ★ Late Model Trucks
- ★ Quality Shows
- ★ High Class Concessions

NOW CONTRACTING FOR 1953:
SHOWMEN—CONCESSIONAIRES

We can offer you an exceptionally fine route of proven money-making affairs and some choice early still dates if you have what we can use. Only those with equipment and ideas in keeping with our standards need apply. IT WILL PAY YOU TO GET IN TOUCH WITH US.

Thanks

to all our people for the co-operation given us in 1952.

DOBSON'S UNITED SHOWS

Winterquarters: Willernie, Minnesota

**Exposition Provinciale de
Quebec, Quebec City**

TOTAL ATTENDANCE: Paid 363,731; free 30,000. Operated 9 days, 10 nights.
WEATHER: Good 2 days, 6 nights; rain 4 days; cold or cloudy 3 days, 4 nights.
RECEIPTS: Gate \$110,013.50; day grandstand total (less tax) \$19,955.20; night grandstand total (less tax) \$10,831.72.
CARNIVAL: Conklin Shows Ltd.
ATTRACTIONS: Olsen & Johnson. Skating Vanities, 10 nights, 4 matinees; harness racing, 9 matinees, 6 nights.
PREMIUMS: Total estimated premiums paid out (excluding races) \$26,000.
ADMINISTRATION: President, Mayor Lucien Borne; managing director, Emery Boucher; superintendent of concessions, Jacques Boucher; publicity director, J. D. Boudreau.
1953 DATES: September 4-13, official.

SASKATCHEWAN

Estevan Agricultural Fair, Estevan

TOTAL ATTENDANCE: Paid 11,000; free 200. Operated 2 days, 2 nights.
WEATHER: Good 2 days, 2 nights.
RECEIPTS: Gate \$3,500; day grandstand total (less tax) \$500.
CARNIVAL: Wallace Bros. Shows; ride and show gross, total amount, less federal tax \$7,700.
ATTRACTIONS: Irving Grossman revue; 2 day horse racing.
PREMIUMS: Total estimated premiums paid out (excluding races) \$2,400.
ADMINISTRATION: President, E. P. Roe.
1953 DATES: July 2-4, official.

**Lloydminster Fair,
Lloydminster**

TOTAL ATTENDANCE: Paid 14,000. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 day, 1 night.
CARNIVAL: Wallace Bros.
ATTRACTIONS: Irving Grossman revue, 3 nights; harness racing, 2 days.
ADMINISTRATION: President, Mat Aisager; secretary, Geo. K. Ross.
1953 DATES: July 20-23, official.

**Prince Albert Exhibition,
Prince Albert**

TOTAL ATTENDANCE: Paid 44,600; free 4,253. Operated 3 days, 3 nights.
WEATHER: Good 2 days, 2 nights; rain 1 night, cold or cloudy 1 day.
ATTRACTIONS: Irving Grossman revue, 3 nights; mixed program of harness and running races.
ADMINISTRATION: President, S. L. Small; manager, D. F. Kelly.
1953 DATES: August 6-8, official.

Provincial Exhibition, Regina

TOTAL ATTENDANCE: Paid 171,305; free 25,000. Operated 6 days, 6 nights.
WEATHER: Good 6 days, 6 nights.
RECEIPTS: Gate \$37,587.30; day grandstand total (less tax) \$22,228.50; night grandstand total (less tax) \$59,190.45.
CARNIVAL: Royal American Shows; ride and show gross, total amount, less federal tax \$84,130.95.
ATTRACTIONS: Ernie Young variety show, six nights; running races, 6 afternoons.
AID: State aid \$20,130.
ADMINISTRATION: President, J. H. Coles; secretary, T. H. McLeod; superintendent of concessions, W. M. Etty.
1953 DATES: July 27-August 1, tentative.

REVITALIZES OLDIE

Aggressive Management Ups Great Barrington

• Continued from page 24

tion. Under the present administration, every food and beverage item (with the exception of the midway, of course) is run by the main office under supervision by one of Carroll's key park men.

Staff Men Used

Carroll staffs the fair with plenty of help, but always keeps his year-round staff key men. It's a close-knit, fast-moving and effective organization, and the shift is made from Riverside Park to the Barrington Fair without fuss or fanfare.

Carroll's motto, "Always on the promote," holds good for the fair as well as for other enterprises. Every possible wrinkle which can produce crowds and publicity is used.

A huge advertising outlay covers every media, with the advertising dollar spread effectively over a wide radius in newspapers, 24 - sheet boards, direct broadcasts, sponsored radio programs, small poster cards and the fair's own newspaper with a 10,000 home circulation.

The breakdown of the 1952 advertising dollar was not available at this writing, but in 1951 it ran as follows: 49 cents for newspapers; 12 cents, posters; 19 cents, 24-sheet boards; 6 cents, billing; 7.5 cents, radio; 1 cent, printing, and 1.5 cents, television.

Figures were revised this year, allowing more for TV, newspapers and 24 - sheet boards, adding bus cards, and cutting down on radio.

On the publicity side, a high-powered effective campaign has always been the keynote of the Barrington Fair. News is released—not stereotype notices, and

stunts are planned well in advance.

New Projects

Three outstanding new projects this year were the establishment of scholarship funds for outstanding county students, a well-staged 4-H banquet (with Carroll giving prizes to winning delegates) and the appearance of Blue Man, the horse of the year. All three projects developed tremendous copy and good will.

Barrington never had much success on the night side in its long history. It was strictly a day show. In an effort to build up the night side, the budget for shows and special attractions was boosted. After a few trials and several headaches, the grandstand show of several acts was evolved. It has clicked and will click for a long time. The formula: a lengthy show of audience-proof acts, every one an outstanding act in its class.

Public relations policies accent good relations with local residents and merchants. Supplies are bought locally, and as much local help as possible, consistent with smooth, efficient operation, is used. Local leaders are on the board and head some departments; town officers are given full co-operation; people are referred to local hotels and inns; neighbors are encouraged to use front lawns and free space for paid parking.

A steady growth and positive acceptance has done wonders. Generally speaking, the wide promotion and publicity has created thousands of new fair fans; urban folk, who never attended fairs, are now confirmed fairgoers. The spirit is really getting contagious.

"FAIR BEAUTIFUL"

**Rolling Hills, Lake in City Park
Give Knoxville Picturesque Site;
Plan New Theater, Exhibit Bldg.**

THE Tennessee Valley Agricultural and Industrial Fair doesn't advertise itself as the "fair beautiful" but it might well.

The fair occupies Chilhowee Park, a 67-acre tract within the city limits of Knoxville, which owns and maintains the park. It contains a beautiful natural lake, set down between two rolling slopes upon which the fair plant is located.

taneously, with ample accommodations for good-sized crowds. The wings are connected, and the entire floor area is used for some functions, such as dancing to name bands, a popular wintertime offering. Wrestling, boxing and other programs also are staged during the off-fair season.

For many years the fair has featured an open-air, vaude-type show in an outdoor theater set against the side of a hill. The structure, which seats 2,000, has proved much too small in recent years even for the two-shows-a-night program, and now plans are going ahead for a new open air amphitheater which will seat 4,500.

Another new building to go up in time for the '53 fair is a women's exhibit building. This structure is to be 80 by 200 feet and have a 20-foot ceiling. Construction of this building is expected to stimulate participation of women in the fair.

There are other needed plant improvements, but these will fall into line after the women's building and the amphitheater. There is, for instance, great need to provide for the heavy flow of traffic to and from the midway area.

At present, there is only a narrow tunnel underpassing one of Knoxville's heaviest traveled highways that permits pedestrian traffic between the midway and the remainder of the fairgrounds. On any big day or night, fairgoers are packed almost as tight as proverbial sardines as they make their way to and from the midway.

Pat W. Kerr, who has served as full-time secretary-manager of the fair since July, 1944, is looking forward to continued improvements. During his tenure he has put considerable emphasis upon the agricultural and cultural aspects, and the fair has grown accordingly. This year, the fair had as its theme "community development." In line with this were exhibits, displays and demonstrations and other events, including a "community sing" made up of choral groups from all over the country. The result was a large number of people were further tied in with the fair.

Throngs at the event have been ever-increasing during recent years. The reason: The picturesque setting and the enchantment of its beautiful lake.



PAT W. KERR

Taking up seven acres, the lake provides a refreshingly different touch to the fair. At night, it mirrors the fireworks shows and adds to their striking effect. Both day and night, a small portion of the lake is used for boating, not only during the fair but thruout the remainder of the warm weather months, when the park functions as an amusement park.

The fair's major building—a huge multi-purpose exhibit-type structure—is built on the side of a hill overlooking the lake, and a broad, concrete stairway leads down to the water. On nights when fireworks are presented this hill—and the stairway—are clogged with people, the better to see the fireworks and the reflection upon the water.

Zoo Lure

One phase of the fair, uncommon to fairs in general, is its zoo, a city-owned operation that constitutes an added attraction to the annual event and also delights park patrons thruout the season.

Other park facilities are used thruout the year. Chief among them is the multi-purpose exhibit building—a building which has been put to many uses besides that of housing exhibits during the fair.

Each wing of the building is so large that two basketball games can be held simul-



SAM GORDON

His staff and the boys and girls of
the Concession Department of the

ROYAL AMERICAN SHOWS

WISH TO EXTEND THANKS

To the **SEDLMAYR FAMILY**

and to all the Fair Officials in Canada and the United States
where we have had the privilege of operating

"AMERICA'S FINEST CONCESSIONS"

Your co-operation and valuable assistance has made 1952
another Big Year for us



F. C. BOGLE Shows

Everything Under The Sun
In Amusements...

10 RIDES • 7 SHOWS

• 35 CONCESSIONS

**Equipped to play the best in Fairs and Celebrations—
with the "Know How" that brings in Winners.**

FAIR SECRETARIES & COMMITTEES

Our sincere thanks and appreciation for your co-operation in making our 1952 season a great one.

WANT

Motor Drome, 10-in-1 Side Show, or any other non-conflicting Shows of Merit. Now booking Bingo and Concessions. A long, sure season.

See us at the Chicago Convention and Kansas, Missouri and Oklahoma Fair Meetings or write:

F. C. BOGLE SHOWS F. C. Bogle, Mgr.
Box 62, Arma, Kansas

NOW ONE OF THE TOP MOTORIZED SHOWS
IN THE MIDDLE-WEST . . .

Mickey Stark's famous



- ★ Efficient
- ★ Dependable
- ★ Considerate

Our Sincere Thanks

To the FAIRS and CELEBRATIONS where we played in 1952, and for helping us make our 7th Season such a success. Our Thanks also to our personnel and to the concessionaires for their fine co-operation and assistance. We hope you will be with us in 1953.

CONTRACTING NOW FOR 1953
RIDES—SHOWS—CONCESSIONS

MODERN EQUIPMENT INCLUDING:

- 12 MODERN RIDES
- LEGITIMATE CONCESSIONS
- MODERN PENNY ARCADE
- 5 NEON LIGHT TOWERS
- DIESEL LIGHT PLANTS
- 6 HIGH CLASS SHOWS
- FUN HOUSE
- GIANT SEARCHLIGHTS
- STREAMLINED SOUND TRUCK

MICKEY STARK
OWNER-MANAGER

RAY SWANNER
GENERAL REPRESENTATIVE

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Permanent Winterquarters: P.O. Box 229, Mt. Sterling, Illinois—When Enroute: 390 Arcade Bldg., St. Louis 1, Mo

OUR SINCERE THANKS TO ALL WHO
SHARED IN OUR PROGRESS

BUFF HOTTLE SHOWS

THE SHOW YOU'LL BE PROUD TO HAVE AT YOUR FAIR

IF YOU ARE RESPONSIBLE
FOR BOOKING A CARNIVAL
CONSIDER THESE FACTS!

Repeat performances are a mark of a good carnival. The fact that over 90% of the dates we pay ask us to come back the next year is our recommendation to you. Here's what we have to offer . . .

18 Rides — 50 Concessions
6 Light Towers — 8 Shows

SEE US IN CHICAGO AT
THE CONVENTION, and
at the Winter State Fair
Meetings in Iowa, Indiana,
Illinois, Missouri, Tennessee,
Kentucky and Louisiana.

SHOWMEN CONCESSIONAIRES

We are always interested in Worthwhile Attractions, and Concessions that measure up to our Standards. If you are interested in making a profitable connection for 1953—it will pay you to see us.

BUFF HOTTLE, Mgr.

J. H. (ROMEO) DUNN, Asst. Mgr.

J. T. (WHITEY) RICHARDS, Secy.

BUFF HOTTLE SHOWS

WINTER QUARTERS:
BOX 833
COVINGTON, LOUISIANA

Operation Hollywood

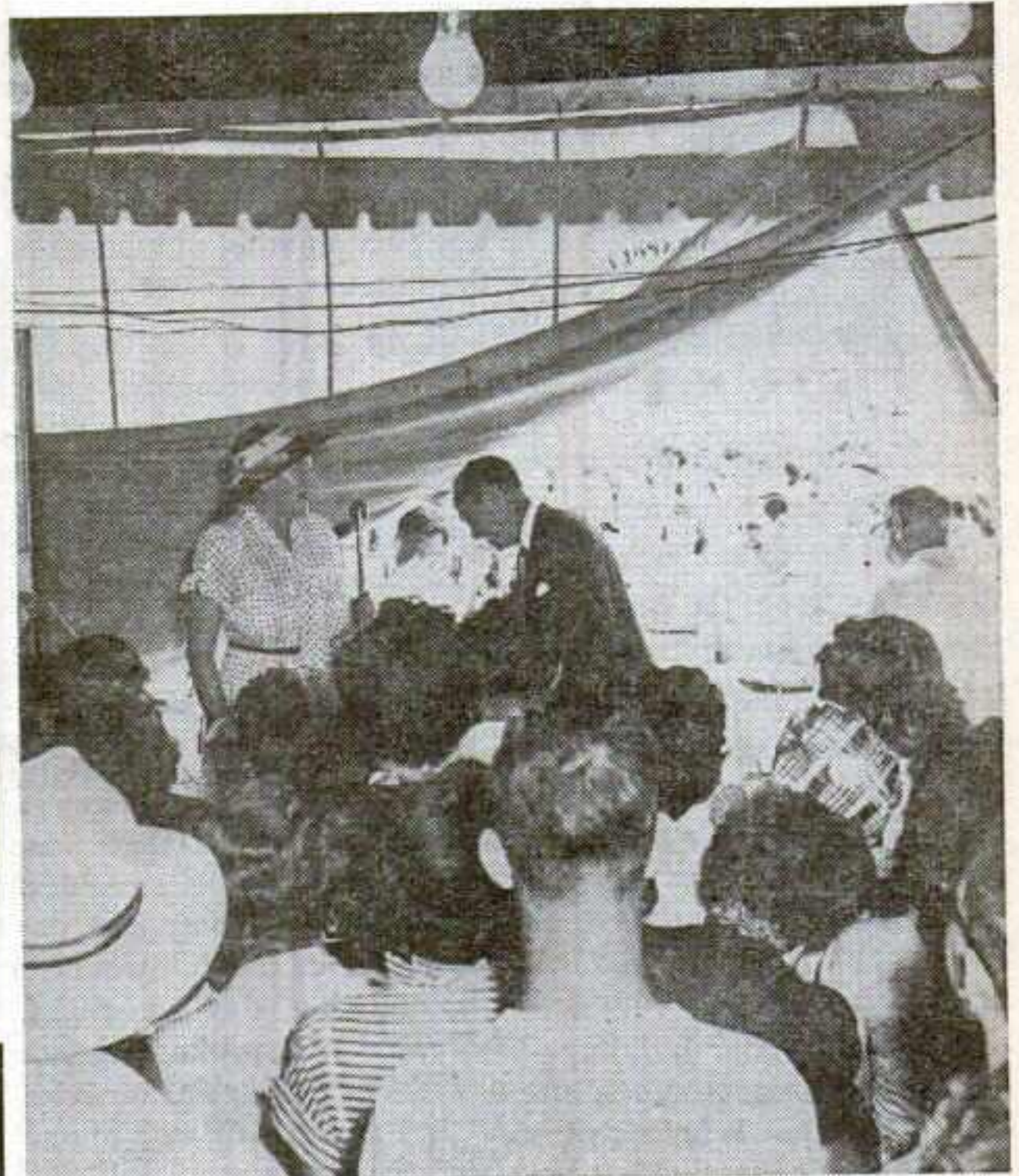
IN AN attempt to hypogin of the idea to the finished product, and for the technically curious, the latest type projection equipment was demonstrated.

waning movie grosses, the Hollywood film industry this year joined the ranks of national exhibitors at fairs and displayed its wares, along with some of its name actors, in an exhibit at the Indiana and Ohio State fairs.

Articles used in the filming of a great many old and new pictures were displayed. Included were scale-model sets and costumes worn by such favorites as Dorothy Lamour, Betty Hutton, Jane Russell, Bing Crosby, Bob Hope, Katharine Hepburn and Humphrey Bogart. Cartoonist Paul Terry provided a complete demonstration of the cartoon animating processes.

Top lure was the daily personal appearance of a number of well-established and budding flicker favorites. Included were Marjorie Main, who portrays Ma Kettle in the Ma and Pa Kettle series; Rex Allen, top Western performer; Forrest Tucker, Republic and Paramount star; Audie Murphy, much-decorated veteran turned actor; Jean Evans, Bob Shirley and Tony Romano.

Admission to the exhibit, which was housed in a 40 by 300-foot tent, was free. On the inside, patrons were briefed on the making of a motion picture from the original monster costume from the Frankenstein chiller.



Typical of the crowds that thronged the big tent was this turnout to see Marjorie Main.



One of the popular costumes on display was this ornate gown worn by Betty Hutton in the circus film, "The Greatest Show on Earth."

SELL THAT SHOW!**Grandstand Bill Needs Press Agent**

By FRED H. PHILLIPS

IS YOURS one of those smaller fairs that fall short of their full stature thru an over-cautious approach to grandstand entertainment?

Such fairs are blocking their own development and often the blind spot in their thinking is a lack of know-how in selling a grandstand show to the public. Primarily such fairs fail to recognize their position as middlemen in the purchase and sale of grandstand shows.

By way of illustration, let's look at your corner grocer. He's carrying nationally advertised products. Yet as soon as the goods are on his shelves, it's definitely up to him to move them.

Now go back to the Fair Board, and let's assume that this is the meeting where the directors meet the representative of the booking agency. Let's assume, too, that the board gets a little bolder, maybe even buys a classy revue with its own musical arrangements and a band to play them, plus good vaudeville and circus acts to round out a balanced program. There is the usual pulling-and-hauling, the suggesting, the discarding, the re-assembling. Finally the contract is drawn and signed.

Fair Responsibility

All right. What's the position now? It's something like this: The show selected (or merchandise) has been transferred from the agency (or wholesaler) to the fair, or (retailer). True, your fair has bought a show for future delivery; but the fact remains that for one week in the coming summer or autumn the fair will be responsible for that package of talent, will have to pay for it and show a return on the investment.

So where do you go from here? Maybe you should pay another visit to your grocer to see what he's done about those shelves full of goods. You'll probably find he's sold them. And to speed the turnover he's used strong local retail advertising.

That's just what your fair must do. As a retailer it must in turn sell its merchandise to the consumer. In the weeks preceding its dates, and during the week itself, the fair must exploit every channel to tell the public about the grandstand entertainment. General fair advertising is not enough. The grandstand show must be brought out as a big sock feature. The board must have believed in it or it wouldn't have bought it. But they must then offer it to the public with the same confidence.

Cites Factors

Now take a look at your grandstand. Next multiply the seating capacity by the number of performances by the price of admission; then make deductions for bad weather and other unpredictable and uncontrollable factors. By comparing the estimated earning capacity of the grandstand with the outlay for the grandstand show, one of two positions becomes apparent:

1.—If the grandstand is small you may find

you'll have to work hard to "get off the nut."

2.—If the grandstand is large, its earning potential could give the fair a comfortable profit over the cost of the show.

In either event, it would seem highly desirable to attract every last possible patron into the stand during fair week.

That's where a good strong promotion campaign pays off. In New Brunswick, Canada, the Fredericton Exhibition, tho not a large fair, engages a press agent to handle the grandstand show exclusively. (Yes, folks, I am the incumbent who enjoys that happy position.)

Press Agency

Assuming that some other fairs may consider the idea, just what services can a press agent render in connection with a grandstand show? Broadly stated, they are two.

First, he can and should break down a widespread misunderstanding of the arrangement under which the grandstand show appears. Many people regard the grandstand show simply as an "outside" enterprise that moves in to exploit the local fair. In consequence some newspapers and radio stations may register resistance to vaudeville stories. You know, of course, that the grandstand show belongs to the fair. But don't take it for granted that everyone is so clear on the facts. Your publicity man should first establish with the press and radio that the grandstand show is definitely the property and the responsibility of the local directorate during fair week. Again, the nationally advertised goods in possession of the local retailer.

Secondly, there may be a major educational function. Between the type of man who ordinarily becomes a fair director and many of the staffers on newspapers and radio stations there may be a considerable age spread. Not infrequently there may be a full generation between the two. Fair officials, being in the senior bracket, often may not grasp the import of this situation. In the present equation, it often means that the younger people have not had the opportunity to observe and to know as much about fairs and grandstand presentations as might be desirable—the atmosphere pervading musical revues, the circus tradition attaching to great family names, the perseverance required in animal training, and so forth. So one of the press agent's duties may consist in simple enlightenment. But by rendering the performing institution more comprehensible to younger writers and newscasters, he may be paving the way to some mighty good stories later.

Qualified Writer

Now the foregoing, narrows down your field of eligibles for the press agent spot. No, Joe Soap, who didn't get along at the local laundry and "just needs something for the time" won't do. Nor do you want anyone who lives in the rarefied atmosphere of a "public relations counselor"

(Continued on page 134)

A Family Tradition...**JOHNNY'S United****SHOWS****A CLEAN****SHOW...****A CLEAN****REPUTATION**

In keeping with family tradition of always presenting the best that is available, this show continues to bring the best in attractions, rides and shows to the midways it has the privilege of playing.

WE WISH TO THANK the many Fair Secretaries and Committees where we played in 1952 for the fine help they gave us . . . **WE WILL BE AT THE INDIANA, ILLINOIS and TENNESSEE FAIR MEETINGS.**

FOR 1953

We promise 12 High Class Rides featuring Twin Wheels and Clean Shows, including All-Star Minstrel, Mighty Mike High Pole Free Attraction. We are now arranging our 1953 tour. If you want a traditionally fine show, contact us.

NOW BOOKING**SHOWS—RIDES—CONCESSIONS**Contact: **JOHNNY'S UNITED SHOWS****WINTERQUARTERS: GANTT, ALA. BOX 105****LAGASSE AMUSEMENT COMPANY****HAVERHILL, MASS.****Telephone 4-6461****EVERYTHING IN AMUSEMENT ANYWHERE IN NEW ENGLAND****now booking****CARNIVALS and FAIRS****for the 1953 SEASON****FOR SALE****EYERLY ROLLOPLANE****SMITH & SMITH CHAIR-O-PLANE**

MOTOR STATE SHOWS

THE CLEANEST SHOW ON EARTH

**MICHIGAN
OHIO
INDIANA**

THANKS

To Fair Secretaries and Committeemen who helped make our 1952 tour the most successful in the history of our organization.

FOR 1953

**We Offer
Fair
Secretaries
& Committees**

**We Offer
Concessioners
&
Showmen**

10 Rides—Twin Ferris Wheels
3 Shows of MERIT
25 Legitimate Concessions
Our past reputation is your best guarantee of future reference and satisfaction

A long sure season of the best still dates and celebrations, followed by a route of Fairs

Featuring "THE DARING TEXAN" on a 140 ft. Sway Pole

JOE FREDERICK
Owner & Manager

2263 Newton St.
Detroit 11, Mich.

ROCKWELL SHOWS

Mike Rockwell . . . Owner-Manager

Always A Great Performance

Playing some of the Best Fairs and Celebrations in the Middle West.

A Clean, High-Quality Show at every performance that brings the customers back.

FAIRMEN AND COMMITTEES

We are preparing our route for 1953, so please contact us early. We will see you at the Fair meetings.

- TOP RIDES • GOOD CONCESSIONS •
- CLEAN SHOWS • A Modern Show in All Ways . . .
- NO FLATS—NO GYPSIES—NO GIRL SHOWS

CAN PLACE
A FEW WELL-EQUIPPED
CONCESSIONS AND SHOWS

CONTACT: **MIKE ROCKWELL,**
Kinsley, Kansas

LARRY NOLAN
General Agent

SELL THAT SHOW!

Grandstand Bill Needs Press Agent

• Continued from page 133

or yet an "educational director." I still insist on a press agent. Your man must be a qualified writer who has both a knowledge of acts and a genuine interest in them—somebody who can go over there on the center field and "cut it up" with the folks.

But let's assume that you've selected your candidate so that we may address our next remarks direct to him.

Just what feats of journalistic legerdemain are possible to the press agent on a grandstand show and what are some of the gimmicks by which they are realized?

First, if your fair has bought a show from a big house, mats and advance press stories on the acts are readily available. So get the mats and stories—and use them. Use the mats to illustrate your ads. See also that the papers carrying the ads are serviced with the mats and stories.

Special Editions

Next, an alert local daily will probably publish a Special Fair Edition a few days in advance of the opening. Be sure to find out their requirements on copy and be prepared to furnish a good story on the various acts. You may be surprised to learn that a lot of people read those editions thoroughly.

Now visit the newspapers and the radio stations that are carrying your advertising, explain your position and ask how you can co-operate with them during fair week. No, your work does not end when fair week rolls around. It simply goes into a new phase. You're going to stay right around with your performing personnel every night. For the next week they're your little flock and you're going to shepherd them, press-wise; and you can't do it from a distance. Backstage is your beat and you must cover it.

In their approach to your show the press and radio gentry may manifest any one of several attitudes. First, they may know exactly what they intend to do. For instance, the radio station may have decided to include a number of tape recordings of performer interviews in their general fair coverage during the week. Fine, in that case you can simply assume a supporting role and perhaps bring together the persons concerned.

Interesting story leads can often be found among the performers themselves. The public is always eager to learn that performers are people. So cast around conversationally backstage and the results will often be richly rewarding. Someone may have an interesting hobby far removed from his professional life—like Ira Watts, the chimp man, who is an accomplished amateur photographer. Another may be a member of a proud professional family and his father or grandfather may have made your town in circus or vaudeville years ago. In the family acts, maybe a youthful member is appearing on-stage for the first time in your town. In Bobby Whaling's

cycle act Miss Rudie, aged 6, has been appearing on a unicycle this past season, and Pedro Morales Jr. currently adds moppet appeal to the balancing turn of Pedro and Durand.

Community Project

Whatever the press and radio want to do, your lot will usually not be too hard. Most newspapers and radio stations will regard the fair for what it is—a community project. And they'll want to go along. The fair is just about everything in your community—its industry, its commerce, its agriculture, its arts, skills and crafts, its cultural life, its fraternal and civic groups—all wrapped up in a few acres of ground for one glorious week. Need one mention that most of the big local advertisers are often fair exhibitors? Then on fair week, too, a gala atmosphere spreads from the grounds and permeates the town-at-large. At that time there is high reader acceptance and high listener acceptance of the vaudeville type story. That newspaper space and that radio time are often waiting for you. So go and get it.

If there's one edition in the whole week that's more important than any other, it's the one immediately following the first performance of the grandstand show. In most cases this will be the Tuesday paper following the Monday opening. Now your advance ballyhoo is a thing of the past. The first nighters have sat in judgment and the next day's papers must reflect the impact the show has registered.

Supplies Reviews

On this occasion I feel more secure when I have a good glowing review written and tucked away in my inside pocket. Not that the newspaper boys wouldn't outstrip me both in style and enthusiasm. But you never can tell when the star reporter is going to be sent out of town on an inquest or a baseball game. And you'd want the paper to be protected.

In that "day after opening" paper, too, is the place to try for an eight-column banner. Here you may be obliged to abandon the subtle approach for the direct. In fact the only way I ever got a streamer was to ask for it.

There's one other department where it's relatively easy to score and that's the feature page or section which many dailies carry on Friday or Saturday. On some papers, of course, the section is made up of syndicated features; but more often it is a weekly chore for which someone in the newsroom is "Joe." If you want to get into that feature section you should explore the ground well in advance. But there's your clue. Find "Joe." He's usually a harassed reporter who doesn't know where his next feature is coming from. If you can offer him a well-written story with a picture or two, you're likely to be "in." The essential bargain here is that the newspaper will provide the space if you can fill it. But again, don't try to kid the boys. (Continued on page 149)

STILL-DATE FACILITIES

ARIZONA

Phoenix, Arizona State Fair
GRANDSTAND CAPACITY: 7,200.
Size of race tracks, mile, and five-eighths mile. Five-eighths track is equipped for night racing. Plant is available for: Big car races, midget auto races, stock car races, thrill shows, rodeos, circus show lot.
1952 STILL DATES: Horse race, auto races, J. C. Rodeo, 20-30 club junior rodeo, western saddle club stampede, fireworks, picnics, dog show, stock show, cattle sales.
GEORGE W. BLAKE, State Fairgrounds, Phoenix.

ARKANSAS

Bentonville, Benton County Fair
GRANDSTAND CAPACITY 1,000
Size of race track, one-half mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.
C. M. Burger.

Blytheville, Northeast Arkansas District Fair
GRANDSTAND CAPACITY 3,000.
Size of race tracks: one-half mile, and one-quarter mile. Quarter-mile track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 8,000. Coliseum (indoor arena) available for rental for: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: Stock car race, King Bros., Circus, carnival.

Clinton, Van Buren County Fair
GRANDSTAND CAPACITY: 3,000.
Plant is available for: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
DEWEY DAVENPORT, Clinton.

Fayetteville, Washington County Fair
GRANDSTAND CAPACITY 2,800.
Size of race track, one-half mile. Plant is available for: Hot rod races, harness races, stock car races, thrill shows, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 400. Coliseum (indoor arena) available for rental for: Stage shows, trade shows.
1952 STILL DATES: R. E. A. annual meeting, 4H conference, baseball games.
J. AUSTIN PARISH, Fayetteville.

Fort Smith, Arkansas-Oklahoma Livestock Exposition
GRANDSTAND CAPACITY: 10,000.
PLANT IS AVAILABLE FOR: Thrill shows, rodeos.
1952 STILL DATES: Rodeo, horse show, ice show, stage show.
J. W. SLATES, care of Chamber of Commerce, Fort Smith.

Franklin County Fair, Ozark
PLANT IS AVAILABLE FOR: Rodeos, carnival show lot.

Harrisburg, Poinsett County Fair
PLANT IS AVAILABLE FOR: Circus show lot, carnival show lot.
A. L. WADDLE or L. K. COLLIER, Harrisburg.

Independence County Fair and Livestock Association
PLANT IS AVAILABLE FOR: Circus show lot, carnival show lot.
J. P. ADAMS, President, P. O. Box 417, Batesville.

Magnolia, Columbia County Fair and Livestock Show
PLANT IS AVAILABLE FOR: Carnival show lot.
VES W. GODLEY, Magnolia.

Paragould, Greene County Fair
PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Stage, shows, trade shows.
1952 STILL DATES: Carnival, circus, baseball.
WEBB GREEN, Green Hardware Company, Paragould.

Paris, North Logan County Fair
BLEACHER CAPACITY 3,500. Plant is available for: Rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Rodeo, Dairy Day Show.
NORTH LOGAN COUNTY FAIR ASSOCIATION, Paris.

Pine Bluff, South Arkansas Livestock Show and Rodeo
GRANDSTAND CAPACITY: 7,000.
PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, harness races, circus show lot.
1952 STILL DATES: Horse show, ice

A Way to Bigger Income

An increasing number of fairs are turning to year-round utilization of their facilities as a means of bringing in added revenue. Attractions, too, are showing a greater awareness of the money to be made by playing at fairgrounds at times other than during the actual operation of fairs.

The Billboard's fourth annual compilation of fairgrounds facilities reflects this trend. The number of fairs responding to questionnaires

concerning the availability of their facilities for still dates this year far surpassed that of last year.

The listing proved of vast importance to attractions last year. Its greater completeness and added information this year will make it a more effective working tool than before. Attractions are urged to save the listing and to make use of the information it contains in routing or booking.

show, Amvet circus, Cotton Belt R.R. 50th anniversary celebration, spring calf show, carnival.
GEORGE HESTAND, 817 Linden St., Pine Bluff.

CALIFORNIA

Angels Camp, Calaveras County Fair
GRANDSTAND CAPACITY: 7,000.
Size of race tracks: half mile, and one-fifth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, stage shows, trade shows, sports shows.
1952 STILL DATES: California gem and mineral show, Eastern California beef judging show, Mother Lode basketball tournament.
CARL T. MILLS, Angels Camp.

Antioch, Contra Costa County Fair
GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 2,000. Size of track, three-eighths mile. Track is equipped for night racing. Plant is available for: Stock car races, thrill shows, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Dances, sports shows.
1952 STILL DATES: Dances, wrestling, hardtop races, 4-H Field Day, Church Bazaar.
NORMAN D. SUNDBORG, Secretary-Manager, P. O. Box 25.

Bakersfield, Kern County Fair
GRANDSTAND CAPACITY: 10,000.
BLEACHER CAPACITY: 10,000. Plant is available for: Carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,500. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.
LLOYD H. GOAD, Box 1142, Bakersfield.

Calistoga, Napa County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 1,500. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: Spring Training Salem Senators Baseball team, baseball 3 nights per week during summer, football, auto racing.
Roy P. Schoepf, secretary-manager, 1435 Oak Street, Calistoga.

Chico, Silver Dollar Fair
GRANDSTAND CAPACITY: 1,600.
BLEACHER CAPACITY: 2,100. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: Polack Bros. Circus, baseball games, dog show.
ED WARRENER, Fairgrounds.

Crescent City, Del Norte County Fair
GRANDSTAND CAPACITY: 750.
BLEACHER CAPACITY: 200. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 900. Coliseum available for rental for: Dances, trade shows, sports shows.
1952 STILL DATES: Chitwood Daredevils, stock car races, dances, club meetings.
L. W. McCLURE, Box 26, Crescent City.

Del Mar, San Diego County Fair
GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 1,000. Size of race track, 1 mile. Plant is available for: Harness races, thrill shows, rodeos.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
PAUL T. MANNER, Box 578, Del Mar.

Eureka, Redwood Acres Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,500. Size of race track, five-eighths mile. Plant is avail-

able for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Shrine circus, stock car races, hardtop races, big car race, rodeo, carnival, motorcycle race.
RALPH H. BARNES, 3570 Harris St., Eureka.

Hemet, Farmers' Fair of Riverside County
GRANDSTAND CAPACITY: 1,600.
Size of race track: seventh-tenths miles. Plant is available for: Midget auto races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: AKC dog show, three-quarter mile midget racing, gymkhana and horse shows.
HARRY HOFMANN, Manager, P. O. Box 398.

Imperial, California Mid-Winter Fair
GRANDSTAND CAPACITY: 3,000.
Size of race tracks, one-half, and one-quarter mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Weekly jalopy races, 4th of July fireworks display, thrill show.
D. V. STEWART, Secretary - Manager, Box 308, California Mid-Winter Fair, Imperial.

King City, Salinas Valley Fair
GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: Dances, basketball, wrestling.
L. H. BURNS, 504 S. San Lorenzo, King City.

Lancaster, Antelope Valley Fair and Alfalfa Festival
GRANDSTAND CAPACITY: 1,029.
BLEACHER CAPACITY: 2,600. Size of race track, three-eighths mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
1952 STILL DATES: Elks Rodeo, group picnics.
A. G. MARQUARDT, Secretary-Manager, Box 1145, Lancaster.

Madera, Madera District Fair
GRANDSTAND CAPACITY: 1,243.
BLEACHER CAPACITY: 1,250. Size of track, half-mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Livestock sales, midget auto races.
J. T. O'SHAUGHNESSY, Route 1, Box 358, Madera.

Mariposa, Mariposa County Fair
GRANDSTAND CAPACITY: 1,660.
BLEACHER CAPACITY: 300. Size of race track, 7-32. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, rodeos, stage shows, sports shows.
DALE K. CAMPBELL, P. O. Box 333, Mariposa.

McArthur, Inter-Mountain Fair
GRANDSTAND CAPACITY: 700.
BLEACHER CAPACITY: 400. Size of race track three-eighths mile. Plant is available for: Stock car races, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY 500. Coliseum available for rental for: Dances.
GEORGE INGRAM, McArthur.

Merced, Merced County Fair
GRANDSTAND CAPACITY: 3,200.
BLEACHER CAPACITY: 2,000. Size of race track half-mile. Plant is available for: Thrill shows, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAIL-

ABLE FOR RENTAL FOR: Dances, trade shows.
1952 STILL DATES: Jalopy races, Polack Shrine Circus, weekly dances, banquets.
W. C. WAXBERG, Box 1352, Merced.

Pleasanton, Alameda County Fair
GRANDSTAND CAPACITY: 3,500.
Size of race tracks, mile, and a half-mile. Plant is available for: Harness races.
1952 STILL DATES: Dog show, organization barbecues, picnics, 4-H club days.
BOARD OF SUPERVISORS, Court House, Oakland, Calif.

Quincy, Plumas County Fair
GRANDSTAND CAPACITY: 2,200.
Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: Baseball, football, wrestling, dances, conventions, picnics, hardtop races.
TULSA E. SCOTT, Sec.-Mgr., P. O. Box 388, Quincy.

Sacramento, California State Fair
GRANDSTAND CAPACITY: 8,120.
BLEACHER CAPACITY: 2,000. Size of race track 1 mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
INDOOR ARENA AVAILABLE FOR RENTAL FOR: Dances, trade shows, sports shows.
1952 STILL DATES: Livestock sales, Shrine dinner, Trade Club, picnics.
E. P. (NED) GREEN, P. O. Box 2036, Sacramento.

San Jose, Santa Clara County Fair
GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 3,000. Size of race tracks, mile, and a half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: 100 mile stock car races, S. C. Kennel Club Show, three other race dates (hard top and other), poultry show, quarter horse show, rabbit show, 4-H Fair, two cattle auctions, range bull sale - California State Horsemen's Convention.
RUSSELL E. PETTIT, Sec.-Mgr., Santa Clara County Fairgrounds, 2530 S. 1st St., San Jose.

Sonora, Mother Lode Fair
GRANDSTAND CAPACITY: 3,200.
BLEACHER CAPACITY: 1,000. Plant is available for: Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000. Coliseum available for rental for: Dances, rodeos, ice shows, stage shows, trade shows, sports shows.
1952 STILL DATES: Dances, shows, banquets, meetings and rodeos.
C. B. MATHEWS, Box 936, Sonora.

Stockton, San Joaquin County Fair
GRANDSTAND CAPACITY: 3,600.
BLEACHER CAPACITY: 400. Size of race tracks, three-quarter and one mile.
PLANT IS AVAILABLE FOR: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Ice shows, circuses, stage shows, trade show, sports shows.
1952 STILL DATES: Circus, rodeo, auto races, motorcycle races, thrill shows.
E. G. VOLLMANN, P. O. Box 1609, Stockton.

Tulare, Tulare County Fair
GRANDSTAND CAPACITY: 1,750.
BLEACHER CAPACITY: 3,200. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, circuses, stage shows, trade shows., sports shows.
1952 STILL DATES: Rodeo, Shrine circus, turkey shoot, fish and game banquet, motorcycle races, 4-H Fair, Boy Scout banquet, weekly dances, camp meeting, livestock sales, private dances and banquets, winter quarters for training race horses.
A. J. ELLIOTT, Box 777, Tulare.

Yreka, Siskiyou County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 2,000. Size of race tracks, half mile and quarter mile. Quarter mile track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot.
COLISEUM (INDOOR ARENA) available for rental for: Trade shows.
1952 STILL DATES: Stock car races, horse races, horse shows, junior livestock demonstrations.
Edward B. Mathews, Route 1 Box 99, Yreka.

COLORADO

Akron, Washington County Fair and Rodeo
GRANDSTAND CAPACITY: 3,400.
BLEACHER CAPACITY: 700. Size of race track, one-half mile.
WILLIAM H. DARRELL, Akron.

Hotchkiss, Delta County Fair
GRANDSTAND CAPACITY: 2,800.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Horse racing, rodeo, carnival, livestock and agricultural exhibits, ball games, dances.
JOHN R. NEILL, Hotchkiss.

Julesburg, Sedgwick County Fair
GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track, one-half mile. Plant is available for: Midget auto races, stock car races, rodeos, motorcycle races, carnival show lot, circus show lot.
SEDGWICK COUNTY FAIR BOARD, Julesburg.

Pueblo, Colorado State Fair
GRANDSTAND & BLEACHER CAPACITY: 8,400.
Size of race track, one-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Ice shows, circuses, stage shows, trade shows, sports shows.
W. H. KITTLE, Mgr., Colorado State Fair, Pueblo.

Rocky Ford, Arkansas Valley Fair
GRANDSTAND CAPACITY: 3,623.
BLEACHER CAPACITY: 1,425. Size of race track, one-half mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Carnivals, circuses, tent shows.
TED CHENAULT, Chamber of Commerce Bldg., Rocky Ford.

Trinidad, Trinidad Round-Up
GRANDSTAND CAPACITY 1,200.
BLEACHER CAPACITY 2,500. Size of race track, one-half mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Junior College Rodeo, 4th July fireworks.
HARRY L. BEIRNE, Box 210 Trinidad.

CONNECTICUT

Danbury, The Great Danbury Fair
GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 3,590. Size of race track, one-fifth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.
1952 STILL DATES: Stok car races every Saturday night.
JOHN W. LEAHY, General Manager, 130 White St., Danbury.

Stafford Springs, Stafford Fair
GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 2,500. Size of race tracks, one-fifth mile asphalt, and one-half mile clay. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows.
1952 STILL DATES: Midget auto races, stock car races, auto thrill shows, harness horse races.
C. D. BENTON, Cooper Lane, Stafford Springs.

DELAWARE

Harrington, Kent and Sussex County Fair
GRANDSTAND CAPACITY: 4,000.
BLEACHER CAPACITY: 600. Size of race track, one-half mile. Track is equipped for night racing. Plant is available for: Big car races, harness races, thrill shows, rodeos, carnival show lot.
1952 STILL DATES: Harness racing.
T. B. HOLLOWAY, Harrington.

GEORGIA
Cartersville, Bartow County Fair
PLANT IS AVAILABLE FOR: Thrill

Southern VALLEY Shows

New Ideas in Showmanship

Keeping abreast the latest developments in Rides and Shows, presenting quality Concessions, these are the factors that we've combined to bring you a Midway that is equal to the best.

TO FAIRMEN AND COMMITTEES

If you are looking for a quality show for your 1953 Midway, this is it. We have a few open dates that may fit in with your plans. We will be at the State conventions in Arkansas, Louisiana, Mississippi, Missouri and Illinois.

SHOWMEN-CONCESSIONAIRES

If you are interested in making a profitable connection for the 1953 season see us. We are specifically interested in quality shows in keeping with our standards.

Thanks to everyone who helped make our 1952 season a great one.

EDDIE MORAN, Manager
SOUTHERN VALLEY SHOWS

1301 Emerson St.

Monroe, Louisiana

SNAPP GREATER SHOWS inc.

... GREETINGS!

Featuring on our brilliantly lighted midway the world's finest and most modern rides, and for 1953, brand new, top flight shows and attractions.

FAIR SECRETARIES AND CELEBRATION COMMITTEES contact us before booking your midway attractions. We can definitely offer you the most up-to-date rides, shows and concessions. We welcome your investigation.

SHOWMEN!

For the 1953 season we plan on new and unusual shows and attractions. If you have any worthwhile ideas, let us hear from you, as we will finance you and help you produce any high-class show. Will also consider booking reliable shows not conflicting with those on our midway.

CONCESSIONS

Will book nice clean Cook House, also a few well-flashed Legitimate Concessions.

See WM. R. SNAPP at the Chicago Convention or at your State Fair Association Meeting.

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shows, rodeos, carnival show lot, circus show lot.

COLISEUM (indoor arena) available for rental for: Dances, stage shows, trade shows, sports shows.
VICTOR H. WALDROP, 212 West Ave., Cartersville.

Eastman, American Legion Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 2,500. Size of race track, one-half mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Circus, rodeo.
R. T. RAGAN, and A. T. COFFEE, Eastman, Ga.

IDAHO

Blackfoot, Eastern Idaho State Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,000. Size of race track, one-half mile. Plant is available for: Big car races, midget auto races, harness races, thrill shows, rodeos.
1952 STILL DATES: Blackfoot Stampede, Idaho State Riding Club annual meet, Bingham County 4-H Fair.
RUTH C. HARTKOPF, Secy. - Mgr., Eastern Idaho State Fair, Box 228, Blackfoot.

Boise, Western Idaho State Fair

GRANDSTAND CAPACITY: 6,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000.
1952 STILL DATES: Thrill show; dog show; auto races; horse show and rodeo; riding club meets; livestock sales.
AMBROSE W. JOHNSON, MARIAN H. GOLDEN, Western Idaho State Fairgrounds, Route 4, Boise.

Cambridge, Washington County Fair

GRANDSTAND CAPACITY: 1,750. BLEACHER CAPACITY: 250. Size of race track, three-eighths mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Rodeo, carnival, circus, baseball, football, horse races.
FRED BRANT, Cambridge.

Nezperce, Lewis County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 400. Size of race track, quarter-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Local horse club gymkhana.
GORDON DAILEY, Nezperce.

Orafina, Clearwater County Fair and Celebration

GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 1,000. Plant is available for: Carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,000.
BERT CURTISS, Orafina.

Sandpoint, Bonner County Fair

BLEACHER CAPACITY: 1,000. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 800. Coliseum available for rental for: Sports shows, trade shows.
1952 STILL DATES: REA picnic, co-op picnic, Republican rally.
WALT McPHERSON, Courthouse, Sandpoint.

Weiser, Weiser Round-Up and Fair

GRANDSTAND CAPACITY: 6,000. PLANT IS AVAILABLE FOR: Rodeos, carnial show lot, circus show lot.
1952 STILL DATES: Saddle Club events, rodeo, carnivals.
ELDON COUPER, Weiser.

ILLINOIS

Anna, Anna Fair

GRANDSTAND CAPACITY: 1,600. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Shrine circus.
CITY PARK BOARD, Anna.

Fairbury, Fairbury Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 2,000. Size of tracks, half-mile, and one-fifth mile. Fifth-mile track is equipped for night racing. Plant is available for: Midget auto races, stock car races, thrill shows.
1952 STILL DATES: Stock car and midget races.

Fairfield, New Wayne County Fair

SIZE OF RACE TRACK: Half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Shrine circus, midget races.
R. W. VAUGHAN, Box 247, Fairfield.

Harrisburg, Saline County Fair

GRANDSTAND CAPACITY: 3,500. Size of race tracks, one-half and one-fifth miles. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Shriners Circus; stock car races each week.
L. M. HANCOCK, Rose Bldg., Harrisburg.

Kankakee, Kankakee County Fair

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: None. Size of race track(s) half and fifth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Jimmie Lynch thrill show, stock car racing weekly.
PERCY FLOISELL, P. O. Box 583, Kankakee.

Knoxville, Knox County Fair

GRANDSTAND CAPACITY 1,414. BLEACHER CAPACITY: 2,800. Size of race track(s), one-half and one-fifth mile. Fifth-mile track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Stock car races, 4-H Show, Society Home Shows.
RAY SWANSON, 1127 Willard St. Galesburg.

Lewistown, Fulton County Fair

GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Track is equipped for night racing.
Plant is available for: Big car races, hot rod races, Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Big car auto races; night running horse races.
C. L. Kelso-Clare Shull, Lewistown.

Lincoln, Logan County Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track, one-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Motorcycle races, Kelly-Morris circus.
W. E. LAYMAN, 131 10th St., Lincoln.

Marshall, Clark County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 800. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot.
1952 STILL DATES: Memorial Day Racing; Fourth of July Racing; Fire-works, Rodeo.
Everett Smitley, Marshall.

Martinsville, Martinsville Fair

GRANDSTAND & BLEACHER CAPACITY: 3,000. Size of race track one-half mile. Plant is available for: Harness races, thrill shows, circus show lot.

Mazon, Grundy County Fair

GRANDSTAND CAPACITY: 7,000. Size of race track, quarter-mile asphalt. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, sports shows.
1952 STILL DATES: Stock car races every Sunday.
W. F. CARTER, Mazon.

Melvin, Ford County Fair

BLEACHER CAPACITY: 4,000. PLANT IS AVAILABLE FOR: Rodeos, carnival show lot.

Milford, Iroquois County Fair

BLEACHER CAPACITY: 1,500. Size of race track, quarter-mile. Track is equipped for night racing. Plant is available for: Harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Rodeo.
BERYL HAWTHORNE, Milford.

Oregon, Ogle County Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 1,000. Size of race track, one-half mile. Plant is available for: Circus show lot.
1952 STILL DATES: Carnivals and circuses.
E. D. Landers, Oregon.

Paris, Edgar County Fair

GRANDSTAND CAPACITY: 2,000. Size of race track, half mile. Plant is available for: Harness races.

Petotone, Will County Fair

GRANDSTAND CAPACITY: 3,500. Size of race track, one-fifth mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
CLARENCE CANN or ROBERT W. KLIPP, Peotone.

Sandwich, Sandwich Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Midget auto races, harness races, rodeos, circus show lot.
C. R. BRADY, 113 So. Main St., Sandwich.

Taylorville, Christian County

Agricultural Fair
GRANDSTAND CAPACITY: 2,500. Size of race track, half-mile. Plant is available for: Harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATE: Illinois State Drum & Bugle Corps, Western horse shows.
J. W. BERRY, 634 S. Webster Taylorville.



GEM CITY

Shows

"DIAMOND OF THE SHOW WORLD"

"The Jolly Irishman"



THOMAS D. HICKEY
President—General Manager

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to the Fairs and Celebrations where we had the privilege of furnishing the Midway Attractions this year for the Most Successful Season in our History.

- 10 Bona Fide Shows with Talent
- 14 Major Rides
- 8 Kiddy Rides
- 6 Downey Light Towers
- Light Plants
- Searchlights
- 40 High Type Concessions

SEE US IN CHICAGO AT THE SHERMAN HOTEL DURING THE CONVENTIONS . . .

Our Representatives will be at the Illinois, Indiana, Missouri, Kentucky, Tennessee, Alabama and Georgia Fair Meetings.

To Fair Secretaries in These States:
DO NOT CONTRACT YOUR MIDWAY ATTRACTIONS UNTIL YOU CONTACT US

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- Robert (Bob) Stewart, Gen. Agent
- Wendell Pierce, Asst. Mgr.
- George Leonard, Publicity
- Greco Bros., Concession Mgrs.
- Harry Thomas, Secretary
- John Reed, Business Mgr.
- Ray Marsh Brydon
Director and Producer of Shows and Attractions

To Our Friends Old & New

We are looking forward with enthusiasm to the 1953 season. We have already acquired 3 new Major Rides including a Moon Rocket, and 3 new Kiddy Rides.

We are now in a position to service you, from the smallest County Fair to the largest State Fair in the country. We will give you as many shows as your event may require.

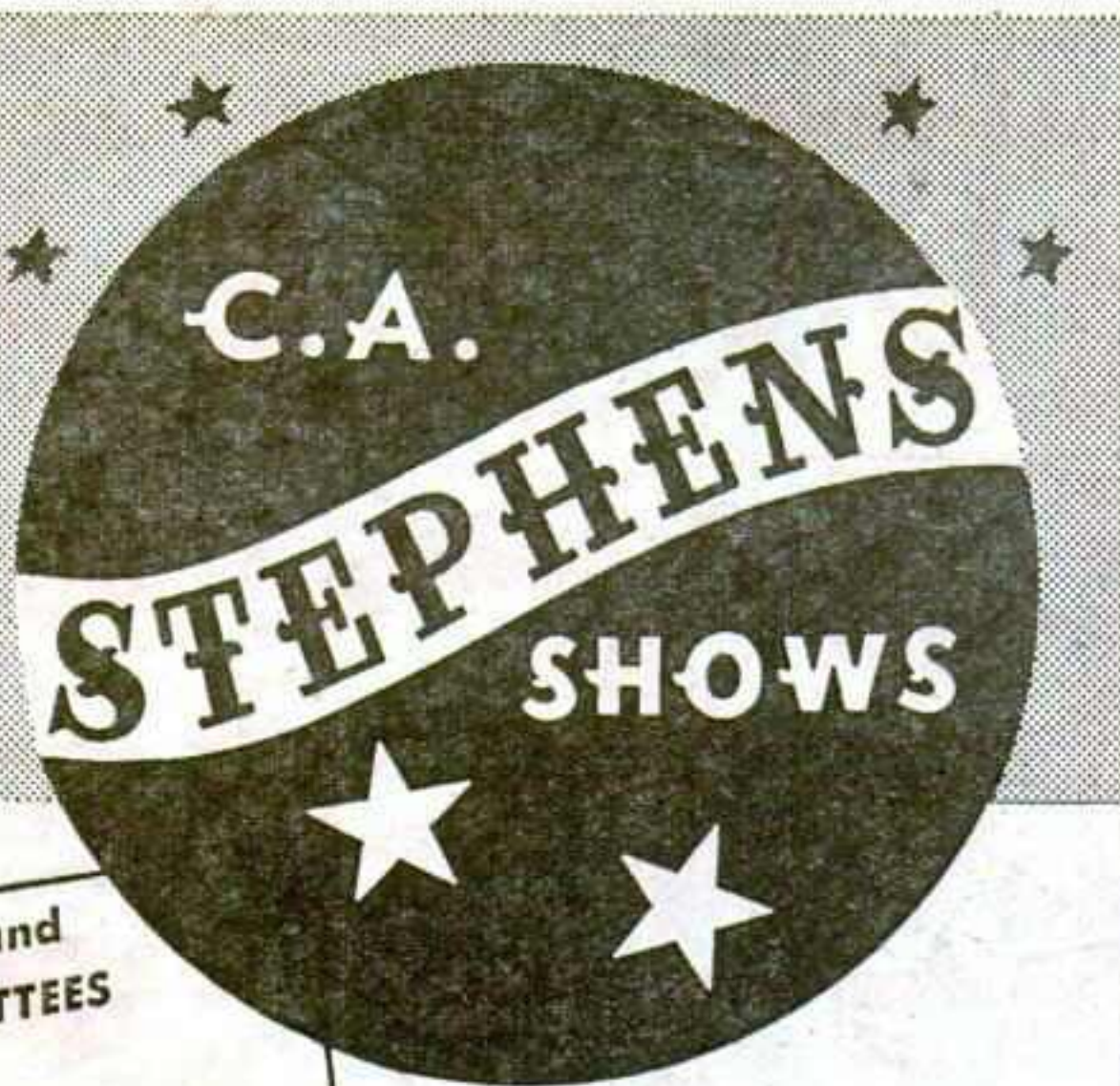
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SHOWMEN-CONCESSION OPERATORS

We can use a few quality attractions and concessions to round out our show for the coming season.

Get in touch with us early so you'll be in on a long profitable season.

The Show with the
Long Profitable Season . . .

★
Thanks, everyone,

from
**C. A. STEPHENS
JOE DUNCAN
AND JOHN TERRY**

★★ **WINTERQUARTERS** ★★

Box 1017 Crystal River, Florida

THOMAS Goyland SHOWS

**THE SHOW YOU CAN
DEPEND ON TO DELIVER
THE BEST IN AMUSEMENTS**

**FAIRMEN
COMMITTEES**

For improved quality in your midway next year, investigate our show thoroughly.

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YOU ALL
AT THE
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CAN USE FOR 1953

SHOWS:

Shows of all kinds, especially want Side Show, Girl Show, Monkey Show, Arcade, Wild Life, Colored Minstrel and Illusion Show. Also any new and novel Attractions. Manager and Riders for Drome.

HELP:

Show Builder and Carpenter. Good reliable Ride Help. Agents for Concessions (Men and Women).

CONCESSIONS:

Now booking legitimate Concessions of all kinds. No exclusive, open midway. Especially want Cook-house, Candy Apples, Floss, Popcorn, Custard, Long Range, Short Range, Water Games, etc.

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Thanks
to
Everyone...*

Fair Secretaries, Celebration
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Capable Staff
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BOX 593, RIVERSIDE STATION

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MIAMI 35, FLA.

INDIANA

Boonville, Big Boonville Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
1952 STILL DATES: July 4th celebration.
ALBERT C. DERR, 711 S. 5th St., Boonville.

Brownstown, Jackson County Fair

GRANDSTAND CAPACITY: 1,100.
BLEACHER CAPACITY: 350. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Stock car races.
JACKSON COUNTY COMMISSIONERS, Brownstown.

Crown Point, Lake County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track, one-half mile. Plant is available for: Big car races, thrill shows, rodeos, carnival show lot, circus show lot.

Indianapolis, Indiana State Fair

GRANDSTAND CAPACITY: 9,392.
BLEACHER CAPACITY: 4,000. Size of race track, one-and-a-half mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (indoor arena) seating capacity: 7,839 permanent seats. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows.
CARL TYNER: Sec. Mgr., Ind. State Fairgrounds, Indianapolis.

Lawrenceburg, Dearborn County Fair

GRANDSTAND CAPACITY: 3,000.
Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Hot rod races, stock car races, thrill shows, rodeos, circus show lot.
F. A. CARLTON, Box 188, Lawrenceburg.

Salem, Farmers-Merchants' Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 500. Size of race track, one-half mile. Plant is available for: Midget auto races, thrill shows, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,000.
E. E. ETZLER, Salem.

Shelbyville, Big Shelby County Fair

GRANDSTAND CAPACITY: 2,200. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
RALPH S. BRIGGS, P.O. Box 144, Shelbyville.

Terre Haute, Vigo County Fair

GRANDSTAND CAPACITY: 3,896.
BLEACHER CAPACITY: 3,000. Size of race track, half-mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Horse shows, AAA big car race.
JOSEPH L. QUINN JR., Pres. Wabash Valley Fair Association, Inc., 632 Cherry St., Terre Haute.

IOWA

Allison, Butler County Fair

GRANDSTAND CAPACITY: 800.
BLEACHER CAPACITY: 225. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
CHAS. J. MILLER, Allison.

Alta, Buena Vista County Fair

GRANDSTAND CAPACITY: 1,250.
BLEACHER CAPACITY: 940. Size of race tracks, half-mile, and one-fifth mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
G. A. SODERQUIST, Alta.

Audubon, Audubon County Agricultural Society

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 200. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, carnival show lot, circus show lot.
D. C. PERLEY, Audubon.

Avoca, Pottawattamie County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: July 4th celebration.
H. E. TRUE, Avoca.

Burlington, Burlington Hawkeye Fair

GRANDSTAND CAPACITY: 4,200.
BLEACHER CAPACITY: 4,200. Size of race tracks, quarter-mile, and half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod

races, midget auto races, harness races, stock car races, thrill shows, rodeos, circus show lot, carnival show lot.

1952 STILL DATES: Ringling Bros. circus, big car and stock car races.
JAMES BRIGHT, Box 284, Burlington.

Cedar Rapids, All-Iowa Fair

GRANDSTAND CAPACITY: 6,000.
BLEACHER CAPACITY: 6,000. Size of race tracks, half-mile, and quarter-mile. Quarter-mile track is equipped for night racing. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot.
1952 STILL DATES: Big car races, stock car races, midget auto races, circus, band festival, July 4th celebration, horse shows.
ANDREW C. HANSON, Chamber of Commerce Building, Cedar Rapids.

Centerville, Appanoose County Fair

SIZE OF RACE TRACK: One-fifth mile. Track is equipped for night racing. Plant is available for: Midget auto races, thrill shows, rodeos, carnival show lot.
R. O. DURCE, Appanoose County Fair Association, Centerville.

Central City, Linn County Fair

GRANDSTAND CAPACITY: 2,500.
Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
GEORGE O. FILLON, Central City.

Cresco, Howard County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
C. C. NICHOLS, Cresco.

Donnellson, Lee County Fair

GRANDSTAND CAPACITY: 1,500.
Size of race track, one-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
J. R. DOHERTY, secretary, Lee County Fair, Donnellson.

Eldon, Wapello County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,000. Size of race track, one-half mile.
1952 STILL DATES: Horse racing June 22.

Eldora, Hardin County Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 800. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (indoor arena) seating capacity: 200. Coliseum available for rental for: Dances.
1952 STILL DATES: Hot rod races.
WILSON H. HADLEY, Eldora.

Emmetsburg, Palo Alto County 4-H Fair

PLANT IS AVAILABLE FOR: Rodeos, carnival show lot.
COLISEUM (indoor arena) seating capacity: 700.
1952 STILL DATES: Rodeo.

Estherville, Emmett County Fair

GRANDSTAND CAPACITY: 1,200.
BLEACHER CAPACITY: 800. Plant is available for: Thrill shows, rodeos, circus show lot, carnival show lot.
L. N. SHONKWILER, Estherville.

Grundy Center, Grundy County Fair

GRANDSTAND CAPACITY: 2,000.
Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, motorcycle races, carnival show lot.

Hampton, Franklin County Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 250. Size of race track, h-lf-mile. Plant is available for: Hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Running races.
KENNETH SHOWALTER, Hampton.

Harlan, Shelby County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 1,000. Size of race track, one-half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
BOB COSGRIFF, Chamber of Commerce, Harlan.

Jefferson, Greene County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill show, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Hot rod races, wrestling matches.
R. K. RICHARDSON, Jefferson.

LeMars, Plymouth County 4-H

Fair

BLEACHER CAPACITY: 2,500. Plant is available for: Rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Society horse show, brown Swiss canton show. F. H. LAUTERS, LeMars.

Mason City, North Iowa Fair

GRANDSTAND CAPACITY: 3,132. BLEACHER CAPACITY: 2,550. Size of race track half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Carnival, circus, stock car races, big car races, midget auto races. M. C. LAWSON, 821 B & T Building, Mason City.

Manson, Calhoun County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 500. Size of race track, one-half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Ball games—Polio Benefit Show. WILLIAM E. PARTLOW, Box 333, Manson.

Monticello, Great Jones County Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 900. Size of race track, one-half mile. Plant is available for: Harness races, stock car races. 1952 STILL DATES: Wrestling match. CLAUDE APPELBY, Monticello.

Mount Pleasant, Henry County Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 200. Size of race track, one-half mile. Track is equipped for night racing.

Osage, Mitchell County Agricultural Society

GRANDSTAND CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot. HARRY D. HEDRICK, 932 State St., Osage.

Oskaloosa, Southern Iowa Fair

GRANDSTAND CAPACITY: 2,300. BLEACHER CAPACITY: 1,500. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, harness races, stock car races, thrill shows, circus show lot. 1952 STILL DATES: Three months of stock car races. CLYDE A. HANNA, Oskaloosa.

Postville, Big-4 Fair

BLEACHER CAPACITY: 1,000. PLANT IS AVAILABLE FOR: carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows. 1952 STILL DATES: Al G. Kelly-Miller Bros. circus. CHARLES HOTH and BOB BURLING, Postville.

Vinton, Benton County Fair

GRANDSTAND CAPACITY: 1,600. BLEACHER CAPACITY: 200. Size of race track, quarter-mile. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

Waterloo, National Dairy Cattle Congress

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 8,000. Coliseum (indoor arena) available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows. 1952 STILL DATES: Meat Animal Show, Home Show, basketball, stage bands, State Republican Judicial Convention, Hagen Bros. Circus, Grand Ole Opry, professional wrestling and boxing, Gene Autry, Policeman's Ball, Dog Show, Ice Vogues, band festival, Ted Mack's Amateur Hour. F. HANSEN, Hippodrome Auditorium, Box 622, Waterloo.

Waukon, Allamakee County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 800. Plant is available for: Rodeos, circus show lot. 1952 STILL DATES: Roller skating, baseball. LYNN PROBERT, Waukon.

West Liberty, West Liberty Fair

GRANDSTAND CAPACITY: 2,670. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos. ROBERT F. BARCLAY, West Liberty.

KANSAS

Cheney, Sedgwick County Fair

BLEACHER CAPACITY: 2,500. Plant is available for: Midget auto races, thrill shows, carnival show lot. 1952 STILL DATES: Soft ball tournaments. FLOYD SOUDERS, Cheney.

Coffeyville, Inter-State Fair

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, one-half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1952 STILL DATES: Joie Chitwood Auto Daredevils. MAYOR, City Hall.

Colby, Thomas County Free Fair

GRANDSTAND CAPACITY: 2,500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Carnival, circus, Joie Chitwood thrill show, rodeo, horse show, soft ball and baseball all season, high school football, exhibition baseball, milking shortflorn show and sale and judging contest, tractor show evening program, high school band festival. J. B. KUSKA, Secretary, Thomas County Free Fair, Colby.

Cottonwood Falls, Chase County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Size of race track, one-half mile. Plant is available for: Hot rod races, harness races, stock car races, motorcycle races. 1952 STILL DATES: Stock car racing, motorcycle racing. FRED J. ARNOLD, Cottonwood Falls.

Dighton, Lane County Free Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. 1952 STILL DATES: Race meet, ball games, State Flying Farmers meeting. RAYMOND ELY, Alamota, Kansas, or E. A. BRYANT, Dighton.

Garnett, Anderson County Fair

GRANDSTAND CAPACITY: 2,000. PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Carnival and a circus. I. N. JEFFERSON, President, Garnett.

Iola, Allen County Fair

GRANDSTAND CAPACITY: 1,500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, sports show.

Kingman, Kingman County Fair

GRANDSTAND CAPACITY: 800. PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) available for rental for: Dances, stage shows. 1952 STILL DATES: Baseball tournament.

Manhattan, Riley County 4-H Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. 1952 STILL DATES: Four livestock sales. J. W. TAYLOR, Manhattan.

Mound City, Linn County Fair

BLEACHER CAPACITY: 1,500. Size of race tracks, one-sixth mile, and one-half mile. Sixth mile track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Night baseball games. JOHN H. MORSE, or ELTON D. WILSON, Mound City.

Thayer, Thayer Homecoming Fair

PLANT IS AVAILABLE FOR: Rodeos.

Topeka, Kansas Free Fair

GRANDSTAND CAPACITY: 10,000. Size of race track, half-mile. Plant is available for: Big car races, stock car races, rodeos, circus show lot. 1952 STILL DATES: Stock car races July 4 and May 30; rodeo July 18-19-20. M. W. JENCKS, Manager, Central Bldg., Topeka.

Wakeeney, Trego County Free Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, stock car races. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows. 1952 STILL DATES: 2 programs of car races; 1 circus performance. LEW H. GALLOWAY, Wakeeney.

Wetmore, Nemaha County Fair

GRANDSTAND CAPACITY: 1,800 seating for free program. Plant is available for: Circus show lot.

Winfield, Cowley County Free Fair

GRANDSTAND CAPACITY: 5,000. Size of race track half-mile. Plant is available for: Hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. NOBLE BRADBURY, R.R. 2, Winfield.

KENTUCKY

Alexandria, Alexandria Fair

GRANDSTAND CAPACITY: 5,000. Size of race track, one-eighth mile. Track is equipped for night racing. COLISEUM (INDOOR ARENA) SEATING CAPACITY 5,000. J. W. SHAW, 644 Monmouth Street, Newport.

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Booneville, Owsley County Fair

PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 800. Coliseum available for rental for: Stage shows. 1952 STILL DATES: Hill Billy radio shows. FRED GOBBARD, Booneville.

Columbia, Adair County Fair

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, 1 mile. Plant is available for: Hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: 4th July Picnic & Homecoming, soft ball league. IVAN SHIVELY, Columbia.

Germantown, Germantown Fair

GRANDSTAND CAPACITY: 5,000. PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot. 1952 STILL DATES: One thrill show. T. A. FINN, Germantown.

Glasgow, Barren County American Legion Fair and Horse Show

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 400. Size of race track, one-tenth mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Circus, thrill show, rodeo, 2 carnivals, T-V circus and acts. WILLIAM B. JONES, Glasgow.

Lawrenceburg, Lawrenceburg Fair

GRANDSTAND CAPACITY: 8,000. Size of race track, quarter-mile. Track is equipped for night racing. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: R.E.A. Fair, Anderson County Fair, Sportsmen's Club Trial (dog) Show, Field Day, and Skeet Shoot, 4-H Club Fair, square dancing. WALTER PATRICK, Trent Building, Lawrenceburg.

Lebanon, Marion County Fair

GRANDSTAND CAPACITY: 1,200. Size of race track, half mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. SECRETARY, Marion County Fair, Lebanon.

Louisville, Kentucky State

GRANDSTAND CAPACITY: 5,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows. 1952 STILL DATES: Metropolitan Louisville Home Show, Ringling Bros. Circus, wrestling, Hill Billy jamborees. J. DAN BALDWIN, Kentucky State Fairgrounds, Louisville 11.

Owenton, Owen County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 400. Plant is available for: Rodeos, carnival show lot, circus show lot. WILLIAM TACKETT, Owenton.

Paducah, West Kentucky Fair and Races

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is available for: Midget auto races, harness races, thrill shows, horse shows, rodeos, motorcycle races, carnival show lot. 1952 STILL DATES: Rodeo, horse show, singings. AMOS RHODES, care of Rhodes-Buford Co., Paducah.

Russellville, Logan County

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track, quarter mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) available for rental for: Dances, stage shows, trade shows, sports shows. 1952 STILL DATES: Mule Derby, circus, stock car races, rodeo. RICHARD E. HITE, rental agent, Russellville.

LOUISIANA

Donaldsonville, South Louisiana State Fair

GRANDSTAND CAPACITY: 1,500. PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Livestock show, baseball. ADOLPHE NETTER, Donaldsonville.

New Iberia, Louisiana Sugar Cane Festival and Fair

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows. 1952 STILL DATES: Dances and parties. GEO. E. HEDGER, Mgr., P. O. Box 262, New Iberia.

Verda, Grant Parish Fair

PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot. M. M. SWOR, New Verda.

MAINE

Lewiston, Maine State Fair

GRANDSTAND CAPACITY: 5,000. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Harness races, stock car races, thrill shows, motorcycle races, carnival show lot. 1952 STILL DATES: Motorcycle races, Ward Beam's thrill show. J. J. Bourisk, 163 Lisbon St., Lewiston.

MARYLAND

Timonium, Maryland State Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Horse shows and cattle sales. JOHN M. HEIL, Timonium.

MASSACHUSETTS

Great Barrington, Barrington 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: Big car races, hot rod races, midget auto races, running horse races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. E. J. CARROLL, Fairgrounds, Great Barrington.

Weymouth, Weymouth Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 8,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Irish Horan's Thrill Show, Coluban Fathers Horse Show, clambakes, picnics, field days. MILTON DANZIGER, Gen. Mgr.; Box 72, S. Weymouth 90.

MICHIGAN

Allegan, Allegan County Fair

GRANDSTAND CAPACITY: 3,228. BLEACHER CAPACITY: 677. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. J. H. SNOW, Allegan.

Cadillac, Northern District Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 500. Size of race track, half-mile and one-fifth mile. Fifth-mile track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, rodeos. 1952 STILL DATES: Rodeo and stock car races every Wednesday night. ARVID E. SWANSON, P. O. Box 267, Cadillac.

Centerville, St. Joseph County Fair

GRANDSTAND CAPACITY: 4,700. Size of race track, half mile. LESTER R. SCHRADER, Centerville.

Detroit, Michigan State Fair

GRANDSTAND CAPACITY: 7,500. BLEACHER CAPACITY: 2,500. Size of race track, 1 mile. Plant is available for: Big car races, midget auto races, thrill shows, rodeos, carnival show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 7,200. Coliseum available for rental for: Dances, circuses, stage shows, trade shows, sports shows. 1952 STILL DATES: Builders show, flower show, Sportsmen's Congress, dog shows, Shrine circus. CHARLES FIGY, Michigan dept. of Agriculture, Lansing, Michigan.

Ionia, Ionia Free Fair

GRANDSTAND CAPACITY: 5,600. BLEACHER CAPACITY: 3,000. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, motorcycle races, carnival show lot. 1952 STILL DATES: Motorcycle, stock car races. ROSE SARLOW, Ionia.

Iron River, Iron County Fair

GRANDSTAND CAPACITY: 1,700. Plant is available for: Thrill show, rodeos, carnival show lot, circus show lot. V. C. VAUGHN, Iron River.

Marne, Berlin Fair

GRANDSTAND CAPACITY: 1,600. BLEACHER CAPACITY: 1,600. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness race, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot. 1952 STILL DATES: Stock car races, nights a week; Holstein show; Rabbit show. R. M. OSSEWAARDT, Coopersville.

Mason, Ingham County Fair

GRANDSTAND CAPACITY: 2,500. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Chitwood thrill show. JOY O. DAVIS, P. O. Box 8, Mason.

Petoskey, Emmet County Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 200. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Carnival, stage show.
EMMET COUNTY CLERK, Petoskey.

Sandusky, Sanilac County 4-H Fair

BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
ALBERT T. HALL, County Agricultural Agent, Sandusky.

MINNESOTA

Anoka, Anoka County Fair

GRANDSTAND CAPACITY: 1,200. Size of race track, half-mile. Plant is available for: Hot rod races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Circuses, trade shows.
1952 STILL DATES: Circus.
HENRY HAMNUS, Anoka.

Appleton, Swift County Fair Assn.

GRANDSTAND CAPACITY: 2,500. Size of race track, half-mile. Plant is available for: Harness races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances,
J. G. ANDERSON, Appleton.

Austin, Mower County Fair

GRANDSTAND CAPACITY: 4,500.
BLEACHER CAPACITY: 1,200. Size of race track, half mile. Plant is available for: Big car races, hot rod races, stock car races, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,500. Coliseum (indoor arena) available for rental for: Livestock Shows.
1952 STILL DATES: Big car races June 8, stock car races, Sept. 21.
P. J. HOLLAND, Box 473, Austin.

Brainerd, Crow Wing County Fair

GRANDSTAND CAPACITY: 800.
BLEACHER CAPACITY: 1,000. Size of race track, half mile.
1952 STILL DATES: American Legion School Patrol Camp. B. C. Wilkins, Star Route, Brainerd.

Glenwood, Pope County Fair

GRANDSTAND CAPACITY: 1,400. Size of race track, half mile. Plant is available for: Harness races.
Gilman P. Gandrud and Nels P. Hanson, Glenwood.

Detroit Lakes, Becker County Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half mile. Plant is available for: Thrill shows, rodeos, carnival show lot, Circus show lot.
1952 STILL DATES: Northwest Water Carnival, July 11-13.
G. W. PEOPLES, P.O. Box 707, Detroit Lakes.

Duluth, South St. Louis County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 400. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Home shows, stock car races every Sunday.
ELMER J. GORHAM, 46 5th St., Proctor.

Faribault, Rice County Fair

GRANDSTAND CAPACITY: 3,800.
Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.
FRANK DUNCAN, 505 2nd St., N. W., Faribault.

Farmington, Dakota County Free Fair

GRANDSTAND CAPACITY: 1,000.
BLEACHER CAPACITY: 500. Size of race track, two-fifths mile. Plant is available for: Hot rod races, midget auto races, stock car races, rodeos, motorcycle races.
1952 STILL DATES: Black and white Holstein show and Ayrshire show.
GENE MOHER, Farmington.

Fertile, Polk County Fair

GRANDSTAND CAPACITY: 2,200.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
1952 STILL DATES: Roller skating in arena; baseball; football; picnics and dances.
REYNOLD ERICKSON, Fertile.

Jackson, Jackson County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 750. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Saddle club horse show.
ANTON C. GEIGER, Secretary, Jackson.

Kasson, Dodge County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is available for:

Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

1952 STILL DATES: Four hot rod races, 2 stock car races, horse show, several dances.

Mora, Kanabee County Fair

GRANDSTAND CAPACITY: 600.
BLEACHER CAPACITY: 200. Size of race track, half-mile.
VICTOR ELFSTRUM, Mora.

Nevis, Hubbard County Fair

BLEACHER CAPACITY: 500. Plant is available for: Carnival show lot, circus show lot.
DARWIN L. ERICKSON, Nevis.

Owatonna, Steele County Free Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 3,000. Size of race track, half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
STAN MUCKLE, P. O. Box 119, Owatonna.

Pine City, Pine County Fair

GRANDSTAND CAPACITY: 800.
Size of race track, half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Day and night baseball.
E. J. WAMHOFF, Hinckley.

Rochester, Olmstead County Fair

GRANDSTAND CAPACITY: 2,500.
Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Circus, horse show, carnival, roller skating.
RENTAL AGENT: Gordon E. Reynolds, Box 637, Rochester.

St. Peter, Nicollet County Fair

GRANDSTAND CAPACITY: 1,700.
BLEACHER CAPACITY: 700. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
1952 STILL DATES: 1 night thrill show.

Wadena, Wadena County Fair

GRANDSTAND CAPACITY: 1,600.
BLEACHER CAPACITY: 500. Size of race track, one mile. Plant is available for: Harness races.
1952 STILL DATES: Saddle club show, Kelly-Miller Circus.
J. DONALD BROWN, Wadena.

Wheaton, Traverse County Agricultural Association

GRANDSTAND CAPACITY: 2,200.
Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos.
A. W. VYE and ED. W. HANSON, Wheaton.

Willmar, Kandiyohi County Fair

GRANDSTAND CAPACITY: 1,600.
BLEACHER CAPACITY: 300. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
1952 STILL DATES: Horse show, State-wide church convention.
A. E. THOMPSON, Spicer.



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Kansas City, American Royal Livestock Show

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,061. Coliseum (indoor arena) available for rental for: Rodeos, ice shows, trade shows, sports shows. 1952 STILL DATES: Dog shows, rabbit show, Scout jamborees. W. E. PRESTON.

Kirksville, Northeast Missouri Fair

GRANDSTAND CAPACITY: 1,600. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. CHARLES I. KRUEGER, 304 West Washington, St., Kirksville.

Marshfield, Webster County Fair

GRANDSTAND CAPACITY: 250. BLEACHER CAPACITY: 125. Plant is available for: Carnival show lot, circus show lot. 1952 STILL DATES: 2 Hereford sales; 1 feeder calf sale, State fox hunt meet, electric fair. ELLIS O. JACKSON, Marshfield.

Maryville, Nodaway County Fall Fair

BLEACHER CAPACITY: 1,500. PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot. W. F. PHARES, Jr., Phares Oil Co., Maryville.

Mexico, Audrain County Fair

GRANDSTAND CAPACITY: 2,500. Size of race tracks, half-mile, and quarter-mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Stock car races, thrill show. JAMES H. HIGGS, Mexico.

Sedalia, Missouri State Fair

GRANDSTAND CAPACITY: 7,500. BLEACHER CAPACITY: 5,000. Size of race track(s), mile and half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,000. Coliseum available for rental for: Rodeos, circuses, stage shows, trade shows, sports show. 1952 STILL DATES: Rodeo, jalopy races, stock car races, circus and big car races. W. E. POINDEXTER, P. O. Box 111, Sedalia.

Shelbina, Shelby County Fair

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 1,000. Size of race track, five-eighths mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Pulling contest, baseball games, church wagon program. A. T. BUCKMAN, Shelbina.

Springfield, Ozark Empire Fair

GRANDSTAND CAPACITY: Destroyed by fire. (Intend building new stand seating 8,000 before 1953 event). BLEACHER CAPACITY: 1,500. Size of race track(s), half and fifth mile. Fifth-mile track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 4,000. Coliseum available for rental for: Rodeos, ice shows, circuses, stage shows, trade shows, sports shows. 1952 STILL DATES: Thrill show, weekly stock car races, spring horse show, rodeo, National Golden Horse Show, circus, kennel show, district rabbit show, National Milking Short-horn Show and Sale, various stock sales and shows. GLEN B. BOYD, Secretary-Manager, P. O. Box 630, Springfield.

Trenton, North Central Missouri Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,200. Size of race track, quarter-mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows. 1952 STILL DATES: Rodeo, stock car races, midget auto races, circus, carnivals. LELAND L. McMULLEN, 301 West 11th St., P. O. Box 533, Trenton.

MONTANA

Baker, Fallon County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, rodeos. H. B. FRENCH, Baker.

Forsythe, Rosebud County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Horse show, July 4 and 5. HARLEY W. ROATH, Forsyth.

Lewistown, Central Montana Fair and Rodeo

GRANDSTAND CAPACITY: 1,152. BLEACHER CAPACITY: 1,000. 1952 STILL DATES: Shrine circus, school track meet. HENRY J. OTTEN, Secretary, Fergus County Fair Board, Lewistown.

NEBRASKA

Beatrice, Gage County

Agricultural Society

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 250. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Livestock auctions furniture sales and hot rod race. J. M. QUACKENBUSH, Beatrice.

Columbus, Platte County Fair

GRANDSTAND CAPACITY: 1,300. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot. 1952 STILL DATES: 15 days pari-mutuel races, several live stock sales. W. L. BOETTSCHER, Columbus.

Fairbury, Jefferson County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 300. Size of race track, three-quarter mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Hot rod races every month, stock car races, thrill show. EMIL R. SCHOEN, 1601 H St., Fairbury.

Franklin, Franklin County Fair

GRANDSTAND CAPACITY: 2,800. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races. 1952 STILL DATES: Midget auto races. CHARLES MUCKLOW, Riverton.

Hemingford, Box Butte Agricultural Fair

GRANDSTAND CAPACITY: 400. BLEACHER CAPACITY: 600. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, harness races, stock car races. COLISEUM (INDOOR ARENA) SEATING CAPACITY: 400. Coliseum available for rental for: Dances, rodeos, circuses, stage shows. 1952 STILL DATES: Ball games. PAUL STULL, Hemingford.

Humboldt, Richardson County Free Fair

GRANDSTAND CAPACITY: 6,000. Plant is available for: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Public sale each week. L. E. WATSON, Secretary, Humboldt.

Lexington, Dawson County

GRANDSTAND CAPACITY: 1,400. BLEACHER CAPACITY: 1,200. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Stock car races, circus, carnival, baseball. MONTE KIFFIN, Lexington.

Orleans, Harlan County Junior Fair

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 300. Coliseum (indoor arena) available for rental for: Dances, stage shows. W. A. LENNEMANN, Orleans.

Osceola, Polk County Fair

GRANDSTAND CAPACITY: 750. BLEACHER CAPACITY: 100. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot. ALBERT RYAN, Osceola.

Pawnee City, Pawnee County Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Two golf tournaments, hot rod racing. Gordon Berthelsen, Pawnee City.

Sidney, Cheyenne County Fair

GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 500. Size of race track, one-fifth mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, motorcycle races, circus show lot, carnival show lot. W. E. CUNNINGHAM, 1024 6th Ave., Sidney.

Stanton, Stanton County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 400. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot. WILLIAM BEYER, Stanton.

Weeping Water, Cass County

Free Fair
 BLEACHER CAPACITY: 1,000.
 PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 500. Coliseum available for rental for: Dances, stage shows, trade shows.
 1952 STILL DATES: Agricultural meetings, 4-H parties and competitions, dances, roller skating, indoor sports, public and political meetings.
 JOE BENDER, Weeping Water.

NEVADA

Elko, Elko County Fair
 GRANDSTAND CAPACITY: 5,000.
 SIZE OF RACE TRACK: half-mile.
 Plant is available for: Rodeos.
 1952 STILL DATES: Silver State Stampede.
 JAMES M. OLIN, P. O. Box 648, Elko.

NEW HAMPSHIRE

Contoocook, Hopkinton Fair
 GRANDSTAND CAPACITY: 1,000.
 BLEACHER CAPACITY: 1,500. Size of race track, half-mile. Plant is available for: Harness races.
 1952 STILL DATES: Holstein, ayrshire, guernsey and brown swiss; regional shows and sales.

Lancaster, Lancaster Fair

GRANDSTAND CAPACITY: 1,800.
 BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 DANA H. LEE, No. Main St., Lancaster.

NEW JERSEY

Bridgeton, Cumberland County Fair
 GRANDSTAND CAPACITY: 1,000.
 BLEACHER CAPACITY: 1,200. Size of race track, half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.
 1952 still dates; thrill show, rodeo.
 CUMBERLAND COUNTY FAIR ASSOCIATION, Bridgeton.

NEW YORK

Afton, Afton Fair
 GRANDSTAND CAPACITY: 1,200.
 BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 FRED DRACHLER, President, Bainbridge, N. Y.

Altamont, Tri-County Fair

GRANDSTAND CAPACITY: 2,500.
 BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Big car races, midget auto races,

harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1952 STILL DATES: Wrestling.
 S. T. ROMBOUGH, Altamont.

Caledonia, Caledonia Fair

GRANDSTAND CAPACITY: 1,500.
 BLEACHER CAPACITY: 400. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Firemen's carnival, various stock shows and sales.
 VICTOR SCROGER, Caledonia.

Dunkirk, Chautauqua County Fair

GRANDSTAND CAPACITY: 1,800.
 BLEACHER CAPACITY: 1,800. Size of race tracks, half-mile, and one-third mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,150. Coliseum available for rental for: Dances, rodeos, circuses, stage shows, trade shows, sports shows.
 1952 STILL DATES: Rodeo, stock car and big car races, carnival, circus, home show, name band dances, weekly wrestling matches.
 CARLTON J. LARSON, P. O. Box 170, Dunkirk.

Hamburg, Erie County Fair

GRANDSTAND CAPACITY: 3,300.
 BLEACHER CAPACITY: 3,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows sports shows.
 1952 STILL DATES: 68 nights harness racing.
 FRANK SLADE, Erie County Hall, Buffalo.





Little Valley, Cattaraugus County Fair

GRANDSTAND CAPACITY: 2,544.
 Size of race track, half-mile. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot.
 CATTARAUGUS COUNTY AGRICULTURAL SOCIETY, Little Valley.

Lowville, Lewis County Agricultural Society

GRANDSTAND CAPACITY: 3,000.
 BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races.

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Malone, Franklin County Fair
GRANDSTAND CAPACITY: 3,700.
Size of race track, one-half mile. Plant is available for: Harness races, thrill shows, carnival show lot.
ELMER McCANN, Chateaugay.

Penn Yan, Penn Yan Fair
GRANDSTAND CAPACITY: 1,050.
SIZE OF RACE TRACK: half-mile.
Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
OLIVER WILCOX, P. O. Box 12, Penn Yan.

Henderson, Golden Belt Fair
BLEACHER CAPACITY: 3,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Hot rod races, harness races, stock car races, thrill shows, circus show lot.
1952 STILL DATES: Hot rod racing.
C. M. HIGHT, Henderson.

rodeos, motorcycle races, carnival show lot, circus show lot.
A. E. STEWART, Bottineau.

stock car races, thrill shows, rodeos, carnival show lot.
1952 STILL DATES: Auto races, and stock car races.
G. A. OTTINGER, Secretary, Jamestown.

Norwich, Chenango County Fair

GRANDSTAND CAPACITY: 1,800.
BLEACHER CAPACITY: 250. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
M. W. OSBORNE, Norwich.

NORTH CAROLINA Asheville, Center of North Carolina Fair

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, circuses, stage shows, trade shows.
1952 STILL DATES: One circus.
W. C. YORK, Asheville.

Hickory, Catawba Fair
BLEACHER CAPACITY: 1,500.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows, sports shows.
CORBIN GREEN, Hickory.

Grand Forks, Greater Grand Forks State Fair

GRANDSTAND CAPACITY: 2,650.
BLEACHER CAPACITY: 2,000. Size of race track, half mile. Plant is available for: Big car races, hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Stock car races, RALPH LYNCH, 323 Kittson Ave., Grand Forks.

Minot, North Dakota State Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Stage shows, dances.
1952 STILL DATES: Carnival, circus, livestock sales, picnics, model plane contest, teen-age rodeo, 4-H sale, wrestling show, Federation of Wildlife meeting, Dakota hayride, barn dances.
ROBERT G. FINKE, Minot.

Palmyra, Great Palmyra Fair

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 700. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

Burlington, Alamance County Fair

PLANT IS AVAILABLE FOR: Rodeos, circus show lot.
JOSEPH COBLE, P.O. Box 2, Burlington.

Reidsville, Reidsville Fair

GRANDSTAND CAPACITY: 3,000.
PLANT IS AVAILABLE FOR: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows, sports shows.
1952 STILL DATES: Dances every Saturday night.
WILLIAM M. OLIVER, P. O. Box 725, Reidsville.

Hamilton, Pembina County Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
1952 STILL DATES: Stock car races May 30.
FRANKLIN PAGE, Hamilton.

Rugby, Rugby Fair

GRANDSTAND CAPACITY: 3,000.
BLEACHER CAPACITY: 3,000. Size of race track, quarter-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, stage shows, trade shows.
1952 STILL DATES: Greater North Dakota horse show.
RUGBY PARK BOARD, Rugby.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 400. Coliseum (indoor arena) available for rental for: Rodeos, circuses, stage shows, trade shows, sports shows.

Enfield, Firemen's Agricultural Fair

PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
1952 STILL DATES: Dances, horse show, circus.
W. B. BURCHETTE, Enfield.

NORTH DAKOTA Bottineau, Bottineau County Free Fair

GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, stock car races, thrill shows,

Jamestown, Stutsman County Fair

GRANDSTAND CAPACITY: 2,500.
BLEACHER CAPACITY: 1,500. Size of track, half-mile. Plant is available for: Big car races, midget auto races, harness races,

OHIO

Cambridge, Guernsey County Fair

GRANDSTAND CAPACITY: 2,000.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Circuses, rodeos.
1952 STILL DATES: Saddle horse show, thrill show.
THOS. E. GRACY, 132 North 10th St., Cambridge.

Cincinnati, Carthage Fair

GRANDSTAND CAPACITY: 3,500.
Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, rodeos, circuses, stage shows, trade shows.
C. A. PETERS, 124 Court St., Cincinnati.

Columbus, Ohio State Fair

GRANDSTAND CAPACITY: 10,516.
BLEACHER CAPACITY: 2,352. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycle races.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 5,067. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
1952 STILL DATES: Basketball, ice show, circuses, dog show, motorcycle races, home show, cattle sales, truck rodeo.
H. J. SWAIM, Manager of Space and Concessions, Administration Building, Ohio State Fairgrounds, Columbus 3.

Dayton, Montgomery County Fair

GRANDSTAND CAPACITY: 2,200.
Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Harness races, motorcycle races, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
1952 STILL DATES: Ringling Bros. circus, motorcycle races, Mills Bros. circus, Shrine circus, saddle horse show, builders show, automobile show, dog show.
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Hilliards, Franklin County Fair

GRANDSTAND CAPACITY: 1,800. BLEACHER CAPACITY: 600. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Harness races.

Logan, Hocking County Fair

GRANDSTAND CAPACITY: 800. BLEACHER CAPACITY: 300. Size of race tracks, quarter-mile, and half-mile. Plant is available for: Hot rod races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

Marietta, Washington County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

McConnelsville, Morgan County Agricultural Society

GRANDSTAND CAPACITY: 800. BLEACHER CAPACITY: 400. Size of race track, half and third mile. Plant is available for: Hot rod races, harness races, thrill shows, rodeos, carnival show lot, circus show lot.

Medina, Medina County Fair

GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track, half-mile.

Montpelier, Williams County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.

St. Clairsville, Belmont County Fair

GRANDSTAND CAPACITY: 800. BLEACHER CAPACITY: 1,200. Size of race track, half-mile.

1952 STILL DATES: Powelson attractions. D. ALLEN BOND, St. Clairsville.

Van Wert, Van Wert County Fair

GRANDSTAND CAPACITY: 3,400. BLEACHER CAPACITY: 500. Size of race track, half mile. Plant is available for rental for harness races, circus show lot.

Wapakoneta, Auglaize County Fair

GRANDSTAND CAPACITY: 5,000. BLEACHER CAPACITY: 3,000. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Harness races.

Boise City, Cimarron County Free Fair

GRANDSTAND CAPACITY: 900. BLEACHER CAPACITY: 200. Plant is available for: Thrill shows, rodeos, circus show lot, carnival show lot.

Chandler, Lincoln County Free Fair

GRANDSTAND CAPACITY: 600. Plant is available for: Thrill shows, rodeos, carnival show lot.

Cordell, Washita County Free Fair

PLANT IS AVAILABLE FOR: Carnival show lot.

Holdenville, Hughes County Free Fair

GRANDSTAND CAPACITY: 1,500. 1952 STILL DATES: Carnival, baseball games, amateur hour, old fashioned singing and band concert.

Oklahoma City, Oklahoma State Fair & Exposition

SIZE OF RACE TRACK: Half-mile. Plant is available for: Big car races, hot rod races, midget auto races, stock car races, thrill shows, rodeos, motorcycle races, circus show lot, carnival show lot.

Tulsa, Tulsa State Fair

GRANDSTAND CAPACITY: 6,500. BLEACHER CAPACITY: 2,000. Size of race track, half and quarter-mile. Track is equipped for night racing.

Watonga, Blaine County Free Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,000. Size of race track, quarter-mile.

Wewoka, Seminole County Free Fair

GRANDSTAND CAPACITY: 2,500. Size of race track, quarter-mile. Track is equipped for night racing.

Eugene, Lane County Fair

GRANDSTAND CAPACITY: 4,000. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

Gresham, Multnomah County Fair

GRANDSTAND CAPACITY: 2,500. Size of race track, five-eighths mile. Track is equipped for night racing.

Madras, Jefferson County Fair and Rodeo

GRANDSTAND CAPACITY: 1,500. Size of race track, quarter-mile. Plant is available for: Rodeos, carnival show lot.

Myrtle Point, Coos County Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 1,800. Size of race track, half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot.

Prineville, Crooked River Roundup and Fair

GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 2,700. Size of race track, half-mile.

COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, trade shows, sports shows.

Salem, Oregon State Fair

GRANDSTAND CAPACITY: 4,830. SIZE OF RACE TRACK: Half-mile. Plant is available for: Hot rod races, midget auto races, harness races, rodeos, circus show lot.

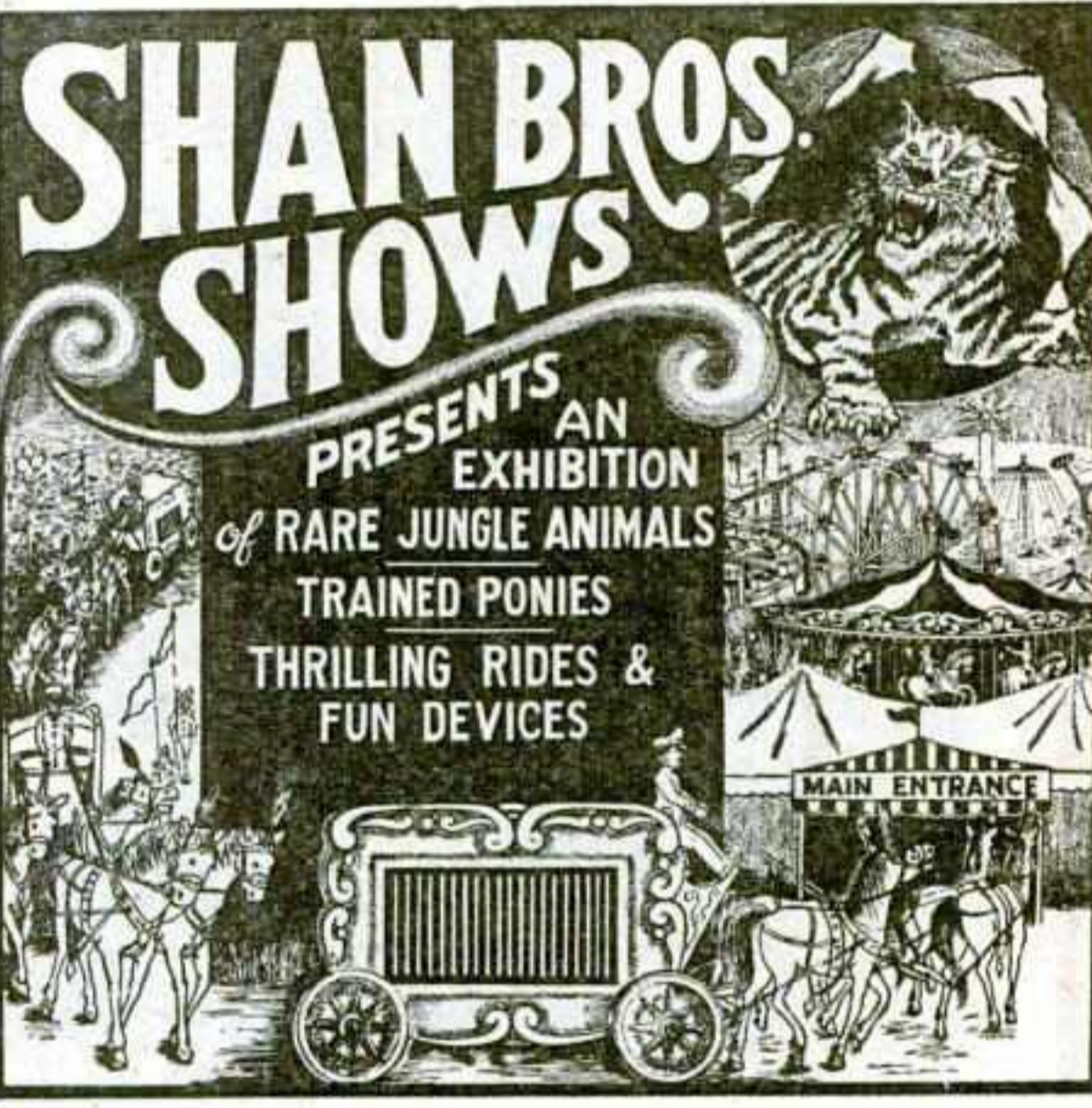
Clearfield, Clearfield County Fair

GRANDSTAND CAPACITY: 3,500. BLEACHER CAPACITY: 1,500. Size of race track, half mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

McConnellsburg, Fulton County Fair

GRANDSTAND CAPACITY: 600. BLEACHER CAPACITY: 200. Plant is available for: Football September to November.

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A Brilliant Midway with the Earning Power in Rides and Office-Owned Shows that can give you a show you'll be proud to play:

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OUR THANKS

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available for: Carnival show lot, circus show lot.
 1952 STILL DATES: 4th of July Jamboree, firemen's block party.
 F. B. FOREMAN, McConnellsburg.

Port Royal, Juniata County Agriculture Society
 GRANDSTAND CAPACITY: 1,440. BLEACHER CAPACITY: 750. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) available for rental for: Rodeos, circuses, stage shows, sports shows.
 1952 STILL DATES: Stock car races every other Saturday night; rodeo, June 18-21.
 DWIGHT B. HOWER, Secretary, Port Royal.

Reading, Reading Fair
 GRANDSTAND CAPACITY: 3,800. BLEACHER CAPACITY: 2,500. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Big car races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
 1952 STILL DATES: AAA big car auto races, AMA motorcycle races, stock car races, picnics, automobile show, farmers' market.
 CHARLES W. SWOYER, Sec'y., Reading Fair, 522 Court St., Reading.

Tioga, Tioga County Fair
 GRANDSTAND CAPACITY: 300. SIZE OF RACE TRACK: Quarter-mile. Plant is available for: Midget auto races, rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Horse show, outings.
 CARL H. FORREST, Tioga.

Tionesta, Forest County Fair
 PLANT IS AVAILABLE FOR: Carnival show lot.
 1952 STILL DATES: Baseball games.
 R. M. SMITH, Sec'y., Tionesta School Board, Tionesta.

SOUTH CAROLINA
Marion, Marion County Fair
 PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Circus.
 D. H. HARPER, Marion.

Union, Union County Fair
 PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
 H. L. KIRBY, Box 400, Union.

SOUTH DAKOTA
Custer, Gold Discovery Days Rodeo
 GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum available for rental for: Dances, stage shows, trade shows.
 1952 STILL DATES: 4-H exhibits, Lions club dance, Firemen's ball, farm home exhibits, Black Hills play house, old fiddlers frolic, Lions club roarin' gulch celebration, Rotarian show, and Firemen's banquet.
 CHAMBER OF COMMERCE, General Custer Hotel, Custer.

Harriman, Roane County Fair
 GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 900. Plant is available for: Stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.
 1952 STILL DATES: Rodeo, circus, stock car races.
 W. B. STOUT, Harriman.

Jackson, West Tennessee District Fair
 GRANDSTAND CAPACITY: 3,500. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, carnival show lot, circus show lot.
 A. U. TAYLOR, Care City Lumber Company, Jackson.

Memphis, Mid-South Fair
 OUTDOOR ARENA CAPACITY: 6,500. Size of race track, one-fifth mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Rodeos, ice shows, circuses, stage shows, trade shows.
 1952 STILL DATES: Rabbit show, cattle show, Boy Scout carnival, appliance sales meeting, flower show, cotton ginners show, home show, civil defense show, farm implement sales meeting, dog show, Ringling Bros. circus, Shrine carnival.
 H. S. LEWIS, Memphis Park Commission, 1461 Court Ave., Memphis.

Trenton, Gibson County Fair
 GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 500. Size of race track, quarter-mile. Track is equipped for night racing. Plant is available for: Midget auto races, thrill shows, rodeos, carnival show lot, circus show lot.
 CECIL YATES, Trenton.

TEXAS
Angleton, Brazoria County Fair
 GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 1,000. Plant is available for: Thrill shows, rodeos, circus show lot, carnival show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,000. Coliseum available for rental for: Dances, ice shows, circuses, stage shows, trade shows, sports shows.
 E. L. BOSTON, Box 706, Angleton.

Johnson City, Blanco County Fair
 GRANDSTAND CAPACITY: 1,300. BLEACHER CAPACITY: 1,000. Plant is available for: Rodeos, carnival show lot, circus show lot.
 ROBERT MCKINNEY, Johnson City.

Lamesa, Dawson County Fair
 PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot, circus show lot.
 CONNALLY BALDWIN, Lamesa.

McKinney, Collin County Fair
 PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Old settler picnic.

Nacogdoches, Nacogdoches County Fair & Livestock Exposition
 GRANDSTAND CAPACITY: 3,000. PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Rodeos, trade shows.
 1952 STILL DATES: Nacogdoches horse show, Tiger Bill show.

Edgemont, Fall River County Fair
 GRANDSTAND CAPACITY: 700. BLEACHER CAPACITY: 250. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, rodeos, motorcycle races, carnival show lot.
 ROY BONER, Edgemont.

Huron, South Dakota State Fair
 GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 3,600. Size of race track, half-mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos.
 1952 STILL DATES: Hot rod races, July 4; Chamber of Commerce Rodeo, July 11 - 13.
 PHIL M. RENSVDLJ Jr., Huron.

Mitchell, Corn Palace Festival
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,500. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows.
 1952 STILL DATES: Wayne King concert.
 H. N. NOBLE, 113 W. 4th, Mitchell.

Parker, Turner County Fair
 GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) available for rental for: Dances, stage shows, trade shows.
 1952 STILL DATES: Evening base ball.

Tennessee
Gallatin, Sumner County Fair
 GRANDSTAND CAPACITY: 1,500. Plant is available for: Carnival show lot, circus show lot.
 1952 STILL DATES: Tent shows.
 EDW. V. ANTHONY, Secretary, 117 East Smith St., Gallatin.

Cookeville, Putnam County Fair
 GRANDSTAND CAPACITY: 5,000. PLANT IS AVAILABLE FOR: Circus show lot, carnival show lot.
 T. T. GENTRY, Secretary, Cookeville.

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SOUTH CAROLINA
Marion, Marion County Fair
 PLANT IS AVAILABLE FOR: Rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Circus.
 D. H. HARPER, Marion.

Union, Union County Fair
 PLANT IS AVAILABLE FOR: Carnival show lot, circus show lot.
 H. L. KIRBY, Box 400, Union.

SOUTH DAKOTA
Custer, Gold Discovery Days Rodeo
 GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot.
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 700. Coliseum available for rental for: Dances, stage shows, trade shows.
 1952 STILL DATES: 4-H exhibits, Lions club dance, Firemen's ball, farm home exhibits, Black Hills play house, old fiddlers frolic, Lions club roarin' gulch celebration, Rotarian show, and Firemen's banquet.
 CHAMBER OF COMMERCE, General Custer Hotel, Custer.

Huron, South Dakota State Fair
 GRANDSTAND CAPACITY: 4,000. BLEACHER CAPACITY: 3,600. Size of race track, half-mile. Plant is available for: Big car races, harness races, stock car races, thrill shows, rodeos.
 1952 STILL DATES: Hot rod races, July 4; Chamber of Commerce Rodeo, July 11 - 13.
 PHIL M. RENSVDLJ Jr., Huron.

Mitchell, Corn Palace Festival
 COLISEUM (INDOOR ARENA) SEATING CAPACITY: 3,500. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows.
 1952 STILL DATES: Wayne King concert.
 H. N. NOBLE, 113 W. 4th, Mitchell.

Parker, Turner County Fair
 GRANDSTAND CAPACITY: 1,500. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) available for rental for: Dances, stage shows, trade shows.
 1952 STILL DATES: Evening base ball.

Tennessee
Gallatin, Sumner County Fair
 GRANDSTAND CAPACITY: 1,500. Plant is available for: Carnival show lot, circus show lot.
 1952 STILL DATES: Tent shows.
 EDW. V. ANTHONY, Secretary, 117 East Smith St., Gallatin.

Cookeville, Putnam County Fair
 GRANDSTAND CAPACITY: 5,000. PLANT IS AVAILABLE FOR: Circus show lot, carnival show lot.
 T. T. GENTRY, Secretary, Cookeville.

UTAH
Heber City, Wasatch County Fair
 GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Circus show lot.
 HEBER CITY MAYOR or WASATCH COUNTY COMMISSION.

VIRGINIA
Danville, Great Danville Fair
 GRANDSTAND CAPACITY: 3,000. SIZE OF RACE TRACK: Half-mile. Track is equipped for night racing. Plant is available for: Stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
 COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances.
 1952 STILL DATES: Stock car races, rodeos, carnivals, barn dances, circuses.
 C. C. FINCH, Danville.



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Galax, Galax Agricultural and Industrial Fair

GRANDSTAND CAPACITY: 1,000. BLEACHER CAPACITY: 352. Size of race track, quarter mile. Plant is available for: Hot races, stock car races, carnival show lot.

1952 STILL DATES: Baseball games, football games, Old Fiddlers' Convention, Firemen's Carnival, Farmers' Day. W. G. ANDREWS SR. Galax.

Pennington Gap, Lee County Fair

GRANDSTAND CAPACITY: 2,500. PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot. LEE ATHLETICS ASSOCIATION, Pennington Gap.

Woodstock, Shenandoah County Fair

GRANDSTAND CAPACITY: 1,200. Size of race track, half-mile. Plant is available for: Harness races, carnival show lot, circus show lot. HOWARD W. BURNISHIRE, Woodstock.

WASHINGTON

Dayton, Columbia County Fair
GRANDSTAND CAPACITY: 2,000. BLEACHER CAPACITY: 2,000. Size of race track, one-half mile. Plant is available for: Rodeo, carnival show lot. 1952 STILL DATES: Pioneer picnic.

Port Angeles, Clallam County Fair

GRANDSTAND CAPACITY: 1,200. BLEACHER CAPACITY: 400. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Horse show, July 4; Joie Chitwood show July 15. ED R. HAGERTY, Manager, 118 East 13th Street, Port Angeles.

Walla Walla, Southeast Washington Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is available for: Harness races, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Stage shows, trade shows, sports shows. 1952 STILL DATES: Rodeo, carnival, circus. LESLIE L. STEWART, Box 1026, Walla Walla.

Yakima, Central Washington Fair

SIZE OF RACE TRACKS: Mile and half-mile. Plant is available for: Big car races hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Thrill show, big car races, stock car races, midget car races, carnivals, circus, revival meetings. J. HUGH KING, Box 1381, Yakima.

**WEST VIRGINIA
Lewisburg, The State Fair of West Virginia**

GRANDSTAND CAPACITY: 6,000. BLEACHER CAPACITY: 400. Size of race track, half mile. Plant is available for: Harness races, thrill shows, rodeos, circus show lot. 1952 STILL DATES: Chitwood's Auto Thrill Show, three livestock sales. C. T. SYDENSTRICKER, Box 829, Lewisburg.

Pennsboro, Ritchie County Fair

GRANDSTAND CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races. 1952 STILL DATES: Stock car races. HARRY C. BEE, Pennsboro.

WISCONSIN

Beaver Dam, Dodge County Fair

GRANDSTAND CAPACITY: 5,000. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Thrill shows, car races, circus, show. FORREST KNAUP, Beaver Dam.

Eagle River, Vilas County Fair

BLEACHER CAPACITY: 1,800. Size of race track, quarter-mile. Track is equipped for night racing. Plant is available for: Hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. H. M. SMITH, Eagle River.

Ellsworth, Pierce County Fair

GRANDSTAND CAPACITY: 1,275. BLEACHER CAPACITY: 1,060. Size of race track, one-third mile. Track is equipped for night racing. Plant is available for: Midget auto races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot. 1952 STILL DATES: City baseball game, high school football game. R. W. CROWNHART, Ellsworth.

Fond du Lac, Fond du Lac County Fair

GRANDSTAND CAPACITY: 5,000. Size of race tracks, half-mile, and quarter-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.

1952 STILL DATES: Baseball, stock car races, sport shows, Ringling Bros. circus.

Green Lake, Green Lake County Junior Free Fair

PLANT IS AVAILABLE FOR: Thrill shows, carnival show lot.

Manitowoc, Manitowoc County Fair

GRANDSTAND CAPACITY: 2,800. BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Dances, ice shows, circuses, sports shows. 1952 STILL DATES: One day of motorcycle races. A. F. RANK, Sec'y, 907 Wilson, Manitowoc.

Medford, Taylor County Youth Fair

GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 1,000. Size of race track, quarter mile. Track is equipped for night racing. Plant is available for: Stock car races, thrill shows, rodeos, carnival show lot, circus show lot. 1952 STILL DATES: Stock car races (14), circus (one), carnival (one). JOE TUSS.

Marshfield, Central Wisconsin State Fair

GRANDSTAND CAPACITY: 2,600. BLEACHER CAPACITY: 2,450. Size of race track, half-mile. Plant is available for: Big car races, harness races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. W. A. UTHMEIER, Secy.-Mgr., Box 48, Marshfield.

Rhineland, The Hodog Fair

GRANDSTAND CAPACITY: 1,800. Size of race tracks, one-eighth, and one-half mile. Track is equipped for night racing. Plant is available for: Midget auto races, harness races, stock car races, thrill shows, carnival show lot, circus show lot. 1952 STILL DATES: Circus, auction.

Saxon, Iron County Fair

BLEACHER CAPACITY: 1,500. PLANT IS AVAILABLE FOR: Thrill shows, rodeos, carnival show lot, circus show lot. COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Stage shows. H. W. KINNEY, Hurley, Wis.

Seymour, Outagamie County Fair

GRANDSTAND CAPACITY: 3,200. BLEACHER CAPACITY: 1,000. Size of race track, half mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Stock cars—weekly. MICHAEL BURNS, Seymour.

Shawano, Shawano County Fair

GRANDSTAND CAPACITY: 2,200. Size of race track(s), half and quarter mile. Quarter mile track is equipped for night racing. Plant is available for: Stock car races, midget auto races. 1952 STILL DATES: Stock car races. LOUIS W. CATTEAU, Shawano.

Weyauwega, Waupaca County Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, half-mile. Plant is available for: Harness races. H. E. CLARK, Weyauwega.

Wilmot, Kenosha County Fair

GRANDSTAND CAPACITY: 3,000. Size of race track, quarter-mile. Track is equipped for night racing. Plant is available for: Big car races, hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races. EARL ELFERS, Trevor, Wis.

WYOMING

Afton, Lincoln County Fair

GRANDSTAND CAPACITY: 500. BLEACHER CAPACITY: 2,000. Size of race track, half-mile. Plant is available for: Rodeos, carnival show lot.

Buffalo, Johnson County Fair & Rodeo

GRANDSTAND CAPACITY: 3,500. Size of race track, one mile. Plant is available for: Harness races, rodeos, carnival show lot. DON HOFFMAN, Buffalo.

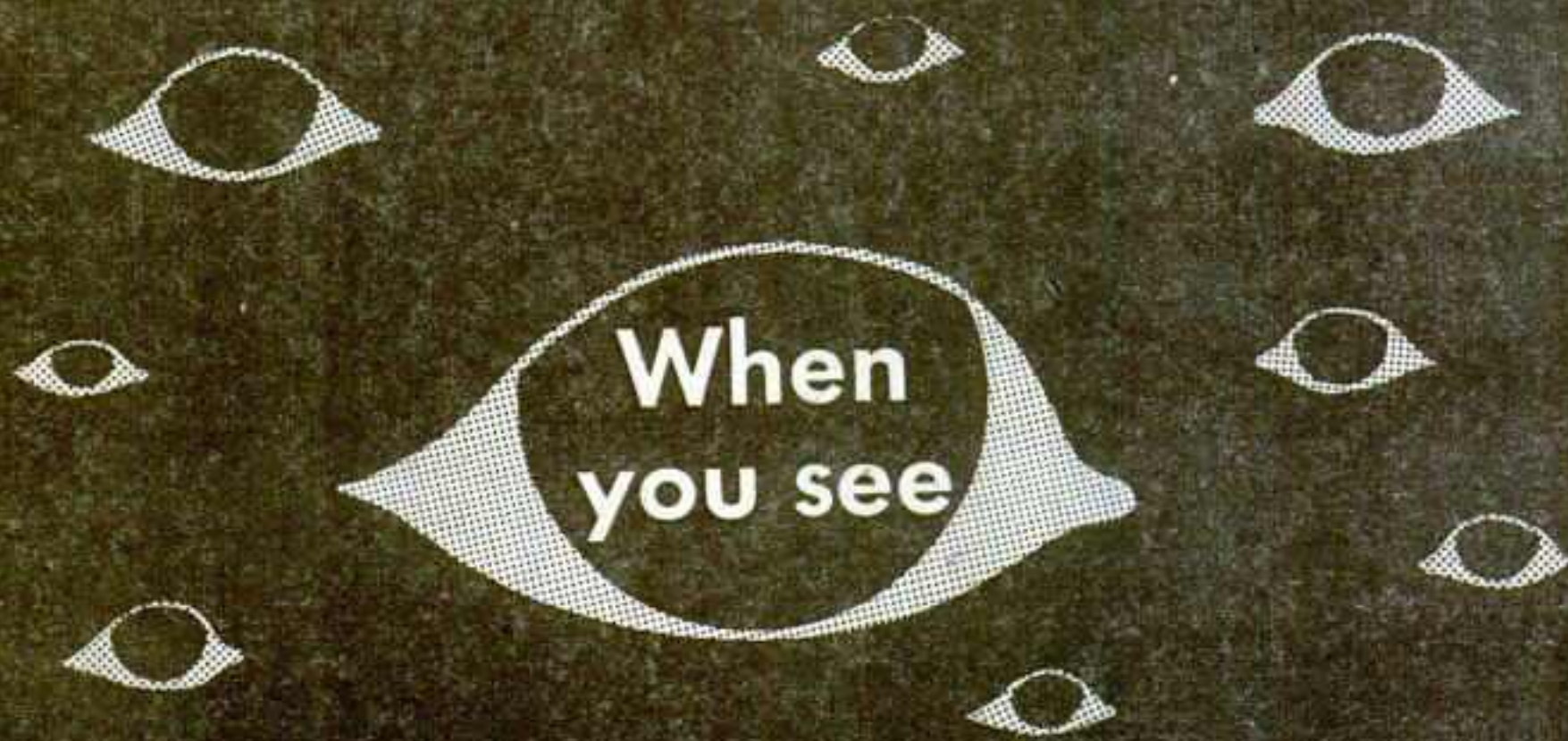
Casper, Central Wyoming Fair

GRANDSTAND CAPACITY: 3,000. BLEACHER CAPACITY: 2,500. Size of race track, half-mile. Plant is available for: Big car races, hot rod races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot. 1952 STILL DATES: Ram sale, dog show, 4-H rodeo, horse show, calf roping contest, big car auto races. R. S. LATTI, Room 204, City-County Building, Casper.

CANADA ALBERTA

Calgary, Calgary Exhibition & Stampede

GRANDSTAND CAPACITY: 8,800. BLEACHER CAPACITY: 8,000. Size of race track, half-mile. Plant is available for: Thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.



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for: Harness races, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,600. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.
 1952 STILL DATES: Running race meet, rodeo, automobile races, hockey, boxing, wrestling, livestock shows and sales, ice shows, dances, concerts, circus.
 MAURICE E. HARTNETT, General Manager, Calgary Exhibition and Stampede Ltd., Calgary.

BLEACHER CAPACITY: 1,000. Size of race track, half-mile.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 6,800. Coliseum available for rental for: Rodeos, ice shows, sports shows.
 JAMES PAUL, Manager, Edmonton Exhibition Association, Edmonton.
BRITISH COLUMBIA
Prince George, Prince George Fall Fair
 Size of race track, half mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill

shows, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) available for rental for: Dances, stage shows sports shows.
MANITOBA
Carman, Carman Fair
GRANDSTAND CAPACITY: 3,600.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,200. Coliseum available for rental for: Rodeos, circuses, sports shows.
 1952 STILL DATES: Thrill show, baseball.
 A. J. HAND, Sec.-Mgr., Carman.

COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,200. Coliseum available for rental for: Circuses, dances, ice shows, sports shows.
 1952 STILL DATES: Carnival, thrill show, motorcycle races, sports fair, seed fair, livestock sales.
 E. D. MCGUGAN, Western Fair Association, Queen's Park, London.
Simcoe, Norfolk County Fair
GRANDSTAND CAPACITY: 3,300.
 Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Circus in June.
 LLOYD S. CULVER, R. R. 4, Simcoe.

ING CAPACITY: 10,000. Coliseum available for rental for: Dances, rodeos, ice shows, circuses, stage shows, trade shows, sports shows.
 1952 STILL DATES: Junior & senior hockey, ice cycles, skating, wrestling, boxing, dancing.
 EMERY BOUCHER, Managing Director, Coliseum, Exposition Park, Quebec.

SASKATCHEWAN
Estevan, Estevan Fair
GRANDSTAND CAPACITY: 2,200.
BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is available for: Harness races, stock car races, thrill shows, motorcycle races, carnival show lot, circus show lot.
 1952 STILL DATES: Auto thrill show, horse races.
Lloydminster, Lloydminster Fair
GRANDSTAND CAPACITY: 1,500.
BLEACHER CAPACITY: 500. Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.

Prince Albert, Prince Albert Exhibition
GRANDSTAND CAPACITY: 3,300.
BLEACHER CAPACITY: 700. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, carnival show lot, circus show lot.
 1952 STILL DATES: Thrill show, 1 night.
 D. F. KELLY, Prince Albert Agricultural Society, Prince Albert.

Regina, Provincial Exhibition
GRANDSTAND CAPACITY: 8,500.
BLEACHER CAPACITY: 600. Size of race track, half-mile. Plant is available for: Harness races, stock car races.
COLISEUM (INDOOR ARENA) AVAILABLE FOR RENTAL FOR: Ice shows, circuses, stage shows, trade shows, sports shows.
 J. H. McLEOD, 2 Victoria Pk. Bldg., Regina.

Edmonton, Edmonton Exhibition
GRANDSTAND CAPACITY: 8,000.

Kid Kitchens

Three Model Lab Rooms Scaled To Different Age Groups Snare Much Attention at Dallas Event

THREE model laboratory kitchens, scaled to the respective average sizes of kindergarten, junior high school and college home economics students, attracted the most attention of an estimated quarter million visitors to the Lone Star Gas Company's exhibit at the 1952 State Fair of Texas in Dallas.

Occupying its own building on the fairgrounds, the gas company's exhibit covered a wide range of imaginative displays, but children and their parents were especially intrigued with a miniature gas range, drain board and sink designed for the use of the small fry. Several children, when asked to step into the midget kitchen, displayed culinary dexterity that probably surprised their parents. The 24-inch-high gas range, and vinyl and formica topped cabinets were only two features of the kitchen display which also included fully equipped kitchens adapted to the needs of the older student groups. The equipment was scaled, according to abilities of the three groups, as well as sizes.

Aimed at Home Makers

Inclusion of the unusual exhibit in the Natural Gas Building was arranged by Lone Star in the belief that school board members, home-making teachers and other educators would be interested in teaching possibilities suggested by the proportioned kitchens for varying age groups. L. C. Roberts, the company's advertising director, said.

Fifteen hundred special invitations were sent to school board members and home economics teachers in Texas cities and towns served by Lone Star, asking them to visit this part of the Natural Gas Building while attending the fair.

Other gas company exhibit features included three ultra-modern work-planned kitchens equipped with many time and labor saving devices and new decorating ideas; a display of 27 brands of gas ranges, believed to be one of the largest ever assembled under one roof; a giant-size "recipe box" staffed with professional home economists to furnish personalized recipes.

Model Kitchens

The model kitchens included the American Home "hobby kitchen," which featured a tool panel and work bench for hubby in one corner; the Family Circle magazine space-saving kitchen designed to make the best possible use of storage space; the Woman's Home Companion heart-saver kitchen scientifically designed to save steps and minimize exertion for

those afflicted with heart trouble or high blood pressure.

The gas company got a lot of pre-fair publicity as a result of a widely released story pleading for a recipe for cabbage cake, one the Recipe Box home economists failed to find last year. The cabbage cake recipe wasn't found, but an array of unusual cabbage dishes showed up. Publicity build-up included three stories sent to 250 daily and weekly newspapers in the territory served by Lone Star, newspaper ads, mats, etc. About 60,000 advertising pieces were distributed during the fair.

Thirty employees working in two shifts from 9 a.m. to 10 p.m. manned the exhibits in the building.

Sell That Show!

• Continued from page 134
 You've got to have something with reader interest.

Departure Stories

So all too soon your fair draws to a close and your performer friends prepare to go their several ways. And there's your cue to a good "last day" story. You should find out by midweek where the various acts are going and then get a departure story to the papers for release on the afternoon of the last fair day. You can even flush the public tear ducts with a little sentiment in this farewell yarn, at the same time pointing out that "there will be a final full and complete performance beginning at 8 p.m."

So much for your appeal to the public thru press and radio. There is one other by-product of good publicity and that's good performer relations. It's remarkable what an effect a few good press breaks can have over there on the center field. After all, performers are human and they like to feel that they are a part of your fair and a part of your community. Backed by the encouragement of a good "press," they'll knock themselves out to please a board or an audience, even at the little fairs.

Our original contention is that many smaller fairs could enhance their general drawing power and make a profit on an adequate grandstand show, if, they in turn, are willing to get down and re-sell the show to the general public. And we come to the conclusion that strong publicity is the best sales insurance.

Of course, there's a limit to all this. The maximum budget for a grandstand show must always be governed by the seating capacity of the grandstand and its consequent earning power.

ONTARIO
Beachburg, North Renfrew Fair
BLEACHER CAPACITY: 400. Size of race track, half-mile. Plant is available for: Harness races, circus show lot.

Fort William, Canadian Lakehead Exhibition
GRANDSTAND CAPACITY: 5,000.
 Size of race track, half-mile. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, motorcycle races, carnival show lot, circus show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 1,400. Coliseum available for rental for: Dances, stage shows, trade shows, sports shows.
 1952 STILL DATES: Stock car races, livestock shows.
 W. WALKER, 8 Victoria Block, Fort William.

London, Western Fair
GRANDSTAND CAPACITY: 7,500.
BLEACHER CAPACITY: 1,000. Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, motorcycles races, carnival show lot, circus show lot.

Strathroy, Strathroy Fall Fair
GRANDSTAND CAPACITY: 2,600.
 Size of race tracks, half-mile, and one-third mile. Track is equipped for night racing. Plant is available for: Hot rod races, midget auto races, harness races, stock car races, thrill shows, rodeos, carnival show lot, circus show lot.
 1952 STILL DATES: Dominion Day harness race meet, Thanksgiving Day harness race meet, stock car racing.
 J. B. LONGMIRE, Box 330, Strathroy.

Tillsonburg, Tillsonburg & District Fair
GRANDSTAND CAPACITY: 1,800.
 Size of race track, half-mile. Plant is available for: Harness races, thrill shows, rodeos, carnival show lot.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 2,500. Coliseum available for rental for: Dances, ice shows, stage shows, trade shows, sports shows.
 1952 STILL DATES: Carnival, ice follies, softball tournaments, hardball.

QUEBEC
Quebec City, Exposition Provinciale
GRANDSTAND CAPACITY: 7,500.
BLEACHER CAPACITY: 2,500. Size of race track, half-mile. Track is equipped for night racing. Plant is available for: Harness races.
COLISEUM (INDOOR ARENA) SEATING CAPACITY: 10,000. Coliseum available for rental for: Dances, circuses, dances, ice shows, sports shows.

TOP MIDWAY ATTRACTIONS

DICK BEST'S

WORLD FAMOUS ATTRACTION

Betty Lou Williams

The World's Only Four-Legged Girl—ALIVE

Expresses his thanks to

Ray Marsh Brydon and the State Fair of Texas for Establishing a World's Record for Gross Receipts for a Single Attraction in One Day.

Here's a **PROVEN** Money Making Attraction for Your Midway

For Available Dates, Contact

DICK BEST PINE SHORES TRAILER PARK, SARASOTA, FLORIDA

Thanx To...

- DOUG WADE—For ten wonderful days at the Michigan State Fair, Detroit.
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The Result of 8 Years of HARD LABOR With a Pocket Knife

251 CHARACTERS 50 SCENES 30,000 WORKING PARTS

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Available for Winter Indoor Dates. At Liberty for Parks, Piers, Resorts.

Special Mobile Equipment, Valued at \$150,000.00. Transports the "World"

Wheel Out the Stage

• Continued from page 73

of similar size can also be done at his fair.

Entrance to the stage from the dressing rooms or lower level is made by way of steps to each wing. There is a passage from the area underneath the stage to the orchestra pit, a section that folds to the side of the structure when it is stored and not in use. While in use, the pit is supported by leveling jacks.

Extra Facilities

Additional facilities, which this stage affords, are radio broadcast lines and outside, as well as inter-office, telephone lines. These together with water and sewage lines, can be connected within 60 seconds of the time the stage is pulled into place. Disconnecting these service lines requires even less time.

To accomplish his goal, Pettit called upon C. J. Ryland, well-known designer, to design the structure as well as figure out the intricacies of its mobility. Ryland developed a quarter scale model. He directed the construction, which upon completion, cost \$86,000.

Many of the problems encountered by Ryland in the design were new. Never before had such a structure been required to be drawn from one location—a storage pocket—over the edge of a road with an 18-inch slope, made to turn at right angles and be hauled down a road for 700 feet. After the performance the stage had to be returned to its original position in storage. Each move was to be made, too, with 60 to 100 actors riding along. This necessitated a level floor at all times to prevent the racking of the frame or the upsetting of the make-up bottles.

There are 32 pneumatic wheels on dollies that are so set that when the front ones are turned in one direction, those on the other end of the stage are pointed the opposite

way. There is also a hydraulic system controlling suspension of the wheels that maintains the level of the floor and entire stage at all times.

Ryland worked on the assumption that most people realize that the two rear automobile wheels are provided with a differential, a device which permits the two wheels to revolve at different speeds on turns. On the stage the problem is similar, but of greater magnitude as the dollies which support the structure are over 20 feet apart, causing the outer dollies to be at different angles with the axis and varying in degrees as the stage starts at the turning tangent, with a radius of over 1,000 feet.

The front and rear dollies then ride their circumference by turning at opposite angles, all governed from the control bar or towing tongue located at each end.

Ryland worked upon the engineering problem that when a four-point supported structure of this size and over 30 feet high with a varying load passes over warped surfaces, it must have a rigid frame to prevent tearing. The solution was the "grand piano" or three-point suspension, worked out with the use of hydraulic cylinders interconnected so that all strain was removed.

Moving Problem

The problem of moving comes in the "breaking" of the inertia. A 6-6 prime mover tractor is used. A 500-gallon water tank is attached to add 4,000 lbs. of tractor weight. After some straining, it can budge the huge building off its seat.

Pettit has used the aluminum covered stage successfully at fairs for the past two years. Performers playing the spot are surprised to find such modern conveniences. One of the pet peeves

of performers playing annuals is that they are required to dress in one place and then walk some distance to work. This is not the case here. Performers are probably closer to their work in San Jose than they are in St. Joseph.

This stage not only provides a splendid setting for the regular stage show, but also has been adapted to many other uses, including college rally programs, presentation of special musical organizations (some with as many as 100 performers), the annual Santa Clara County Fair

Diaper Derby, and live radio broadcasts such as the Marin-Dell Amateur Radio Program featuring Dean (Budda) Maddux.

Sets Up County Fair

When Pettit took over the operation of the fair, the Santa Clarans had been without an event for 32 years. In 1936, he suggested that the San Jose Chamber of Commerce board of directors set up a County Fair Committee and plans for an annual were started. But it was not until 1941, when sufficient cash was obtained that a site was selected and purchased. At that

time 97 acres of the 50-year-old Miramonte Stock Farm were bought for \$35,000. Additional space at the rate of \$2,000 per acre was bought to bring the acreage to its present 188. The manager's goal is 200 acres, which will allow for expansion and afford additional parking facilities.

Now that one of the main problems of running the fair has been solved—that of getting suitable staging facilities—Pettit can devote his time to increasing the acreage and establishing more facilities and features.

TOP MIDWAY ATTRACTIONS

FRANK ELLIS Presents

★ THE GORILLA SHOW

Featuring "The Lady Killer Gorilla"

★ THE BIG BIRD SHOW

A collection of the Largest Birds on Earth

NOW BOOKING FAIRS AND SPECIAL EVENTS FOR 1953

★ THANKS to Ray Marsh Brydon for very successful engagements at the Mid-South Fair, Memphis, Tenn., and the State Fair of Texas at Dallas. ★

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THE TURTLE GIRL

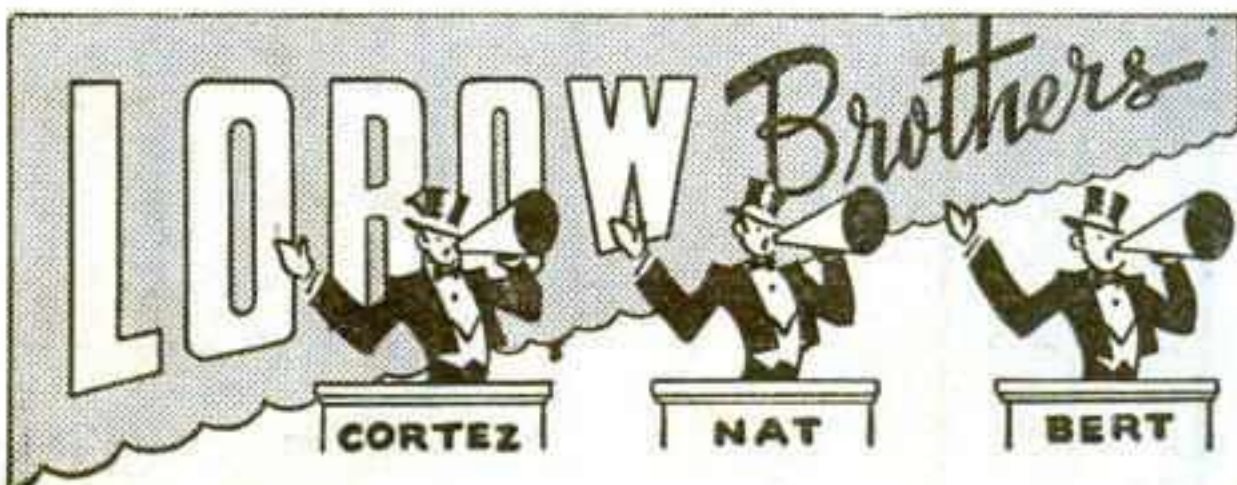
The Only Living Attractions of Its Kind

Thanks to Patty and Frank Conklin for a successful Canadian tour, and to Ray Marsh Brydon for splendid engagements at the Mid-South Fair, Memphis, and the State Fair of Texas, Dallas.

Will have another outstanding attraction for 1953.

Will be at the Sherman Hotel, Chicago, for the convention.

Permanent address: JIMMIE HURD, 3 Temple Court, Brooklyn 18, N. Y.



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AVAILABLE FOR A FEW MORE FAIR DATES IN 1953

★
THANKS to GLENN and DOUG WADE for a splendid Season, especially the Michigan State Fair at Detroit, and to RAY MARSH BRYDON for very successful engagements at the Mid-South Fair, Memphis, and the State Fair of Texas, Dallas.

C. M. SAYRE c/o BILLBOARD, 390 ARCADE BLDG., ST. LOUIS 1, MO.

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The most thrilling and sensational Motorcycle Stunt Drivers in America.

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Featuring a Bevy of Beautiful Models

THANKS to RAY MARSH BRYDON For my fourth and most successful engagement on the same location at the State Fair of Texas, Dallas.

THANKS Also to ALBERT MARTIN and E. D. McCRARY For a very pleasant season on the 20TH CENTURY SHOWS.

BETTY LOU WILLIAMS

The World's ONLY Four-Legged Girl -- ALIVE!

Presented by

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JAMES E. MILLER and GEORGE GUNN
Present

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★
A Collection of Over 3,000 Strange Tropical Creatures.

★
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For details and open time address: Box 197 Channelview, Tex.

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"The Girl That Made Paris Blush"

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