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IAFE GOLDEN JUBILEE

A TESTIMONIAL TO THE INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS' CONTRIBUTION TO AMERICAN LIFE, AND A REVIEW OF ITS GROWTH AND ACHIEVEMENTS

To the
**International Association of
Fairs and Expositions** ★ ★ ★
and all its members

George A. Hamid, Inc., has been serving Fairs and other outdoor amusement enterprises for the past 21 years. Today the George A. Hamid office supplies more Fairs with Talent of all kinds than any other agency in the world. The name George A. Hamid has become definitely associated with the greatest attractions in the world. It has stood for the last word in service. That is why leading Fairs look to George A. Hamid, Inc., for their entertainment programs year after year!

GEORGE A. HAMID, Director
NEW JERSEY STATE FAIR
MEMBER • IAFE

• You have the sincere and heartfelt appreciation of George A. Hamid, Inc., for the many valuable contributions you have made to Fairdom in America.

• The spirit of progressiveness which has always characterized the work of your fine organization should serve as an inspiration to every one of us who work with and for Fairs.

George Hamid

SERVING
AMERICAN AND
CANADIAN
FAIRS
FOR 21 YEARS

GEORGE A.

Congratulations

ON YOUR

★ **GOLDEN JUBILEE**

YOU'VE THRILLED US, FAIR MEN

by your many kind offers this past season and for 1941

We've worked hard to bring your Fair's patrons the greatest thrill show in the world. But everything we've put into our attraction has been worthwhile because this past season we've played to more over-flow grandstands than ever. We're already booked practically solid for the

1941 season. To all Fair Secretaries and Boards we want to express our thanks and gratitude. To those Fairs whom we had to turn down because of previous commitments, we want to express our sincere regrets and the hope that we'll be able to play their Fairs another time.

To George A. Hamid and to scores of friends who have worked untiringly in our behalf, we want to say thanks, fellows, we appreciate it.

Lucky



TETER

**THE WORLD'S LEADING AUTOMOBILE STUNT DRIVER
AND HIS HELL DRIVERS**

Personal Representative
J. HARRELL POWELL

HAMID

**10 ROCKEFELLER PLAZA
NEW YORK CITY**

193 GROVE AVE.
OCEAN VIEW, VA.

• 260 TREMONT ST.
BOSTON, MASS.

722 EMPIRE BUILDING, PITTSBURGH, PA.

Congratulations

IAFE

To the Officers, Directors, and Members of
the International Association of
Fairs and Expositions:

Fifty years of existence! Fifty years of progress!
Fifty years in the promotion of better education thru fairs
and expositions! It's a record of which each and every one
of you should be proud—and we know you are.

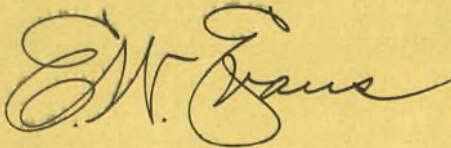
Without your association the fairs and expositions
which you represent could never have met with the
progress they have—and we are sure the progress of
your fairs has inspired other fairs to do bigger and better
things in educating and entertaining the 60,000,000 fair-
goers in the United States and Canada.

We, too, are proud of your record and happy over the
success with which your association has met during this
long period of time.

With the greatest degree of pleasure we congratulate
you on the Golden Jubilee of the founding of your associa-
tion which you are celebrating this year. The occasion
must be a mighty happy one for all of you.

May your association continue to grow and prosper
as it richly deserves.

The Billboard Publishing Co.



President.

SECTION 2
VOL. 52
NO. 48

The
Billboard

NOV.
30,
1940

The World's Foremost Amusement Weekly

CONTENTS

	Page
MESSAGE FROM PRESIDENT OF U. S. A.....	6
MESSAGE FROM PRIME MINISTER OF CANADA.....	7
PROGRAM FOR IAFE JUBILEE SESSIONS.....	8
THE FAIR AS AN AMERICAN INSTITUTION, by Claude R. Ellis.....	11
THE IAFE, by Leonard Traube.....	12
MR. SECRETARY.....	16
FAIRS ARE BIG BUSINESS, by Nat Green.....	16
THE PERPETUAL WORLD'S FAIR, by Harvey D. Gibson.....	21
FAIRS ARE THE SHOW WINDOWS OF THE NATION, by Nat Green.....	22
HISTORY OF IAFE GOVERNMENT RELATIONS, by Milton Danziger.....	29
STATISTICAL DIRECTORY OF IAFE FAIRS.....	53
OFFICERS OF IAFE FOR 1940.....	70

ADVERTISERS' INDEX

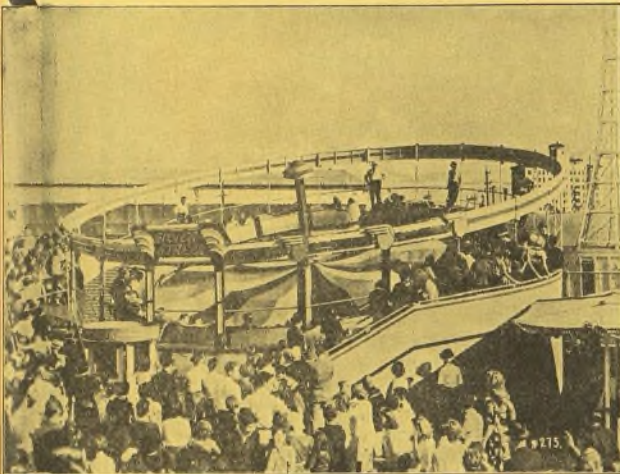
Name of Advertiser	Page	Name of Advertiser	Page
Alamo Exposition Shows.....	40	Michigan State Fair.....	66
Amusement Corp. of America.....	35, 36, 37, 38	Midland Empire Fair and Rodeo.....	58
Barnes-Carruthers Fair Booking Assn.....	52	Miller Amusement Enterprises.....	28
Behees, Flying.....	27	Milos and Marions.....	46
Bischo-Rocco Amusement Co.....	70	Minnesota Federation of County Fairs.....	63
Black Mfg. Co.....	67	Minnesota State Fair.....	63
Brazos Valley Fair.....	65	Missouri State Fair.....	64
Brackton Fair.....	54	Morris, Wm., Agency, Inc.....	9
Cohen, Ida.....	67	North Montana State Fair.....	58
Conklin's Shows.....	24	Northern Wisconsin District Fair.....	64
Crescent Amusement Co.....	48	Ohio State Fair.....	67
Dodge County Fair.....	64	Oklahoma Free State Fair.....	66
Dodson's World's Fair Shows.....	8	Oklahoma State Fair.....	62
Donaldson Divn. of the U. S. Printing & Lithographing Co.....	40	Ozark Empire District Fair.....	60
Dunbar & Co.....	42	Panhandle South Plains Fair Assn.....	66
Edmonton Exhibition.....	05	Reynolds & Wells.....	46
Endy Bros.' Shows.....	48	Rocky Mt. Assn. of Fairs.....	64
Exposition Provinciale.....	65	Schmitz, Clem, Insurance.....	34
Fair Managers' Assn. of Iowa.....	64	Selden, the Stratosphere Man.....	69
Fisher's, Bob, Fearless Flyers.....	30	Showmen's League of America.....	32
Florida State Fair and Gasparilla Carnival.....	60	Sky Dancers, The.....	80-81
Four Aerial Apollos.....	39	Snapp Greater Shows.....	43
Fox Head Waukesha Corp.....	46	Sof's Liberty Shows.....	31
Fuzzell's United Shows.....	68	South Texas State Fair.....	57
Globe Poster Corp.....	47	State Fair of Texas.....	55
Gooding Greater Shows.....	5	Strates, James E., Shows.....	20
Goodman Wonder Show.....	49	Sun, Gus, Booking Agency.....	25
Great Lakes Exposition Shows, Inc.....	25	Teter, Lucky, and His Hell Drivers.....	3
Hames, Bill, Shows.....	70	Texas Assn. of Fairs.....	66
Hamid, Geo., Inc.....	2	Texas Exposition Shows.....	26
Illinois State Fair.....	66	Thearle-Duffield Fireworks, Inc.....	10
Imperial Shows, Inc.....	42	Triangle Poster Printing Co.....	30
Indiana State Fair.....	62	Tri-State Fair.....	64
Ionia Free Fair.....	66	Viera, Eddie.....	44
Iowa State Fair.....	56	WLS Artists, Inc.....	26
Jones, Johnny J., Exposition.....	71	WLW Promotions, Inc.....	19
Lafayette Radio Corp.....	39	Webster-Chicago Corp.....	38
Lang's, Dee, Famous Shows.....	41	Weiss, Ben.....	44
Lawrence Greater Shows, Inc.....	43	Western Canada Assn. of Exhibitions.....	66
Louisiana Assn. of Fairs.....	65	Western Canada Fairs Assn.....	66
Louisiana State Fair.....	56	Wirth, Frank, Booking Assn.....	69
Lynch, Jimmie, and His Death Dodgers.....	72	Wisconsin DeLuxe Corp.....	88
Marks Shows, Inc.....	18	Wisconsin State Fair.....	59
		World of Mirth Shows.....	14
		World of Tomorrow Shows.....	68
		York Interstate Fair.....	61

Holiday GREETINGS

To Our

**FRIENDS, EMPLOYEES, FAIR
ASSOCIATIONS, COMMITTEES,
AND BUSINESS ASSOCIATES**

We have enjoyed another pleasant and profitable season and we wish to take this opportunity to thank you all for your splendid co-operation which has made our progress possible. Our sincere wish is **HEALTH, HAPPINESS, and PROSPERITY** for 1941.



FAIRS, CELEBRATION COMMITTEES

We are now organizing and booking for next year. Investigate us before you contract. See us in Chicago or write. We supply complete midways for Fairs, Expositions, and Celebrations, or independent rides only without concessions. We are interested in booking rides from May 1st until August 1st with reliable parties operating in good territory with Free Gate, with only legitimate concessions. Prefer locations in large cities.



CONGRATULATIONS IAFE

50 years of progress filled with many commendable achievements is a great record . . . we hope and wish for your continued success

**GOODING GREATER SHOWS
AMERICAN EXPOSITION SHOWS
THE F. E. GOODING AMUSEMENT CO.**

1300 Norton Rd.,

Columbus, Ohio

Managers and Officials

Mr. & Mrs. F. E. Gooding
Blaine Gooding
Mr. & Mrs. E. C. Drumm
Mr. & Mrs. George Bouic
Mr. & Mrs. Chas. O'Brien
Carl Spellman
A. D. Smith
J. F. Murphy
E. W. Weaver
J. F. Enright
Kathleen Holleran



F. E. GOODING

*Extend Heartiest Holiday
Greetings to all their Friends*

HIGHLIGHTS OF 1940 ACHIEVEMENTS

We furnished amusements at 100 Fairs, Expositions, and Celebrations. We played more repeat dates in 1940 than any other amusement organization on the North American Continent. Gooding Attractions broke many long standing records this year—our midways were constantly packed with pleasure seekers who returned again and again to enjoy the many entertaining and educational features.

WE BUY, SELL, AND REBUILD USED AMUSEMENT EQUIPMENT

HAVE FOR SALE:

One two abreast 32 ft. Jr. Spillman Merry-Go-Round.
Two No. 5 Big Eli Wheels.
Two 8 car Spillman Kiddie Auto Rides.
One 8 car Allan Herschell Kiddie Auto Ride.
One Smith & Smith Chairplane.
One 7 car Tilt-A-Whirl.
Good modern equipment—all repainted and reconditioned. Looks like new.

ALSO FOR SALE:

One 20 x 30 Tent including walls.
One 21 x 42 Marquee.
Several hundred feet of side wall.
Full particulars furnished to interested parties.

THE WHITE HOUSE
WASHINGTON

October 3, 1940

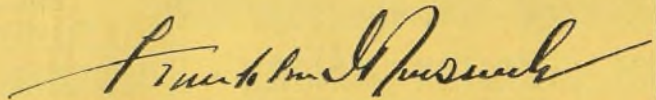
My dear Mr. Herring:

It has come to my attention that the International Association of Fairs and Expositions at its December meeting in Chicago will celebrate its fiftieth anniversary. I offer hearty congratulations.

Through exhibits at its member fairs and in other ways the Association has been a potent force for good will and for the advance of agriculture and industry in the United States and Canada. The heads of the various departments and agencies tell me that the counsel and cooperation of the Association have proved most helpful in arranging Government exhibits.

I hope that the International Association of Fairs and Expositions may grow and prosper in the next fifty years as it has in the last half century.

Very sincerely yours,



Mr. L. B. Herring, Jr.,
President,
International Association of Fairs and Expositions,
c/o South Texas State Fair,
Beaumont, Texas.



Ottawa, November 2, 1940

L. B. Herring, Esq., Jr.,
President,
International Association
of Fairs and Expositions,
c/o South Texas State Fair,
Beaumont, Texas.

Dear Mr. Herring:

I am pleased to send to the International Association of Fairs and Expositions cordial congratulations upon the celebration at Chicago, in December, of its fiftieth anniversary.

For a number of years, the meetings of your directors, the interchange of visits and the consideration of common problems provided many opportunities for Canadians and Americans to meet together in pleasant and profitable intercourse. The work of the Association thus affords yet another example of co-operation and goodwill between our two countries. It deserves the commendation of our two peoples.

I am also informed that the regular exhibition, both in Canada and the United States, of the industrial and agricultural achievements of our two countries have given a notable stimulus to the improvement of the standards of agricultural products.

Yours sincerely,

W. Mackenzie King

DODSON'S WORLD'S FAIR SHOWS

MEL DODSON Sr., Mgr.

PRESENTS

*The Modern, Streamlined
Midway for 1941*

MODERN to the "nth" degree this past year, Dodson's World's Fair Shows proved that up-to-date midways are necessities in the successful operation of Fairs and Celebrations. For 1941 we have planned many more improvements and additions which will be another undreamed-of revelation in the show world. Over 40 paid attractions will offer patrons a wide variety of entertainment. Miles of "Neon" will draw them in. Rides, illuminated from top to bottom, will be almost irresistible. Dodson will again blaze a new path across the carnival world in 1941. Hitch your wagon to our star. Write today for full details.

SEE US AT THE CONVENTION

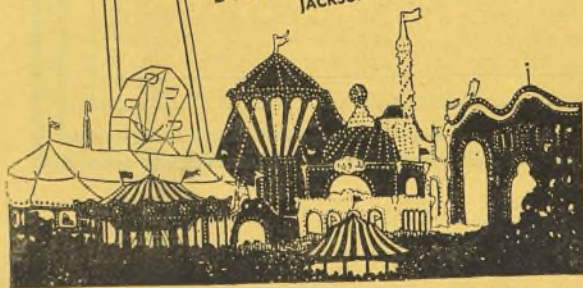
Congratulations
IAFE

SHOWMEN

We invite correspondence from reliable showmen with good, acceptable ideas and will be glad to finance if you have an attraction of merit.

ALL ADDRESS

DODSON'S WORLD'S FAIR SHOWS
JACKSONVILLE, FLORIDA



Program for IAFE Jubilee Sessions

The 50th Annual Meeting of the International Association of Fairs and Expositions, December 1-4, 1940, Hotel Sherman, Chicago

Sunday, December 1

11 a.m.—Meeting of the IAFE board of directors.
4 p.m.—Exhibit of printed matter and advertising material. Judges, M. Sekleman, advertising manager, Montgomery Ward & Company, Chicago; Charles Lilinfield, advertising manager, National Tea Company, Chicago; W. H. Howell, Lord & Thomas, Inc., Chicago; Mel Hendricks, Outdoor Advertising, Inc., Chicago.

Monday, December 2

9:30 a.m.—Advertising Clinic, open only to fair secretaries and publicity directors. Henry Lund, Minnesota State Fair, chairman; Paul Jones, State Fair of Texas, vice-chairman; L. R. Fairall, Iowa State Fair, secretary.

1 p.m.—Association of County and District Fairs meeting. Charles W. Green, Missouri State Fair, chairman; E. W. Williams, Manchester, Ia., vice-chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary.

2 p.m.—Annual meeting of International Motor Contest Association. Charles W. Green, Missouri State Fair, president; Arthur R. Corey, Iowa State Fair, secretary.

4 p.m.—Annual meeting of Middle West Fair Circuit. Charles W. Green, Missouri State Fair, president.

6 p.m.—Golden Jubilee reception and buffet supper. Samuel S. Lewis, York (Pa.) Interstate Fair, chairman; Harry G. Templeton, Indiana State Fair, vice-chairman; special feature, motion pictures in color, Los Angeles County Fair, Pomona, Calif.; State Fair of Texas, Dallas.

Tuesday, December 3

10 a.m.—President L. B. Herring Jr. will call the meeting to order.

Welcome to Chicago, B. H. Heide, secretary-manager, International Livestock Exposition, Chicago.

Response, Vice-President Charles W. Green, secretary, Missouri State Fair, Sedalia.

Reading of minutes of 1939 annual meeting.

Introduction and acceptance of new members.

Report of classification committee, Arthur R. Corey, chairman, Iowa State Fair, Des Moines.

Report of board of appeals, Charles W. Green, chairman, Missouri State Fair, Sedalia.

Report of special bylaws committee, Ralph E. Ammon, chairman, Wisconsin State Fair, Milwaukee.

Report of board of directors, Frank H. Kingman, secretary.

Appointment of committees—Resolution committee, nominating committee.

The secretary will call the roll.

12 noon—Past Presidents' Club luncheon.

1:30 p.m.—Annual address by the president, L. B. Herring Jr., South Texas State Fair, Beaumont.

Introduction of guests.

Greetings from the President of the United States and the Prime Minister of Canada.

Anniversary ceremonies.

Modernizing Creates New Business—Inexpensive Investments That Pay. Douglas K. Baldwin, Alabama State Fair, chairman; Elwood A. Hughes, Canadian National Exhibition; Dr. J. S. Dorton, North Carolina State Fair.

County and District Fairs—What They Mean to State Fairs. Mrs. Don A. Detrick, Bellefontaine, O.

Make Every Day a "Name" Day—Special Programs Bring Attendance. Roy Rupard, State Fair of Texas, chairman; C. B. Afflerbaugh, Los Angeles County Fair.

Wednesday, December 4

10 a.m.—President L. B. Herring Jr., presiding.

The Ohio State Junior Fair—Its Meaning to 31,000 Boys and Girls. B. P. Sandles, Ohio State Fair.

Night Horse Racing. A. H. Lea, Multnomah (Ore.) County Fair.

Mardi Gras. Frank H. Means, Colorado State Fair.

Concessions—Their Effect Upon the Fair. C. G. Baker, Oklahoma State Fair, chairman; Harry J. Frost, Minnesota State Fair.

1:30 p.m.—President L. B. Herring Jr., presiding.

The New York World's Fair—Experience the Best Teacher After All. Leonard Traube, The Billboard.

One Hundredth Anniversary of the New York State Fair—A Technicolor Movie. Paul Smith, New York State Fair.

Value of Attendance Prizes. Harold F. DePue, North Montana State Fair.

Advertising—Publicity—Promotion, Sales Plans That Spell Success. Paul Jones, State Fair of Texas, chairman; L. R. Fairall, Iowa State Fair.

Report of Advertising Clinic, Henry Lund, Minnesota State Fair.

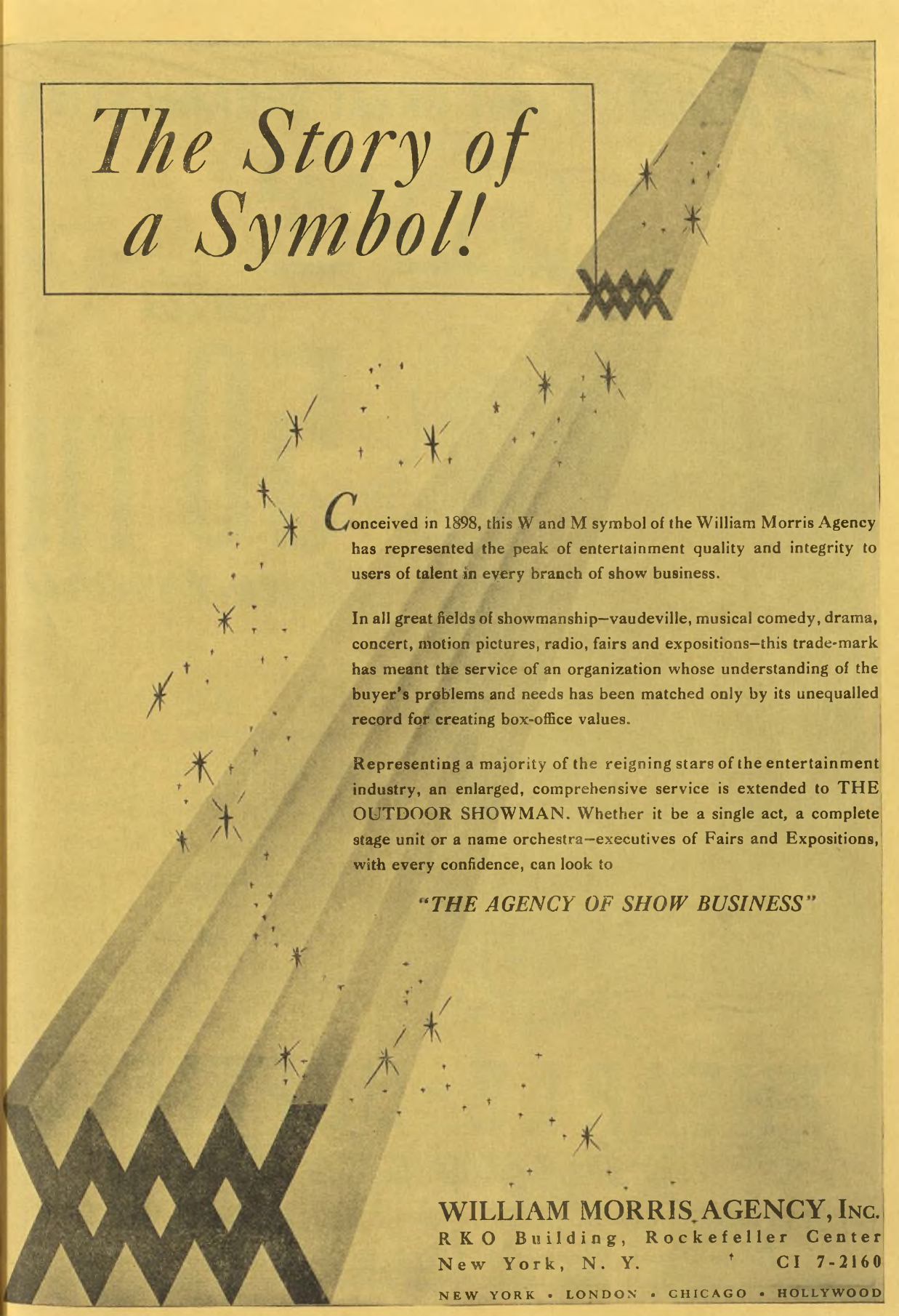
Report of Association of County and District Fairs meeting, Charles W. Green, Missouri State Fair.

Report of resolution committee, Henry G. Templeton, Indiana State Fair.

Election of Officers.

6:30 p.m.—Showmen's League of America Banquet and Ball, Grand Ballroom, Hotel Sherman.

The Story of a Symbol!



Conceived in 1898, this W and M symbol of the William Morris Agency has represented the peak of entertainment quality and integrity to users of talent in every branch of show business.

In all great fields of showmanship—vaudeville, musical comedy, drama, concert, motion pictures, radio, fairs and expositions—this trade-mark has meant the service of an organization whose understanding of the buyer's problems and needs has been matched only by its unequalled record for creating box-office values.

Representing a majority of the reigning stars of the entertainment industry, an enlarged, comprehensive service is extended to THE OUTDOOR SHOWMAN. Whether it be a single act, a complete stage unit or a name orchestra—executives of Fairs and Expositions, with every confidence, can look to

"THE AGENCY OF SHOW BUSINESS"

WILLIAM MORRIS AGENCY, INC.
RKO Building, Rockefeller Center
New York, N. Y. CI 7-2160

NEW YORK • LONDON • CHICAGO • HOLLYWOOD

A *Salute* TO THAT GREAT ORGANIZATION

The
IAFE

on its

50 TH
Anniversary



Down through the years it has been our privilege to work hand in hand with your organization in an effort to make Fairs and Expositions a more vital institution in American life.

We pledge you continued cooperation in the future.

THEARLE-DUFFIELD
Fireworks, Inc.

155 NORTH CLARK STREET,

CHICAGO, ILLINOIS

Dramatized Fireworks Displays for all Occasions

The Fair as an American Institution

... 60,000,000 Americans gather annually in 2,200 different groups to buy, to learn, and to be entertained . . .

By CLAUDE R. ELLIS

FAIRS are rooted as deeply into this continent as is that spirit of free men which has made it the beacon of hope in a world all but blacked out. State, district, and county agricultural fairs were developed from ancient foreign trade fairs in step with the Western pioneers and their offspring as they grew great after customs and curbs of the Old World had been left behind. The fair is among the most typical of American institutions, and there are 2,200 fairs and exhibitions in the States and Canada that are viewed annually by 60,000,000 people—the world's largest trade convention.

People go to fairs to learn and to be entertained. Well-balanced modern fairs have something to offer every sort of citizen. There are no types of educational institutions fulfilling a deeper or more fundamental purpose. Time was when it seemed the farmer alone benefited by the community fair. Today it is a strong magnet to the merchant, the banker, and the manufacturer, who depend largely upon the fair as a gauge of a community's tempo. Besides direct sales stimulated by exhibits, thru interest and encouragement of the fair, industries are led to establish themselves in and around urban localities.

Welding City and Country

More than a century a part of social and economic life and for the past 50 years forging ahead as valuable physical assets, the fairs thru their permanency have proved their essentiality. As necessities, not luxuries, they have been supported by the private citizen and the public official. Instances where they have not yielded permanent values, thru mismanagement or missing their function, and have ceased to exist are the exceptions which prove the rule.

The entertainment values have kept pace with educational appeals of well-planned fairs, the latter are so generally recognized that for many years immense sums have been forthcoming in federal, State, provincial, county, and city aid. Little of such aid, once granted, ever has been cut off except for spasmodic political sallies into generally false "economy." How great have been the returns from premiums totaling millions of dollars each year, appropriated for educational exhibits, is history familiar to the public official as well as to the breeder and the boy on the farm. Successful exhibitors have been assured because premiums not only have stimulated all branches of agricultural, stock raising, and domestic arts, but have rewarded those for their time and money spent who put efficiency into their work.

Progress in manufacturing and other businesses displayed annually by exhibits of farm machinery, home labor-saving devices, and myriad industrial products brings to the fairgoer a clear picture of his needs and a natural desire for acquisition that more often than not tends sales resistance to the winds. So long have city and country dwellers rubbed elbows at their fairs that the habits, problems, and

thinking processes of the two classes are now understood with more intelligence and tolerance than at any time since a landing was made at Plymouth Rock. Ruralites marvel at the skill of workers of the shop, and the handicraft in home work and results of boys' and girls' club activities convince city folks of the high efficiency of those on the farm.

Architects of Morale

As fairdom determinedly advances, less and less is heard from that direful contingent that has cried out, as against the wind, that the fair has outlived its usefulness and is doomed. They were, in fact, erstwhile scoffing preachers of the credo that the fair always has been without usefulness in education or entertainment. But what of the record? Each year fairs have been carried on by those indomitable leaders who defied adverse weather, industrial depressions, and often half-hearted or no support—and generally without desire or hope of recompense other than the satisfaction of something well done in a beloved field. Governments have glowingly acknowledged values of fairs in maintaining public morale in dark times of war and peace. During the World War the annuals, large and small, were encouraged. Except for curtailing grants of money vitally needed in Canada's war effort, the public figures in the Dominion upheld the hands of its men and women devoted to those marvelous exhibitions north of the border. Government use of a number of plants as training centers brought on cancellations of fairs, which were accepted by fair boards and the public as only part of the price to be paid by a people caught in the maw of war.

The 1940 Canadian National Exhibition, Toronto, went on to new heights of achievement in its plant, valued at \$20,000,000, which had been and is being largely used for training. The five major exhibitions of the Prairie Provinces again took the lead in social and economic summer life, rounded out by scores of less pretentious fairs which proceeded as usual. And in the States such an array of resplendent settings as has never been witnessed before brought again an outpouring of millions to the scenes, old but ever new, of grandstand stages, high-act riggings, freshly curried tracks, ornate structures bulging with displays, gaudy midway colors and golden-globed pumpkins among rows of shocked corn.

Upheld by Uncle Sam

Innate value of fairs to Uncle Sam has been evidenced in the past few years by allotment of millions of dollars in work projects which, with heavy local financial support, have transformed fairgrounds from Maine to Mexico and from Cape Cod to the Golden Gate. Plants given valuations of \$1,000,000 each and more are now the proverbial dime a dozen. Attractive metal fencing, permanent edifices, and artistic landscaping replace scabrous whitewashed boards, ramshackle buildings, and weedy patches that

once were more of a sign of the times than a reflection upon fair associations. In the post-1929 slump many an all-year, high-calibered business went somewhat seedy, too. That the national government is to use fairs on a huge scale to demonstrate progress of its defense program is the belief of many observing fair executives. A start was made at the 1940 Southeastern World's Fair, Atlanta, where one of the features was an exhibit by the U. S. Army of fighting equipment and men from Southern forts on a hitherto unheard-of scale. There were also defense exhibits, not nearly so large, at Indiana State Fair, Indianapolis, and elsewhere. Thus a greater and more sensational display for fairs apparently has been born, and a healthy effect upon fair attendances over the nation is foreseen.

Physical Strides Amazing

To add to the many hundreds of millions of dollars in valuation already represented in fair plants, the sums expended in the past five years have brought them to a possible value of more than \$500,000,000. Constant shifting of appraised values, depreciation, improvements, and enlargements have made practically impossible any recent tabulation of figures of reliable monetary import. Those who have pretended to follow the amazing development of properties devoted to fairs believe that in so short a period probably no other industry has seen such proportionate substantial progress. To mention a few, the augmentation and face-liftings of the following have been notable:

Wisconsin State Fair, Milwaukee; Missouri State Fair, Sedalia; Iowa State Fair, Des Moines; Calgary (Alta.) Exhibition and Stampede; Ohio State Fair, Columbus; Minnesota State Fair, St. Paul; Illinois State Fair, Springfield; Kansas State Fair, Hutchinson; New York State Fair, Syracuse; Brockton (Mass.) Fair; Michigan State Fair, Detroit; California State Fair, Sacramento; Indiana State Fair, Indianapolis; Kansas Free Fair, Topeka; Kentucky State Fair, Louisville; Eastern States Exposition, Springfield, Mass.; Western Washington Fair, Puyallup; New Mexico State Fair, Albuquerque; Southeastern World's Fair, Atlanta; Mississippi Free State Fair, Jackson; Oklahoma State Fair and Exposition, Oklahoma City; Tennessee State Fair, Nashville; Florida Fair, Tampa; State Fair of Texas, Dallas; Southern States Fair, Charlotte, N. C.; South Texas State Fair, Beaumont, and State Fair of Louisiana, Shreveport. Homes of hundreds of other fairs, State, district, and county, have been put in apple-pie order, to the special benefit of suppliers of materials and workers paid for their hire, a great lift to labor, and to the ever-lasting enjoyment of the fairgoers concerned.

Entertainment Keeps Pace

Entertainment at fairs evolved from naturally crude beginnings, from the mountebank and the busker, thru the dubious and unprofitable
(Continued on page 27)

The IAFE

Tracing the history and growth of the International Association of Fairs and Expositions . . . its functions, accomplishments, and leaders, past and present . . . and the progress of fairs in general.

By LEONARD TRAUBE



L. B. HERRING JR.
Present President

Past Presidents



C. E. CAMERON



A. L. SPONSLER



J. W. RUSSWURM



T. H. CANFIELD



F. D. FULLER



E. L. RICHARDSON



W. R. HIRSCH



S. W. JOHNS

THE celebration of 50 years of uninterrupted achievement by the International Association of Fairs and Expositions is an event important enough to earn a congratulatory message from the President of the United States. The reason is not hard to find: Encouragement of agriculture and of community life has always been an integral part of the American program.

During its march from a comparatively tiny organization, established in 1891 as the American Association of Fairs, to its present unchallenged position in North American fairdom, the association has persevered while a dozen Chief Executives were occupying the White House. Since 1891, when the AAF was born, siring the IAFE 29 years later, America has passed thru her most vital and epoch-making years. In 1891 it was only a few years after the construction period which solidified an America torn by the strife of civil war and rabid sectional passions.

The year was the beginning and the end of a great era in American show business. It was in that year that a man who revolutionized the amusement business died following a great and adventurous life unmatched before or since. This was Phineas Taylor Barnum, the most famous Connecticut Yankee of them all. It was the end of possibly the most interesting period in the business of giving entertainment of a certain kind to the multitudes.

But as each end marks a beginning, it was the inauguration of what may be termed the turning point in show business, at least as far as the agricultural annuals are concerned.

Consider the period by reflection. It was before the Spanish-American War, wireless, the Brothers Wright, "After the Ball Was Over," "Nelly the Sewing Machine Girl," Teddy Roosevelt and the Rough Riders, Admiral Dewey, the Maine in Havana Harbor, the pre-World War panic, the Titanic, the Lusitania, AEF and Liberty Bonds, Make America Safe for Democracy, post-war didos, League of Nations, Wilson and Clemenceau, the flapper, the Jazz Age, ragtime, woman suffrage, "Yes, We Have No Bananas," prohibition, a newspaper man in the White House, Lindbergh, Teapot Dome, Silent Cal, I Do Not Choose To Run, Wall Street crash, depression, RFC, WPA, bank holiday, alphabet soup, New Deal, repeal, social security, Townsend, Upton Sinclair, Huey Long, unemployment insurance, alien registration, peace-time conscription, and a man called Willkie.

While all this was going on a great trade organization was planting the seed so that future generations might grow the better and profit by example.

It was no mere coincidence that 1891 was the year in which the American Association of Fairs originated, for organizations are born of necessity. What of the preceding era? What of the Golden Age in American fairdom? To answer these questions we have to go back to beginnings.

The fair, like many another segment of "popular culture," came from Europe, but it

was in America that it flowered as a necessary part of rural and semi-rural life, ultimately reaching the dignity of big business in a cumulative way. Its significance was social as well as commercial, spiritual as well as practical. Its success has been the miracle of its almost immediate adaptation to the times. But all this is superfluous, because if the American fair were not flexible and readily adaptable, it would have long since been obliterated from the picturesque American pastoral.

As Professor Wayne Caldwell Neely said in his great book, "The Agricultural Fair," "Here's an unwritten chapter in the expansion of the American people," as the historian might view it. We are not a historian and it would not be written here if we were, because a whole shelf in the biggest library would not be sufficient to trace the miraculous development of what was once a peculiarly rural institution.

We can skip, too, the Old World influence, because while it furnished the seed and the inspiration, it was the American fair pioneer who furnished the three V's—vim, vigor, and vitality. Commercialism may be vulgar in speaking of institutions, but the original fair, wherever it was held—allegedly in Biblical times—sprang from a desire to show, to exhibit, to sell. And the festival, whatever its original intention, thought, or conception, was one of reunion wherein people gathered to see and to enjoy.

In general, the American agricultural fair emerged in the 18th century, in the Washington or Revolutionary period, in the halcyon days of the "gentleman farmer." It got its chief inspiration from England, but developed separately and into different channels and spheres. It was a day of "agricultural societies"—a kind of stuffed-shirt series of organizations, the first of which is said to have started in Philadelphia in 1775. Among its members were George Washington and Ben Franklin. Models started in Kennebec, Me.; in Boston, and, surprisingly enough, in New York City. Just after the turn of the century, around 1804, Dr. William Thornton, first Commissioner of Patents, suggested for staging in Washington a market fair for the sale of livestock and domestic products. Semi-annual fairs were established. Maryland and Virginia got the fair bug in quick succession, with President Madison an advocate and distinguished visitor. These were among the forerunners.

It wasn't until a practical gentleman farmer with great vision and organizational skill came along to revolutionize the conception of what a fair should be that the Golden Age rushed in with a sweep. As a result of his pioneering he could be held directly responsible for the American Association and, of course, the International. This was Elkanah Watson.

Most authorities credit Watson with being the Father of the American Agricultural Fair. He was a wealthy business man and banker out of Albany, N. Y., who became engaged in farming on a gentleman's scale after having apparently exhausted prospects for other ven-

Past Presidents

tures, the authoritative Professor Neely declares. In 1807 his anxiety to attach himself to new adventures caused him to buy an estate near Pittsfield, Mass. Important to remember is that he was no youngster, especially for his day, having reached the rather ripe age of 50.

Much has been written about Elkanah Watson and much will be written in the years to come, probably, one hopes, by Milton Danziger, for 10 years chairman of the International's important Government Relations Committee, of which more later. In 1810 Watson and his associates organized the Berkshire Cattle Show and with that started the American agricultural fair on its way. Virtually every society for the next half century was based on the "Berkshire Plan," with its accent on the promotion of agriculture.

It follows that should fairs disregard this basic accent, the reasons for annuals will have ceased to exist in logic. Even the most ardent and partial promoters of amusements realize this, and the stressing entertainment where necessary, must and do consider agriculture and kindred departments as prime and fundamental. It is to the everlasting credit of the IAFE and of its predecessor that it has never deviated from this principle in the 50 years of its spreading of the gospel.

As Father of the Fair, Watson was responsible for developing the competitive display, but, as happens in medicine, map making, and even entertainment, between his death and the real flowering of the fair in this country the technique was lost or temporarily abandoned, and it wasn't until about 1840 that it emerged again.

In that year began a period of agricultural expansion which made the American fair come of age. Between 1840 and 1890 development was taking place on such a scale that description of it as the Golden Age of fairdom seems singularly apt. It was around this time that John Deere made the first steel plow, William Manning patented the mowing machine, Obed Hussey and Cyrus H. McCormick took patents on reapers. By 1845 threshing machines were in general use, then came corn planters and cultivators, and important steps were made in the direction of livestock breeding and improvement. An age was in the making. America was at work.

It is impossible to divorce the background from the present. It will recur again and again. The AAF and the IAFE did not merely happen. It had to happen and did happen. Organizations were to start which became the nucleus of the parent AAF and its son, the International. Along the Eastern Seaboard, in Massachusetts and Maine, aid is given for crops. New York encourages agricultural societies, with 32 corralled by the end of '41. The federal government offers the first funds for promotion. New Jersey holds its virgin State fair, New Brunswick, 1841. By 1857 societies have formed in Alabama, California, Connecticut, Georgia, Illinois, Iowa, Kentucky, New Hampshire, Maine, Maryland, Michigan, Minnesota, Mississippi, North Carolina, Pennsylvania, Rhode Island, South Carolina, Vermont, and Wisconsin, and agricultural boards in Indiana, Massachusetts, Ohio, and Tennessee. In 1858 there are more than 912 State and county societies for the promotion of agriculture—95 in New England, 184 in the Middle Atlantic States, 308 in the East North Central sector, 135 in Iowa, Missouri, and Minnesota, 165 in the South, 12 in the Pacific territory, and 13 in other regions. Ten years later the list has swelled to 1,367. The fair gets closer and closer to its descendants.

Michigan holds its first State fair at Detroit, 1849. Fairs of State character spring up around Ohio and Wisconsin, Cincinnati and Janesville

respectively, about 1851. Indiana comes thru in Indianapolis, 1852; Springfield at Illinois, 1853; Iowa at Fairfield, 1854, and the "official California State Fair" in the same year. State fairs follow in Alabama, Georgia, Kentucky, Maryland, North Carolina, Virginia, and Tennessee. The International is only as good as its members by accumulation. Note how many IAFE fairs are represented in the Golden Age of the last century. The history of the association is measured in its fairs.

It was not all coincidence. America was girding its loins to attain pre-eminence. The greatest flight of population the world had ever seen was taking place—from the oppressions of Europe to the storied freedom of the New World. The nation was building at an unprecedented rate. America found room for its new Americans in its unnumbered hamlets and villages, towns and cities, valleys and peaks. While America was finding room, the fairs were primping and preening so that the admixture of bloods might find pleasure and comfort, recreation and education within their spacious acreages. It was a Golden Age for a golden country whose story is not yet finished.

When the American Association of Fairs started it had only a handful of members, who had become conscious of the need for planned management. Subsequent years were to find the association more and more intent on management, legislation, circuits, date schedules, and a thousand other pressing subjects. Less than five years after the historic merger in 1920 the IAFE pulled an unrivaled rabbit out of the hat with the inauguration of a School of Fair Management, and not long after it created what many regard as its most important committee, the Committee on Government Relations. This was management and propaganda on a rich and overwhelming scale. For about 15 years the association's permanent secretary, the man under whom many of the big programs of accomplishment were started, was Ralph T. Hemphill, of Oklahoma City. He had been at it long and well, but it was mutually agreed to make a change in behalf of the East, and at the 1938 convention Frank Kingman, of Brockton, Mass., was selected for the job.

In 1907 a roster of 21 memberships was considered quite a figure. Today there are some 71 U. S.-Canadian members, in addition to a score of county and district fair affiliations, for a total of nearly 100. Thirty-three years ago F. L. Eaton, Sioux City, Ia., was president and Charles Downing, of Indianapolis, secretary. J. W. Russwurm, of Nashville, Tenn., who was later association head, was then a member of the key committee on classification, rules, and entry forms. In that year the American Association of Fairs was surely feeling its strength, for it voted to raise annual dues from \$10 to \$25. An important subject of the time was circuiting of dates.

By 1910 the roster had swelled to 33 member units under the presidency of Thomas J. Wornall, of Liberty, Mo., followed by Charles E. Cameron, of Alta, Ia. There were about 25 State fairs held in this immediate period, and President Wornall, referring to 15 on which he had information, showed that in 1906 total attendance was 1,662,861. Four years later it had grown to 2,580,988 for the identical 15. The nation's population was soaring—the attendance at fairs with it. President Wornall had depth and imagination. "What of the fair of the future?" he asked. "The age of electricity, with its wisdom teeth uncut, staggers our mind as to the future." A prophecy?

As a proof that publicity and advertising were even then occupying the best minds in

(Continued on page 44)



C. A. NASH



P. W. ABBOTT



A. R. COREY



E. G. BYLANDER



FRED CHAPMAN



E. A. HUGHES



R. A. LEE



M. W. JENCKS



R. E. AMMON

E. F. EDWARDS

S. N. MAYFIELD

Photographs Not

Available)

THE "CLICK" SPIRIT

It is no mere coincidence that the IAFE can say to the world, "this is our 50th anniversary." It takes Spirit, Courage, and a lot of other old-fashioned virtues to make the wheels go 'round . . . to make 'em click. This same spirit has enabled World of Mirth Shows to click season after season. But it could not have been done without the splendid co-operation of Fair Officials. They gave us one of those old-fashioned (old to us) Banner Seasons. Their confidence must result in our offering them for 1941 the absolute tops in Carnival Congresses. . . . See you in Chicago.

WORLD OF MIRTH'S "International" Fairs

Brockton, Mass.

Raleigh, N. C., State Fair

Richmond, Va., State Fair

Ottawa, Ont., Central
Canada Exhibition

(Cancelled 1940 Account War)

WORLD OF MIRTH SHOWS

MAX LINDERMAN
..General Manager..
WORLD OF MIRTH SHOWS
L. HARVEY CANN
General Agent

Suite 1029
10 ROCKEFELLER PLAZA
RADIO CITY, NEW YORK

PHIL ISSER

Manager Concession Dept. Featuring the Best of Everything in Merchandise. Extending Thanks to the Fairs on the World of Mirth Route.

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RALPH W. SMITH, Secy.-Treas.
MRS. DONALD MURPHY, Asst. Secy.
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EDDIE TARJAN, Radio Representative
GERALD SNELLENS, Contracting Agt.

J. L. EDWARDS, Chief Electrician
RONALD DRIVER, Assistant
WALLACE A. COBB, Trainmaster
LEON A. REEVES, Scenic Artist
HARRY HAUCK, Mechanical Supt.
CHARLES KIDDER, Construction Supt.
L. H. BOWE, Ticket Supt. and Postmaster

WINTER QUARTERS • 7th and Dinwiddie Streets • or Wm. Byrd Hotel • RICHMOND, VIRGINIA

"Mr. Secretary"

IN MOST organizations it is the secretary upon whose shoulders falls the greater part of the work. The International Association of Fairs and Expositions has been no exception. All of its officers and directors have done yeoman service for the fairs, giving generously of their time, service and oftentimes money. But year after year on it is the secretary upon whom devolve the numerous details of gathering, collating, and disseminating information vital to the interest of the fairs.

With fair men widely scattered thruout the United States and Canada and getting together but once a year when the annual convention is held in Chicago or Toronto, the only means of keeping generally informed on matters affecting the members is thru the IAFE secretary. Legislative data, fair policies, and other matters of importance are cleared thru his office. He must gather and make available to members material that will enable them to better conduct their respective fairs, answer hundreds of inquiries, attend legislative and other meetings, advise on matters pertaining to entertainment, exhibits, premium lists, budgets, and so forth. For his work he receives only a nominal salary.

Ralph Hemphill

Ralph T. Hemphill

His successful experience as secretary-manager of a major State fair and a wide acquaintance among the fair men and showmen of the country stood Ralph T. Hemphill in good stead when, on the retirement of Don V. Moore, he took over the duties of secretary of the IAFE. Coming in at a time when fairs were entering a new era of expansion, Hemphill found the secretary's job one that required a tremendous amount of work, as new problems were constantly arising and secretaries were calling for information on many phases of their business.

Hemphill's connection with fairs dates back to 1904, when he went to work for the Louisiana Purchase Company prior to the opening of the St. Louis World's Fair. He worked as ticket taker, was transferred to the ticket-selling department and sold tickets at the main gate and made change until the middle of summer, when he was promoted to cashier in the office of superintendent of tickets, where he remained until the fair closed. He then went back to Illinois and taught school for a couple of years and farmed for two years. He next went to Texas, where he worked for a land company, looking after its farming interests. After two years there he went to work for the United States Department of Agriculture and while with it was transferred to the A & M College at Stillwater, Okla., as assistant director of extension. In 1917 he started working for the Oklahoma State Fair. In 1919 he was made secretary and in 1923, following the death of I. S. Mahan, he became secretary-general manager, which job he has since held.

Hemphill is married, and his wife, Ada, and daughter, Betty, are well known and liked among the fair and show people. For years they have taken an active part in the social activities of the annual convention in Chicago and Toronto. Hemphill has not missed a convention of the IAFE since he entered the fair business.

Even in the early 1920s the Oklahoma State Fair, as the representative exposition of one of the youngest States, had made enviable progress. Under Hemphill's energetic management it made rapid growth. Obtaining the co-operation of civic leaders, Hemphill secured additional appropriations for the fair, aroused greater interest among the agricultural and livestock interests thru an aggressive publicity campaign and by offering substantial premium awards. Exhibits grew to large proportions. Recognizing the importance of entertainment as an attendance stimulant, Hemphill sought outstanding grandstand attractions and was one of the early users of musical revues. His fair has continued an uninterrupted growth to the present day. In 1926 he was one of a group of leading fair managers called to Philadelphia to advise with officials of the Sesqui-centennial Exposition.

Prior to the 1920s there was little or no collated material pertaining to fair management. One of Hemphill's first jobs as secretary of the International was to assemble data collected during the sessions of the School in Fair Management, held in Chicago in 1924. Hemphill was one of the active promoters of the school and did much of the preliminary work of getting it under way. At the sessions he took an active part in the discussions and work of the school. He was heartily in favor of continuing the school as a yearly event which would serve as a medium for the exchange of ideas that would be helpful to all fair managers. But insufficient interest was manifested and the school was not continued.

In 1925 Hemphill edited the School in Fair Management material and had it published in book form, making it available to all members. Later he collected from the minutes of the IAFE over a period of years the best papers on advertising that had been read at the annual



Frank Kingman

Frank Kingman

BECAUSE only a few short years ago he would have been eligible for the draft and because, on the other hand, half his life has been spent in the business of making fairs pay, Frank H. Kingman is a happy combination of youth and its enthusiasm and age and its experience.

The fact is that few, if any, fair officials have worked on the administrative end of as many fairs.

For Kingman's life is a saga of strength thru statistics.

That is perhaps natural because his first job in the trade was on bookkeeping and office detail at the Eastern States Exposition, Springfield, Mass., the town of his birth. In a six-year span he had learned enough at Eastern States to fit him for the top job at the old Connecticut State Fair in Hartford, where he put in two years. From there it seemed a natural step, tho a titular comedown, to an assistant secretarial post at the Iowa State Fair in Des Moines. That's the spot reigned over by Art Corey, and Corey to this day is, and probably will be forevermore, the object of Kingman's unqualified admiration and devotion. Having previous to this come under the influence of Springfield's Charlie Nash, Kingman's regard for him is on an equally high level.

In 1930 an opening occurred at the old New England Fair in Worcester, which became part of the so-called Worcester-Brockton-Springfield circuit, but somehow Worcester managed to insert itself smack into three of the big depression years and after the 1932 renewal it renewed no more.

During the sweeping reorganization which took place at the Brockton Fair that year Kingman was offered the secretary's post and accepted it as a year-round administrator. In the interim period, while cleaning up his affairs in Worcester, he officiated at White City Park there until fair week of his baptism in Brockton neared.

One of his early pet creations at Brockton was the promulgation of Days—every day a different sock feature. He reasoned that he could not expect natives to make repeat visits merely because Monday night be Farmers' Day, Tuesday Shoe Day, Wednesday Joe Zilch Day, and so forth. So he offered half a dozen distinctly separate attractions of a tangible nature, and when the Secretary of the Weather provided

gatherings, had them edited, and published them in a volume entitled *Advertising of Fairs*. He did the same on the subject of budgeting and accounting. These three volumes contain sufficient material to give any newcomer in the fair game a good working knowledge of the many problems of fair management, taken from the experiences of the outstanding fair men of the last 50 years. These volumes were a valuable contribution to the literature of fairs.

An idea of Hemphill's which never came to fruition but which undoubtedly would have been a great thing for the fairs was the establishment of a central clearing house in Chicago or in Oklahoma City thru which the activities of fairs thruout the country could be coordinated. Such an agency, he believed, could render valuable service to the fairs. With a man working full time the year round, the agency could become a storehouse of information for all fairs, to which secretaries and managers could come for advice, ideas, and suggestions. Thru it the fair men could be kept informed on legislative matters affecting fairs, successful methods of handling commercial exhibits, budgeting, best means of advertising, handling concessions, new ideas that were proven successes, and a thousand and one other angles.

the proper atmosphere, the Secretary of Brockton provided the proper box-office essentials.

Kingman worked his way into even more tangible assets. His fair maintains the only known "International Zone." This is a series of attractive cottages on a wide, sweeping thoroughfare leading in from the main entrance. At present there are four buildings, catering to Italians, Lithuanians, Irish, and French. These make up the bulk of Brockton's foreign population.

Another innovation is an outdoor garden show made up of about 30 individual layouts which are practical for back yards. This is free and one of the more popular features.

Kingman has more often than not "experimented" with his grandstand program. He won't sit motionless and book "the same old stuff." He was one of the first to see the value in name dance orchestras, one of the first to put on a water show, one of the first to snap the program into an integrated and coherent whole, mobilizing "old" and "new" talent and performances into some semblance of production which the spectators could feel was distinctly a product of the Brockton Fair.

It has not all been the proverbial bed of roses. If it wasn't a St. Swithin series of downpours it was bad conditions; and if it wasn't bad conditions it was a fire which just about ruined the grandstand and equipment. This year's grandstand bill at Brockton found Kingman presenting a show confined exclusively to George White's *Scandals*. To ease technical hurdles on the stage for this and subsequent productions and talent parades, Kingman introduced a superstructure of sturdy fabricated steel, set up to be operated as in a theater, complete with grid work overhead for curtains and lights. It is 70 feet wide and 95 feet above the stage, the stage itself being five feet above ground. It is a highly flexible framework, adaptable to almost any reasonable technical purpose. The point is that the steel structure gives an outdoor show the appearance of being put on in a theater.

A season or so ago he decided he didn't like the tobacco juice appearance of livestock exhibit buildings. Result: A few of them are decorated in baby-like blue which gives the interior a refreshingly new and different appearance.

Kingman has always been interested in trade association work. He is a veritable human compendium of information on county and State fairs and international and nationwide expositions. One year he headed the Massachusetts Agricultural Fairs Association. So when the IAFE convention of 1936 came along in Chicago and Frank Kingman was elected as its secretary, succeeding Ralph Hemphill, Kingman took to it like a duck to the pond.

It would be unfair to measure the success of Kingman as IAFE secretary by the two years he has been in office. Yet certain achievements stand out with telling clarity. He hustled around and expanded the convention program of 1939 so that instead of a session highlighted by four or five addresses he built a program technique calling for a multitude of speakers expounding on a wide variety of important subjects.

He began a campaign to embrace more State associations of fairs under the IAFE shelter and today the membership is 20. Last year the State members held a separate meeting in Chicago and will follow the same practice this year.

Kingman's IAFE aim—one of a horde of them—is to set up a special subgroup composed exclusively of publicity and advertising men attached to member fairs. He also has a similar group in mind for concession superintendents. But his chief objective is the formation and maintenance of a central office which would act as a clearing house for information, national and State propaganda, uniformity in contracts, insurance, and the like.

Fairs Are Big Business

... 51 weeks of preparation for a one week show . . . But fairs are more than just a show. They represent an investment of millions and the talent and energy of big business.

By NAT GREEN

FIFTY-ONE weeks of preparation for a one-week show! But what a show!

When we look at it today, we marvel at the revolutionary changes that have taken place in American fairs in the last 40 years. Yet, considering the startling evolution in every other phase of American life during that period, the fairs have merely kept pace with the march of progress. At the turn of the century we were slowly emerging from the horse-and-buggy age. For decades the fairs had followed the leisurely tempo of the times and were, for the most part, largely local in their appeal. Gradually their sphere widened as transportation facilities grew, and with the coming of the automobile the fairs were given a great impetus. Night fairs, which had been few in number, multiplied as the automobile came into general use. Increased attendance was the natural result, and it, in turn, led to increased exhibits and more elaborate entertainment programs. Nationally known firms whose products appealed to the rural population began to take notice of the fairs as a stepping stone to bigger markets, but it was not until the middle '20s that they began to develop the market on a large scale. The development has continued unabated along with the phenomenal growth of every department of the fair. Today we find at the fairs acres of buildings housing thousands of exhibits appealing to every conceivable taste. Thousands of sleek cattle, blooded horses, halls filled with home handicraft; magnificent displays of fruits, flowers, and agricultural products; walls hung with the work of ambitious young artists. Home appliance and farm machinery displays worth hundreds of thousands. Horse races, auto races, thrill shows, musical revues featuring famous names; bands of national reputation; midways ablaze with lights and life. An endless array of attractions that educate and entertain.

That, in brief, is the Big Business State Fair of today, and on a smaller scale it is duplicated by hundreds of county and district fairs which

annually attract huge throngs. Small wonder, then, that the fair man must be something of a financier, salesman, politician, promoter, showman, and something of a gambler to successfully conduct the many-sided institution that is so important a part of American life. To handle an attendance of anywhere from a quarter million to more than a million people in a week or 10 days, as the leading fairs do, requires marked executive ability and a carefully planned organization which functions the year round. Co-operation of business men and civic groups must be assured; exhibits and commercial displays arranged for months ahead. Budgets must be worked out; improvement of grounds and buildings arranged for; entertainment programs set and talent contracted. There are literally hundreds of details of which the thousands who come to the fair have no realization. Hence the importance of having men of sound judgment at the helm.

Huge Investments

The huge investments represented in leading fair plants are an eloquent indication of the fair's importance in the fields of education, entertainment, and marketing. These investments have shown a marked increase during the last few years. Huge new coliseums, machinery halls, 4-H Club buildings, large-capacity grandstands have been built to take care of the expanding exhibits and increasing attendance. Education and business go hand in hand, and the splendid work the fairs are doing in co-operation with State agricultural colleges in championing improved methods of farming and livestock raising and a higher standard of rural living has created a new market of vast proportions in rural America.

Most of the men behind the fairs are substantial, successful business men who have the interest of the community at heart and look upon the fairs as a powerful factor in civic betterment. To them the fairs, in spite of the

tremendous amount of work involved, are a pleasant avocation that pays satisfactory dividends in building the community and countryside.

A field in which the fairs have done a job of immense value to the country is that of boys and girls' 4-H Club work. The 4-H Club movement has been fostered by the fairs since its inception. Today there are more than 1,500,000 members thruout the country, and thru the incentive offered by the fairs they have been



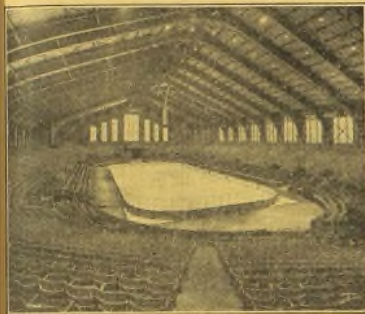
Thru the massive pillars of the Prince's Gate may be seen the Electrical and Engineering Building, one of the largest on the \$20,000,000 grounds of the Canadian National Exhibition, Toronto. This building houses a great variety of electrical displays as well as many other interesting exhibits.



Some idea of the immensity of the shows presented in front of fair grandstands may be gleaned from this photograph of one of the big revues which played many of the leading State fairs in 1939. The massive scenic set forms a 250-foot background of variegated light, color, and design, and 75 people appear in the production, which is an extravagantly costumed and colorful musical, supplemented by standard novelty acts. In the foreground may be seen a small part of the overflow audience seated on chairs on the race track.



The 4-H Club building on the Minnesota State Fair grounds. Erected at a cost of more than half a million dollars, it is regarded as the finest structure of its type on the American continent. Measuring 357 by 150 feet, it is a three-story, fireproof monolithic concrete structure which provides an adequate setting for an impressive showing of the 2,000 of Minnesota's 50,000 4-H Club boys and girls who annually go to the fair.



Interior of the Coliseum on Indiana State Fair grounds, Indianapolis. This magnificent auditorium normally seats 8,000, but for shows not requiring the arena the capacity can be increased to 11,000 by placing 3,000 chairs in the arena. There is not a post in the building, and every spectator has a full and unobstructed view.



Crowds! This view of the grandstand at the Canadian National Exhibition, Toronto, gives some idea of the thousands who flock to see the grandstand shows.

An effective factor in advancing rural standards of living and agricultural production. The effects of their work are reflected in a commercial way in the steadily increasing sales of improved farm machinery, equipment, and home furnishings. The half-million-dollar 4-H Club building that was opened on the Minnesota State Fairgrounds in 1939 may be taken as a criterion of the importance of 4-H Clubs and a monument to the work the fairs are doing. This beautiful three-story, fireproof, monolithic concrete structure, measuring 357 by 150 feet, provides an adequate setting for an impressive



Aerial view of a portion of the Clay County Fair grounds at Spencer, Ia. One of the most noted county fairs in the United States. Located in a town of 5,000, it draws an annual attendance of 140,000.



Massive front of the Agricultural Building at the Los Angeles County Fair, Pomona, Calif. This is but one of several huge buildings housing thousands of exhibits from Southern California.

showing of the achievements of Minnesota's 50,000 4-H Club boys and girls. At front center of the building there rises, to a point 25 feet above the roof-line, a 36-foot tower three faces of which are inlaid with glass bricks. These panels, illuminated from within with varicolored lights, blazon forth at night the majesty of the edifice. The ground floor is the main exhibition and demonstration room. Here are booths and platforms, hot and cold running water, electricity for light and power, gas, and other necessary facilities. The second floor is used for assembly. There is an excellently appointed stage on which dramatic, musical, and other cultural programs are presented. There also is a completely equipped kitchen and cafeteria, with accommodations for serving 6,000 meals daily. The third floor is divided into two large dormitories, one for boys, the other for girls, and commodious rooms for the supervisors of each of the sleeping sections. There are excellent shower bath and lavatory accommodations, and two hospital rooms, each with 12 beds. The structure is the symbol of 28 years' growth and progress of 4-H Club work in Minnesota. Other State fairs have comparable accommodations for their 4-H Club boys and girls and are constantly extending their work in behalf of the clubs.

Outstanding example of a fair conducted by a private corporation, run not for profit but to assist the progress of agriculture, industry, and commerce, is the Eastern States Exposition at Springfield, Mass. It was chartered in 1914 as the Eastern States Agricultural and Industrial Exposition, Inc. and in 1923 was reorganized under the educational status of the Commonwealth as the Eastern States Exposition. First fair was held in 1916 and it has been held continuously ever since with the exception of 1918, when the government took over the grounds as a military storage depot. Today the exposition covers 175 acres. There are 14 permanent brick, steel, and concrete buildings and 30 other build-

ings, representing an investment of more than \$3,000,000. A complete water and sewer system has been installed, as well as a sprinkler system in all major exhibition buildings. Light and power plants have been erected, and thousands of dollars have been spent in landscaping, construction of roads and walks, and sanitary conveniences.

While there has been no cessation of agricultural activity or the display of agricultural achievement, progress has been marked in other lines. Chief growth has been in the development of an industrial exhibition that is among the largest in the country. Attendance has shown a steady growth and now averages 300,000 annually. Entertainment has kept pace with other features of the fair. The horse show is the principal event, but the grandstand show occupies a prominent place in the entertainment program, and many noted musical organizations have appeared at the fair. The Eastern States Exposition is the only large and successful fair in the country operating without a midway. There are no concessions or shows, but special attractions in the form of mechanical and animal rides are provided, especially for young people. Attendance during the 24 years the fair has operated totaled more than 6,400,000, an average annual attendance of about 240,000.

Big Fairs in Small Towns

It is not alone in the larger cities that successful fairs have been developed. In fact, some of the most phenomenal successes have been in small towns. Probably the outstanding example is the Clay County Fair, Spencer, Ia. Some 8 or 10 years ago the town of Spencer was practically wiped out by fire. Fortunately, its business men were of the solid, progressive type who did not let disaster get them down. Plans were at once made to rebuild the town and along with it the county fair. Leo C. Dailey, an aggressive young man in his thirties, was secretary-manager of the fair. He had a co-operative board of directors and they set to work to make the Clay County Fair a leader. Largely thru Dailey's efforts it grew and prospered. Its exhibits and entertainment attractions soon were rivaling those of many State fairs, and for several years past Spencer, a town of 5,000, has annually played host to around 140,000 people during its six-day fair.

The Ionia Free Fair, Ionia, Mich., is another shining example. It is privately owned and receives no subsidies. Nevertheless it more than pays its way and has been a great force for public good. Built up largely thru the efforts of the late Fred A. Chapman, successful furniture manufacturer, it puts on an exhibition of State fair caliber and in a town of less than 10,000 population annually attracts an attendance of more than 300,000. Since the death of Secretary Chapman the work has been admirably carried on by Rose Sarlo, who had been

(Continued on next page)

Greetings

FROM

John H. Marks Shows

★ Fun

★ Thrills

★ Education

★ Entertainment



PERFORMANCE ADDRESS
BOX 771 • RICHMOND, VA.

BY ROUTE
November 27, 1940

To Fair Men and
Celebration Committees:

We wish to take this opportunity of expressing our thanks and appreciation of your co-operation this past season -- your courteous treatment and friendly assistance helped us to score another great year, one of the best in our long history.

During the winter season, we firmly intend to carry out the plans and ideas which we have been studying and carefully considering from the viewpoint of our experience in 1940. As a matter of fact, some of the new innovations are already in work and when the 1941 season opens next year, you will see an entirely new manifestation of carnival midway offerings materialized -- destined to attract larger crowds and produce greater profits for the fairs and Sponsoring Groups.

We urgently request that each and every one of you give us an opportunity to present the complete picture of the John H. Marks Shows before you contract for your carnival. See us during the Chicago Conventions or write to the above address today.

Sincerely yours,
MARKS SHOWS INC.

John H. Marks
JOHN H. MARKS
President.

JHM:b

WINTER QUARTERS—Richmond, Va. P. O. Box 771

SHOWMEN

Good attractions of all kinds will be welcomed. New and different presentations not ordinarily found on carnivals will be given preference. Send complete details of what you have to offer.

Happy Birthday IAFE and many more

Fairs Are Big Business

(Continued from page 17)

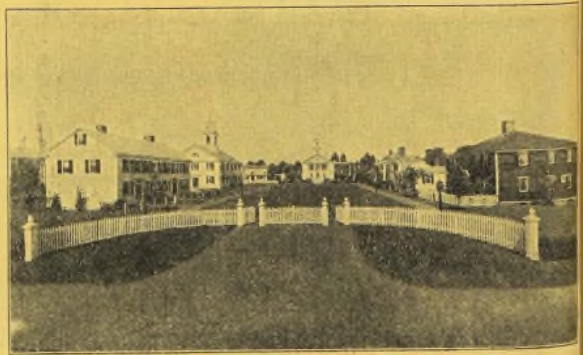
assistant secretary. Writing of this year's fair, Miss Sarlo says: "We had the best fair on record this year and broke three records. We had the largest grandstand attendance on record on Friday evening with 9,800 people in the stand; the largest afternoon attendance on Saturday with 8,725 paid admissions, and also the largest paid grandstand attendance for the week, with paid admissions of 76,835."

On the West Coast the Los Angeles County Fair, Pomona, Calif., has shown remarkable growth. Organized in 1922 by a group of business men who sold \$10,000 worth of stock and borrowed \$15,000 from the banks, it started from scratch and in 18 years has progressed to the point where it is a \$2,500,000 institution with huge buildings and thousands of exhibits. Its first fair was held on a five-acre plot over a period of five days, and \$19,315 was offered in premiums and purses. Today the fair occupies 300 acres, draws an attendance of more than half a million in its 17-day session, and in 1939 had 15,181 exhibitors and paid out in premiums and purses nearly \$200,000. In its machinery hall there are 40,000 square feet of floor space. Its commercial building is 100 by 350 feet. Other buildings are in proportion. At the time the fair was started C. B. Afflerbaugh, then operating a drug store in Pomona, was one of the chief promoters. For years he had been interested in civic projects and he took a leading part in establishing the fair. He was its first manager. Two years later he became secretary and gave up his drug business to devote his entire time to the fair. He has been largely responsible for its unprecedented growth.

Biggest Fair

The biggest fair on the North American continent, both in point of attendance and investment, is the Canadian National Exhibition at Toronto, Canada. Value of its plant is placed at \$20,000,000, and annual attendance passes the million and a half mark. Annual cost of staging the exhibition is \$1,225,000, exclusive of the thousands spent by exhibitors. Exhibition Park covers an area of 350 acres, entirely surrounded by the city of Toronto except on the south, where it is bounded by Lake Ontario and has a shore line of approximately one and a half miles.

In the States there is no fair approaching the CNE in attendance, but the State fairs, especially in the Midwest, are tremendous exhibitions with millions invested in grounds and buildings and attracting attendance of from 300,000 to 1,000,000. Published attendance figures do not always give an entirely true picture of the importance of a fair, as many other factors have to be considered. Nevertheless, the figures quoted in the annual reports of the IAFE may be taken as authoritative and the fairs listed are the country's leaders. In the 1939 report five State fairs—Texas, California, Minnesota, Wisconsin, and Illinois—are listed as having an attendance of more than half a million each. Texas passed the million mark. Seven—Michigan, Mississippi, Oklahoma, Georgia, Indiana, Ohio, and Iowa—are given from 300,000 to 425,000 each. Kansas Free Fair, Topeka, rates 400,000; Eastern States Exposition, Springfield, Mass., 308,000; Central Canada Exhibition, Ottawa, 379,000; State Fair of Louisiana, Shreveport, 285,000; New York State Fair, Syra-



UNIQUE FEATURE of the Eastern States Exposition, Springfield, Mass., Authentic Colonial village, known as Storowton, in honor of its donor, Mr. James J. Storow, of Boston. Thirteen colonial and post-Revolutionary structures were torn down and re-erected in their original form on the fair grounds. They house the fair's home department exhibits and demonstrations in a setting of beauty and distinction. Visitors during exposition weeks are treated to old-fashioned square dances on the green every afternoon by trained groups in costume. Part of the village exhibit is a collection of early American horse-drawn vehicles.



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



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

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

Plant of the New York State Fair is valued at more than \$5,000,000. "We believe," says Paul Smith, director, "that our cattle exhibit this year was larger than that of any other fair. The value of this and other livestock exhibits, I would say, would approximate a million dollars. This would include race horses, show horses, sheep, swine, poultry, and pet stock. As to the value of commercial exhibits, domestic art, fruits, vegetables, etc., I would say another half million."

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

as many more. Frequently the entire space is needed to accommodate the crowds that flock to see the grandstand shows.

In Montana, which has a total population of slightly more than 500,000, the Northern Montana State Fair, Great Falls (population 28,822), in 1939 drew an attendance of 263,940 paid customers, or more than half the State's population.

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

THE END

CONGRATULATIONS to the

IAFE on its 50th Anniversary

From America's No. 1 Rural Radio Show . . .

The WLW Boone County Jamboree

Played to 111,200 People at 39 Fairs
from July 4 to October 9. Book the 1941
BOONE COUNTY JAMBOREE and
Break Your Attendance Records.

WRITE
WIRE OR PHONE
B. McCLUSKEY
WLW PROMOTIONS, INC.
CINCINNATI,
OHIO



JAMES E. STRATES
General Manager

SEASON **1940** NOW OVER
A PHENOMENAL SUCCESS



W. C. FLEMING
General Agent

NOW IN PREPARATION THE
1941

PRESENTATION

AMERICA'S MOST PROGRESSIVE OUTDOOR
AMUSEMENT ORGANIZATION

BIGGER and BETTER

20
HIGH CLASS
ENTERTAINING
EDUCATIONAL
MODERNIZED
ATTRACTIONS

JAMES E.
STRATES
SHOWS INC.

18
JOY GIVING
MASSIVE
GLOOM
DESTROYING
SAFETY FIRST
RIDING DEVICES

"AMERICA'S BEST MIDWAY"

**CHROMIUM NEON FRONTS—ARTISTIC ORIGINAL IDEAS—SUPERB IN CREATION
SUPREME IN AMUSEMENT—UNSURPASSED BRILLIANT ILLUMINATION
MAMMOTH NEON TRIMMED LIGHT TOWERS—FINEST RAILROAD EQUIPMENT.**

Knowing that our phenomenal 1940 SEASON is the absorbing topic of the Outdoor Show World, I wish to personally thank the Fair Officials, Officers of the Organizations we have played under, and the entire Personnel of our Organization who by their co-operation made this Successful Season possible.—James E. Strates

Our Staff re-engaged for the 1941 Season: Dick O'Brien, Assistant Manager; Mrs. Gertrude Putman, Secretary; Keith Buckingham, Special Agent; James Yotas, Master Mechanic and Builder; Elmer Olsen, Supt. of Transportation; "Sky" Putman, Billboard Agent and Mailman.

WANTED FOR SEASON 1941—Workingmen in all departments. Billposter who can and will make Country Routes and keep two weeks ahead of Show. Live wire Promoter and Press Agent. Want Trainmaster, Chief Electrician, Scenic Artist, Builders, Blacksmith and useful people in all departments. **WANTED —** Man capable of operating Neon Plant and turning out the finished product. **HAVE LION MOTOR DROME,** complete with three Lions, will turn over to Capable Manager. A Beautiful Outfit. **HAVE COMPLETE OUTFIT FOR MIDGET SHOW.** Want Capable Manager with Midgets for same.

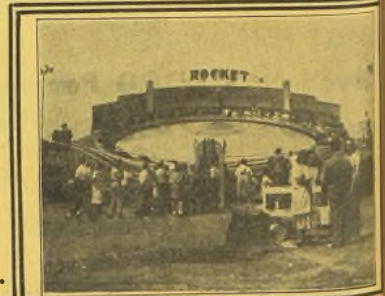
TO RECOGNIZED SHOWMEN: Will book and finance any New and Novel Attraction that does not conflict with what we have and furnish wagons for same. No Attraction too big for us to handle. Want to hear from Geo. Volgstad.

FLASH — RE-ENGAGED FOR SEASON 1941, EMANUEL ZACCHINI, "Human Cannon Ball," over the Two Ferris Wheels Daily on the Big Midway.

Season 1940—29 Weeks, 2 Celebrations, 12 Outstanding Fairs
SEASON'S BEST WISHES TO ALL OUR FRIENDS



**NOW BOOKING
SEASON 1941**
FAIRS-EXPOSITIONS-HOME WEEKS
CELEBRATIONS-FRATERNAL BENEFITS
CARNIVALS AND CONVENTIONS
JAMES E. STRATES SHOWS, INC.
WINTERQUARTERS, SAVANNAH, GA.



The Perpetual World's Fair

A prominent banker, business man, and exposition head tells why World's Fairs are important to the nation, but not nearly so vital as the 2,000-odd annual fairs throuth the country

By HARVEY D. GIBSON

Chairman, World's Fair of 1940 in New York

THE Perpetual World's Fair" is at first glance a phrase to give mild nightmares to anyone who has been thru the mill in even one World's Fair.

Toward the end of the season an amateur comes to feel that a World's Fair is a good deal like growing pains or the measles . . . something you may have to go thru once but which in the normal course of events can't hit you twice in a lifetime.

And just when that thought is most comforting, you are asked by The Billboard to consider the perpetual World's Fair! A flat contradiction in terms, you tell yourself. Even a Merry-Go-Round has to stop, doesn't it?

My reaction, I suspect, is typical. I have mentioned it here as something in the nature of a confession—and an apology on behalf of

the whole clan of World's Fair officials to the members of the IAFE.

It is easy to fall into a very simple error in the midst of the pressure and confusion of an international exposition. It is easy to get into the habit of thinking of fairs in terms of world's fairs or some World's Fair in particular, and lose sight of the fact that a huge exposition is merely one of an endless series of fairs which are, year in and year out, far more important to the people of the nation than any one of the big periodic episodes.

Except for size, I am convinced that there is not the least difference between the World's Fair of 1940 and any county or State fair in the country. And while many of us would like to believe it, I am not at all sure that the mere element of size is in itself an asset.

The basic problems of financing, administration, publicity, ticket sale, special events, exhibitor relations, and all the rest are the same, however small or large the undertaking be. Fundamentally people determine the success or failure of any fair, and people are the same no matter where you find them.

What do people want at a fair—any fair?

On the basis of our experience at the World's Fair of 1940, I should say that the first thing people want is to feel at home. Yet, paradoxically, they want something new and different on every side. That seems to define the one main problem every fair must face.

If the atmosphere and general tone of the grounds and events are too formal, unusual, and unlike his normal surroundings, the average visitor is not going to feel at ease. If he doesn't feel at ease he's not going to talk about the fair with enthusiasm. And anybody knows that word-of-mouth advertising is the backbone of any fair's publicity program.

On the other hand, unless there are a great many things completely strange and baffling, that same visitor is not going to feel that he got his money's worth. To be successful a fair must combine something of the casual familiarity of the corner grocery with a Buck Rogers trip to the moon.

We were very well aware of this problem at the 1940 Fair and we felt that the answer lay to a large extent in the tried and proven techniques of annual fairs. Therefore we did our best to secure a mixture of the neighborly feeling and familiar substance of the county and State fairs with the Tiffany setting that everybody expects in an international exposition.

It was this conviction, plus the desire to give the Forty Fair an outstanding patriotic tone, that prompted the staging of American Jubilee. We wanted an extravaganza that would make audiences gasp, and yet we knew that it would have to be fairly simple in conception and use a theme that would be familiar to everybody.



HARVEY D. GIBSON

American history supplied the theme, and a grand crew composed of Albert Johnson, Leon Leonidoff, Oscar Hammerstein II, Arthur Schwartz, Catherine Littlefield, and a hundred other loyal hard workers supplied the novelty. The result was a spectacle that had literally something for every visitor from 8 to 80 and from Coney to Calgary.

The basic material of American Jubilee—Washington's Inaugural, P. T. Barnum, Jenny Lind, Lincoln's Gettysburg Address, and the rest—was as comfortable and familiar as a kitchen range. But such things as the bicycle ballet, the cheer-meter election scene, and other items were new and exciting enough to make every visitor feel he had seen something at the Fair he could not have seen at home.

I spoke earlier of our desire to give the Forty Fair an outstanding patriotic tone. I believe we could have done much more than we did without exhausting this vein. The Nazi invasion of the Low Countries—which occurred 24 hours before our Fair opened its gates last May—marked a very definite turning point in American public opinion and patriotic fervor.

Americans for the most part have always taken their country for granted and have not been given to emotional demonstrations of their loyalty to a flag or a song. This past summer changed that. People the country over have suddenly become acutely aware of the fact that they are Americans. They're proud of it and want every possible chance to show the world they're proud of it.

I have only one summer's experience to speak from—it seems like at least 20 years—but I suspect that this tendency on the part of the American public is something all fair officials might well examine, with an eye to satisfying a demand that is not likely to lessen over the next four or five years. And at the same time a great deal of care must be taken to avoid over-exploitation and cheapening of this profoundly important element in our national life. This is something the IAFE perhaps should consider.

One thing I discovered (which every fair
(Continued on page 43)

HARVEY D. GIBSON

Up to August 30, 1939, that part of the world which followed the New York World's Fair knew Harvey Dow Gibson as chairman of the fair's important finance committee. The next day the official prescribed domain became greater when it was disclosed that he had become chairman of the board. In that position he became active head of the exposition, ushering in a new deal and taking over the key functions of Grover Whalen, president.

These functions were in connection with fiscal and financial matters, but Gibson went beyond the officially prescribed domain by drafting himself, in behalf of the fair, for all the important work relating to good will. In short, he became the fair's No. 1 front man, and in 1940, following a horde of new plans and revisions during "winterizing," continued the march in an attempt to make the second edition compare more than favorably with the first.

Gibson was not new to big things and the accomplishment thereof. About 38 years ago he received his first lessons in industry when he became attached to the American Express Company. Not long after he got a connection as a principal partner in the travel firm of Raymond & Whitcomb. In 1912 he joined the Liberty National Bank and in 1917 reached the very top—president. Four years later he was named president of the New York Trust Company and 10 years after that (1931) chairman of the board of the Manufacturers Trust Company, one of the solidest banking houses in the world.

During the World War he was active in the American Red Cross, performing what was described at the time and subsequently as a great job of organization. During 1931 and 1932 he was chairman of the New York City Emergency Unemployment Relief Committee.

As board chairman of the Manufacturers Trust Company and as private operator he is a director of many corporations, several of them in the show business.

On August 13, 1940, the Concessionaires' Association of the fair staged a testimonial dinner for him, and similar honors have been heaped upon him by other brackets of operation.

Harvey D. Gibson can "walk with kings" and yet not lose the "common touch"—for one of his pet stories is reminding all and sundry that he once played the fiddle in a burlesque house.

Fairs Are the Show Windows of the Nation

Six famous fair exhibitors tell how they have capitalized on the exclusive advantages of fair advertising . . . The old theory, "sell them while they're in the mood," works to perfection at fairs

By NAT GREEN

AT LEAST ten million dollars' worth of merchandise—ranging from automobiles to apples, tractors to turtles, pianos to peelers, refrigerators to radios, and just about everything else in between—is sold every year at the State and county fairs.

Sounds impressive—and it is!

In a stroll about the grounds of any large fair the visitor is struck by the large number of nationally known firms represented among the exhibitors. These firms are not in the habit of spending large sums of money unless they are reasonably assured of adequate returns on the investment, and the fact that they exhibit at the fairs year after year, spending increasingly large sums, indicates that the exhibits pay them well, either in direct sales or live prospects and good will. That this is true is borne out by the statements of executives of large exhibitors, quoted further along in this article.

From their inception fairs have been a market place, but the extent to which they have advanced in this direction is truly astonishing. It

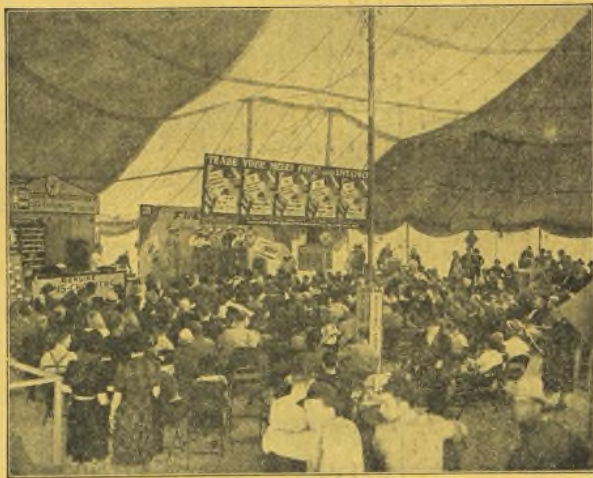
is a far cry from the minor barter and sale of the early fairs to the huge marketing traffic of today's leading expositions. Sales by a single firm of from \$50,000 to \$100,000 worth of goods at a large State fair are not uncommon, and in the aggregate sales made by the hundreds of exhibitors run into tremendous figures. At one of the larger Midwestern fairs last year there were 216 commercial exhibitors. These included only recognized firms, not the scores of independent salespeople found on every fairground. Names known the country over were represented. The Pillsbury Flour Co., Singer Sewing Machine Co.; Encyclopaedia Britannica, Inc.; General Electric, National Battery Co., Chevrolet Motor Co., Dodge Bros. Corp., American Stove Co., to mention a few at random. Repeat these exhibits many times over and the fairs truly become the Show Windows of the Nation.

Some of the advantages of an exhibit at fairs, as given by a man who has handled such exhibits for years, are: (a) An exhibit advertised sells goods. It is an actual visualization of the product. (b) It is seen by large numbers of people who are in a buying mood. (c) Increases sales for manufacturers because it puts them in touch with reliable dealers, jobbers, and retailers. (d) Affords education to the manufacturer, jobber, and dealer in getting public reaction to his product. (e) Gives the public opportunity for comparison. (f) Brings the prospect to the seller at a minimum cost. (g) Affords the exhibitor an opportunity to compile valuable and timely lists of prospects for immediate or future follow-up. (h) Increases sales of established products, and is an excellent medium of introduction of new products.

In search of information as to the value of fair exhibits, The Bill-board asked several large manufacturers to give their views. M. C. Miller, of the Maytag Company, wrote: "State fairs proved to be a very good investment for us this year. Since the introduction of the Maytag Aluminum Washer in 1922, mechanical changes have been frequent, but the over-all appearance of the washer remained much the same. Early this year we introduced a radically new model—a model completely new both in appearance and design. Then, just as we went into the fair season this fall, we introduced another new model. Both were instantly popular with dealers and public alike. Dealers and their salesmen who manned the fair booths were enthusiastic and eagerly presented the new models to fair visitors. Thousands (literally) of Maytag owners whose washers were 10 years old or older and who had considered trading them in just as soon as Maytag had "something different" told us how much they liked the new models. As a result of all this a large number of new Maytag washers were sold direct from fair booths and long lists



In its displays at fairs Montgomery Ward concentrates principally on farm tools, machinery, and supplies and uses a tremendous amount of building and tent space. Accompanying picture shows the Montgomery Ward tent at a 1940 State fair.



A typical scene at an Allis-Chalmers State fair exhibit. Farm people relax and rest as they are entertained in the shade of Allis-Chalmers big top.



Shell Petroleum Corporation in its State fair exhibits demonstrates the many household and industrial uses of its numerous products.

of prospects developed which salesmen had little difficulty closing in the weeks following the fairs.

"All in all, we would say that our experience at State fairs in 1940 was more than satisfactory. Dealers and salesmen enthusiastically presenting new Maytag washers to a public eager to see them is certainly a happy state for any manufacturer to be in, and we feel that we received an immediate return on the investment we made in space and decorations."

The Allis-Chalmers Manufacturing Company, of Milwaukee, is a large and consistent exhibitor. "The tractor division of the company has had exhibits at more than 40 State and regional fairs during 1940," says R. A. Crosby. "These exhibits were designed first to attract farmers and then to interest them in modern power farm equipment. To accomplish these purposes (1) the exhibit had to be made inviting in a manner and to a degree that the entire farm family would regard it as a place to meet their friends, rest, and relax, and (2) wherever possible actual demonstrations of the various units, operating under their own power, were given in an open-air arena.

"Large space was necessary, usually a lot approximating 150 by 250 feet, and a large tent, usually 60 to 80 feet wide by 120 to 150 feet long, was placed at one end of the lot. Very little, if any, equipment was displayed under the tent, which was used almost entirely for rest, shelter, and entertainment. Running ice water, picnic tables where families could eat their lunches, plenty of chairs, and a stage from which musical entertainment was provided at frequent intervals made the tent a popular place for every member of the family, while the men took all the time they needed to inspect the machinery display.

"Outside the tent attractively arranged displays of every size and type of equipment met the eye. At regular intervals a 'tractor rodeo' would take place in the big arena. The noise and action never failed to attract capacity crowds to these demonstrations, which were announced and explained over a p.-a. system.

"The advantage of the plan as outlined is that large crowds are attracted and held for longer periods on the exhibit; a friendly, informal attitude is created toward the exhibitor and his product; the potential purchaser voluntarily remains long enough to get more than a passing impression of the product on display, and finally, thru the use of a p.-a. system, the exhibitor's message is heard by thousands of potential purchasers instead of a few hundred, as is the case where only individual contacts are made. As a result, more contacts are made with intending purchasers, and more sales are closed at the exhibit."

Montgomery Ward has found fair exhibits well worth while. Says John A. Martin: "For several years Montgomery Ward has maintained exhibits at the Iowa State Fair, Des Moines; the Minnesota State Fair at St. Paul; the Illinois State Fair at Springfield, and the Ohio State Fair at Columbus. We have found these exhibits capable of producing good will, and they enable those people interested in farm equipment to see our complete line of merchandise on their visit to the State fair when they are interested in looking at the new things the industry has developed to make work on the farm easier, more profitable, and at the same time do a better job."

The International Harvester Company is one of the largest and most consistent exhibitors at fairs, spending thousands of dollars yearly on each of its State fair displays, which are made exceptionally attractive. Combined attendance at these exhibits, many of which occupy tents big

(Continued on next page)



Booth of the Maytag Company at the Greater Lansing Exposition, Lansing, Mich., spring of 1940. M. C. Miller, of the Maytag Company, states that the firm's experience with fair exhibits has been highly satisfactory.



Looking down a portion of the farm tractor and machinery display of the International Harvester Company exhibit at a 1940 State fair. Notice the depth of the tent, which gives some idea of the immensity of the exhibit.



Northwestern Yeast Company finds that fair exhibits pay. Above is shown the company's booth at a leading State fair. Demonstrators conduct bread-baking demonstrations in the fair's food show.



A corner of the Varied Industries Building at the Iowa State Fair, Des Moines. Here are housed hundreds of exhibits of household furnishings and appliances, food products, travel agencies, educational projects, etc. Station WHO has a large studio from which broadcasts are made daily.

FAITH . . .

It was FAITH . . . that permits the International Association of Fairs and Expositions to celebrate its 50th Anniversary this year. Without FAITH this great organization could not have achieved its purpose . . . FAITH in its broad objectives and in the knowledge that common problems would eventually be solved.

Congratulations to the I. A. F. E. and to the individual members on the Golden Jubilee!!

IT WAS FAITH . . .

That brought about the unrivalled "FROL-EX-LAND" at the Canadian National Exhibition, Toronto. . . FAITH in J. W. Conklin that rewards him with his fifth consecutive contract to assemble and produce "FROL-EX-LAND" at the C. N. E. in 1941.

We thank the Exhibition and their General Manager, Elwood A. Hughes, for unswerving FAITH in the scope of our methods and in the principles behind them . . . And, we take it, from their continued retention—that the required results have been achieved.

IT WAS FAITH . . .

That finds the Conklin Shows ready to embark on their 18th season in the Carnival Industry. We thank our past sponsors and auspices . . . they are always PRESENT AND EXPECTANT auspices because of . . . FAITH.

IN RETURN FOR FAITH . . .

Nothing better can be promised that PERFORMANCE . . . "PERFORMANCE" is what counts. . . "PERFORMANCE" to which the name Conklin dedicates itself in building. . .

"Better Midways for Better Fairs"

"Individualized Midways for Individualistic Fairs"

"Resourceful Midways for Resourceful Fairs"

TO THOSE WHO HAVE FAITH..

In Conklin Shows . . . we are now booking Attractions for 1941.

TO our Personnel . . . In whom we have had FAITH . . . we extend our heartfelt thanks and sincere appreciation—in making. . .

CONKLIN SHOWS -- The WORLD'S FINEST

J. W. CONKLIN
President

F. R. CONKLIN
Vice-President

Permanent Address:

P. O. Box 31, Hamilton, Ontario, Canada



CORNER OF EXHIBITS of refrigerators, washing machines, ranges and other household equipment at one of the larger fairs. Exhibitors state that these displays not only result in many direct sales at the fair, but also give them hundreds of prospects who are sold later thru dealers and salesmen.

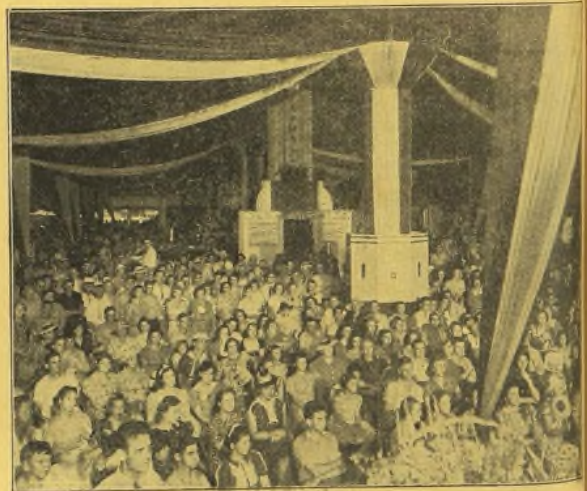
Fairs Are the Show Windows of the Nation

(Continued from page 23)

enough for a three-ring circus, runs into the hundreds of thousands, with much of the total accounted for by farmers and their families who attend year after year.

Planned and conducted in each instance by the company's branch house organization located in or near the city where the fair is held, the Harvester Company showing of its products is so impressively laid out and co-ordinated, and so spectacularly staged as to be widely termed "the fair within the fair." Here the company's customers and prospective customers see dramatic presentations of farm tractors and machines, motor trucks, industrial tractors and power units, and farm and industrial refrigerating equipment, while, thrown in for good measure, are entertainment features, often broadcast by radio over a wide trade territory.

The crowds are made to feel comfortable and at home. Chairs are provided for resting and group visiting, and there are plenty of drinking fountains. Usually there is an electric organ and player or an orchestra to oblige with requested numbers. "Comprehensive State fair exhibits form an important phase of the company's advertising campaign," says



A TYPICAL AUDIENCE at entertainment features of the State fair exhibits of International Harvester Company. This picture was taken at the Illinois State Fair, Springfield.



TRUCK MANUFACTURERS recognize the growing demand for attractive delivery trucks among rural merchants, and they find that exhibiting at fairs is one of the most effective ways of reaching a large number of prospects.

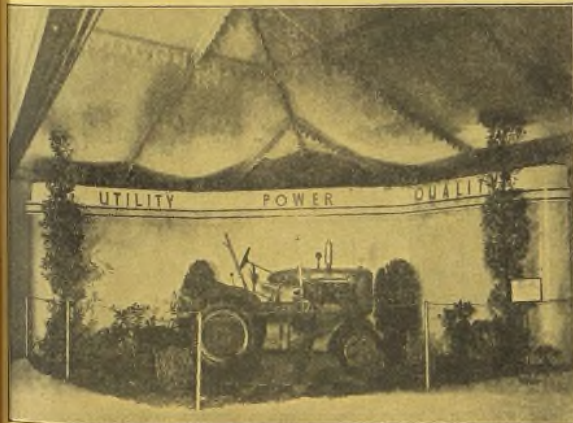
Edwin A. Hunger, of the International's Chicago office. "A variety of display equipment and machines specially prepared for exhibit are utilized. 'Seeing is believing' very aptly applies to the advertising obtained by the Harvester Company from these fair exhibits. The effect of the exhibits is greatly enhanced when motion is introduced wherever possible. Accordingly, by jacking up such machines as mowers, hayloaders, etc., and operating them by motors properly geared to reduce the speed, exhibit visitors can get a pretty good idea of how the machines actually operate in the field.

"The displays of the company's products are themselves both entertaining and instructive. Typical of these are: cutaway parts of machines in motion; a tractor showing its parts in operation under water for the entire fair week; Harvey Harvester, the robot; a tractor pushing up the lids and rising out of a box; a merry-go-round of motor trucks; talking and sound pictures; landscaped pool with a fountain that geysers to the tent top in constantly shifting patterns and changing colors; motor trucks in spring, summer, and winter settings; farm home settings showing the evolution of cream separating methods; milkers and milk cooling equipment in operation, and various action displays with lighting effects.

"Frequently dealers bring likely prospects to the fair exhibits because they can show these prospects more kinds of equipment more advantageously displayed than is possible in the average dealer's store. Also, the dealer can have his sales talk fortified by those of the well-informed men who are in charge of the exhibits. Thus the customer can be shown the equipment under best possible conditions and given adequate information about the machines which especially interest him.

"State fair exhibits have been a Harvester Company activity thru all the 38 years of its corporate existence, with the precedent established by its predecessor companies long before the turn of the century. Wholly aside from their advertising and good-will value, the company's exhibits have definitely proved their value in sales made and in paving the way to other sales for the company's dealers in the territories from which the crowds are drawn."

(Continued on next page)



DISPLAYS LIKE THIS lend beauty and attractiveness that focus attention of visitors on the product.

51st ANNIVERSARY 51st

GUS SUN

BOOKING AGENCY

EXECUTIVE OFFICES

ENTIRE SECOND FLOOR
SUN'S REGENT THEATRE BLDG.
SPRINGFIELD, OHIO

STATE
FAIR
ACTS
AT
COUNTY
FAIR
PRICES

SAVE
WITH
SUN!

TOMMY BURCHILL
CHICAGO
REPRESENTATIVE
STATE LAKE BLDG.

NEARLY 200 FAIRS PLAYED
GUS SUN ACTS IN 1940

FAIR SECRETARIES

SEE OUR DISPLAY
OF DISTINCTIVE
ACTS FOR 1941

—ON EXHIBITION—
DECEMBER 1-2-3-4-5

SUITE 700-701
SHERMAN HOTEL
CHICAGO, ILL.

DURING I.A.F.E. CONVENTION

MAIN OFFICE
REGENT THEATRE
BUILDING
SPRINGFIELD, OHIO

WESTERN REP
IRVING GROSSMAN
PLYMOUTH BUILDING
DES MOINES, IOWA



Al Wagner

GREAT LAKES
EXPOSITION
SHOWS, INC.

Extends a
Merry Xmas
and a
Happy New Year

OURS has been another great year . . . thanks to our many friends . . . the fair secretaries, celebration committeemen, sponsoring groups, showmen and employees. We hope to meet many of you in Chicago to thank you personally.

Next year we plan to bring out a bigger and even better show—see what we have to offer before you contract.

CAN PLACE the following Rides, Shows and Concessions: We have opening for High-Class Cookhouse, one who can and will cater to showfolks. To that party we can assure you of one hundred per cent co-operation and privilege in meal tickets. Must be in keeping with the standards of the show. Concessions of all kinds. Will especially want Long Range Gallery, Custard, Pan Came, Rat Game, and Slum Stores of all kinds.

We can assure you of a long season of fairs and celebrations commencing in June and closing in November. Wide awake concessionaires, here is an opportunity for those who now will appreciate a long season.

SHOWS OF ALL KINDS—Will furnish equipment for same. Have practically new Side Show for operator who has something to put inside of it. Girl Show Operators for two shows will furnish equipment for them. Have several Grind Shows open. Showmen, write us. Will place any Ride not conflicting with what we have. Good opening for Ride-O. Can also place several Kiddie Rides.

Have Five Flying Fishers contracted for one of our Free Attractions. Can use one more sensational Free Act. Showmen with new ideas, write us. Will frame any worth-while attractions. This Show will positively be enlarged for 1941 tour. Fair Secretaries in the South, write us for open time. Have some time open for late dates in 1941. Show will positively open in the South latter part of March.

Everybody Address: AL WAGNER, Manager

THE SHOW WITH THE HIGH-CLASS ATTRACTIONS

2647 Cheltenham Rd., TOLEDO, OHIO

Best
Wishes
TO THE
IAFE
Many More
Years of
SUCCESS

Congratulations

on the 50th Anniversary of the

International Association of Fairs and Expositions

from

WLS The Prairie Farmer Station

and
WLS Artists, Inc., Chicago

WLS National Barn Dance

Now in its 17th year on the air
in its 9th year in Chicago's Eighth Street Theater
it has played to more than
900,000 People (and they paid to see it).
For six years it has been the
Biggest Box Office Magnet at
State and County Fairs.

For information on

1941 DELUXE SHOWS

contact

WLS ARTISTS, INC.

1230 Washington Boulevard
CHICAGO, ILLINOIS

Fairs Are the Show Windows of the Nation

(Continued from page 25)

Another large farm machinery manufacturer that finds it profitable to exhibit at a large number of fairs is the Oliver company. W. E. Fulton, sales promotion manager of the Oliver Farm Equipment Sales Company, believes wholeheartedly in the effectiveness of these exhibits. "It is to the exhibits at his State fair each year that the farmer looks for the latest in farm machinery and the newest trends in power farming," says Fulton. "Likewise, the farm equipment manufacturer uses the State fair as a medium thru which he can tell and graphically explain to the farming public all that's outstanding and up-to-the-minute in the tools and equipment in his particular line.

The Oliver Farm Equipment Sales Company exhibits at all the larger and better known State fairs in the country. The Oliver branch office covering any one fair has complete charge of leasing display space, setting up the exhibit, manning it, and handling all details pertinent to the exhibit. Letters are sent out to all Oliver dealers within a reasonable distance from the fairgrounds inviting them to attend and bring along their families, friends, customers, and prospects. In many cases this gives the dealer a chance to show a more complete set-up of Oliver implements than he could possibly display in his own store.

The exhibit as a whole is in charge of the branch manager. He appoints various salesmen from his territory to man the display for the fair period and talk, explain, and demonstrate the equipment to spectators passing thru. Each machine carries a placard describing it and outlining the main selling features. A central booth is stocked with sales literature covering all implements. Usually a few novelties carrying the Oliver name are on hand to be given away. A public-address system is used to direct attention to various displays, particularly when people gather around them in fairly large groups. This maintains the carnival atmosphere that the event seems to demand and at the same time keeps up a running fire of selling information coming forth in practically continuous fashion.

Oliver sticks to a few basic fundamentals at State fair exhibits in making them as effectively successful as possible.

First—sufficient space located if possible on a plot that commands good traffic flow of the crowds. Second—pylon signs or other attention getters that quickly identify the Oliver exhibit. Third—enough units of each machine or tool used in the particular farming area, but not so many as to jam up the exhibit and consume the space around each implement display, thereby blocking the public away and making it inconvenient to get near or walk around it. Fourth—properly manned by people who know the machinery from A to Z, can explain and answer questions courteously and intelligently, and know how to choose and talk to the more interested prospects, thus making the most of their time. Fifth—plenty of new sales literature. Sixth—a bright clean exhibit at all times.

THE END

TEXAS EXPOSITION SHOWS

SECOND ANNUAL TOUR

WILL AGAIN PRESENT TWO OF THE WORLD'S
GREATEST DAREDEVILS AS FREE ATTRACTIONS

NOW BOOKING FOR 1941 SEASON

OPENING IN FEBRUARY IN DOWN-TOWN

SAN ANTONIO, TEXAS

THIS SHOW WILL BE BIGGER AND BETTER

FEATURING

15	SHOWS	15
15	RIDES	15
30	CONCESSIONS	30

FAIR SECRETARIES:

Will consider Fairs in Indiana,
Illinois, Missouri, Michigan,
Arkansas, Louisiana and Texas.

SHOWMEN:

Will book any Show of Merit not
conflicting. Will finance new
Ideas for Capable Showmen.

Congratulations

IAFE

Season's Greetings To Our Friends Everywhere

CONTACT US AT THE SHERMAN HOTEL, CHICAGO, DURING THE
CONVENTION. AFTER THAT ADDRESS

WINTERQUARTERS:

201 AUSTIN ST., SAN ANTONIO, TEXAS

A. OBADAL
(Owner)

H. P. HILL
(Manager)



SHOWMANSHIP has an important part in the exhibits of utility products at fairs. No longer is the mere showing of a radio, refrigerator, or other product regarded as sufficient. Manufacturers vie with each other to make their displays attractive. The above fountain, illuminated with varicolored lights, is an excellent example of the ingenuity exercised in attracting possible customers.

The Fair as an American Institution

(Continued from page 11)

home-talent era to the present-day professional attractions which provide colorful spectacles and in-the-flesh productions that cannot be seen in any other setting. The modern grandstand show of automotive ground and airplane thrillers, high acts and platform numbers, horse and elephant troupes on race tracks, auto and harness speed heats, and events of the bangtails belongs only to fairdom—and how well Mr. and Mrs. John Q. Public and the kiddies know it and love it! And the night shows! Backgrounded by packed grandstands, only blobs of white showing in studied darkness, across the track is the huge infield revue stage upon which appear stellar dancing and vocal ensembles and numbers, lighted and enhanced with effects and scenic settings never dreamed of by a Belasco. And over all a darkly diademed night sky and an autumnal moon, contrast enough for the explosively brilliant pyrotechnic masterpieces to mark the finale. Truly a sight and an experience never to be forgotten and characteristic only of the North American continent!

How can the average daily amusement menu of thousands of cities and towns hope to compete with such as this? It cannot. So when fair time is in the offing Paterfamilias Americanus and his retinue always await expectantly. In fact, they anticipate it by weeks and months in many localities. And there is where the fairs of today are in a stronger position than ever before, because they present a combination of exhibits and attractions of a once-a-year gripping appeal that has long since generously defied competition from other forms of entertainment.

Grounded in Local Pride

Not only that, but it has long been the knowledge of fair managers and board members that widespread community interest and angles which assure strong local support are present in the field of fairs in much greater degree than it is possible to attract in any other branch of outdoor amusements. Exhibits of industries, breeders, schools, 4-H Clubs, Future Farmers of America, and a dozen other interests make for a personal enthusiasm on the part of residents of any community in their fair. For instance, some fairs are the year-round center of most of the social life of their localities. As soon as one annual has ended the ways are greased for its successor. The fair manager and county agent become missionaries over a dozen or more counties and in some instances in nearly a whole State. Gatherings of young people—the fair workers of tomorrow—are held on an average of once a month or more often. Plans for the next fair are considered, new ideas are developed, errors

of the past are rectified, and the text for the preaching is, "Fair, fair, fair." Small wonder then that fairs have become so strong and their entertainment and educational competition so weak. They are grounded in the soil of local pride in achievement and, manned by leaders outstanding in their environs, deserve and get a volume of support no other branch of entertainment activity can hope to acquire.

Fun Zones Feed Coffers

The old truism about Jack being a dull boy without his play quotient is exemplified as never before in the modern, balanced fairs. "No fair without a midway" is as established a thought as is "No circus without peanuts." And the glittering, noisy amusement zone is recognized as being as essential to the pulling power of the gates as is any other major feature. The tented amusement organizations, with their swirling, eye-appealing riding devices, magnificent neon-lighted and chromium-trimmed show fronts, immaculate concession booths, and spick and span transportation equipment, represent millions of dollars in investments and they not only traffic in surcease from dull care, bringing joy to young and old, but are healthy feeders into the fair associations' coffers. The organized carnivals and so-called independent rides and shows of today have made progress in line with other developments for the betterment of fairs, and scores of them represent the last word in appearance, magnitude, entertainment merit, and earning power in portable amusements. Clean eat and drink concessions now are assured on practically all fairgrounds, on midways, other locations, and in grandstands, and concessionaires are co-operating as never before in intelligent effort to give fair patrons good food, wholesome refreshments, dairy products, and beverages in sanitary surroundings at reasonable prices.

Drum Beaters Serve Well

Long potent instruments in community building, fairs are more and more dovetailing into campaigns for bringing out the advantages of their respective localities. Some of the best planned, breeziest, and most telling publicity and advertising is being turned out by publicity directors of fair associations. While the larger fairs have no monopoly on this ace drum beating, a number of the State fairs have made it a point to encourage and expand their departments which use as media the press, radio, billboards, sound trucks, and other channels for disseminating real fair news. Among these departments the releases from Minnesota State Fair, Eastern States Exposition, Wisconsin State Fair, Brockton (Mass.) Fair, Western Washington Fair, Iowa State Fair, State Fair of Texas, Ohio State Fair, Kansas State Fair, Missouri State Fair, Kansas Free Fair, Canadian National Exhibition, Calgary Exhibition and Stampede, California State Fair, Los Angeles County Fair, Indiana State Fair, New Jersey State Fair, Virginia State Fair, Southeastern World's Fair, and State Fair of Louisiana are perhaps most notable.

No one can conceive what measure of triumph is still ahead for

(Continued on page 43)

INTERNATIONALLY FAMOUS TRAPEZE ARTISTS

FLYING BEHEES

Presenting a routine of principal leaps positively never before attempted on an outdoor rigging, including passing, doubletwisting, triple and two-and-a-half blindfolded somersaults, with the consistency and dependability that only these champions can perform them.

Featured at
MILLS OLYMPIA CIRCUS
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TOWER CIRCUS
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VIENNA, GERMANY
CIRCUS SCHUMANN
COPENHAGEN, DENMARK

Voted the Premier Flying Act
in the Circus Division in The
Billboard's Performer Contest.

Booked by
GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA

NEW YORK, N. Y.

ROSE BEHEE—the only lady in
the world performing a two-and-
a-half somersault to catch by the
feet while blindfolded.

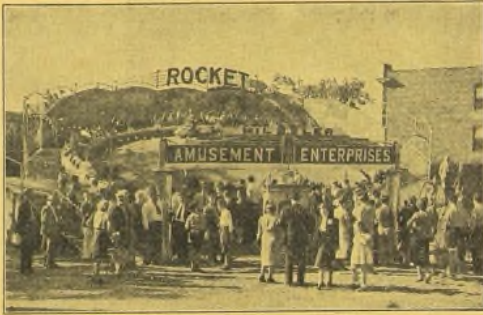
PERMANENT ADDRESS: 576 E. MAIN ST., PERU, INDIANA

Holiday Greetings

TO OUR MANY FRIENDS,
FAIR and CELEBRATION
SECRETARIES and
ASSOCIATES:—

WE THANK you all for your very fine co-operation and assistance in making 1940 one of our best years.

and Congratulations, **IAFE**



Featuring "THE ROCKET," the only ride of its kind—a real attraction and money-getter.

**NOW BOOKING
THE
1941 SEASON**

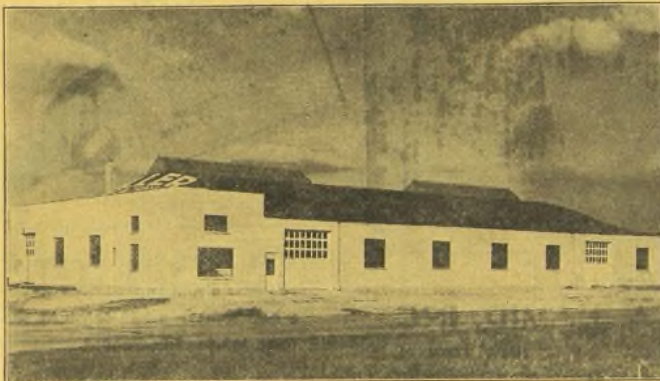
WE HAVE available the largest selection of rides in the country. Anything you want from "go-cart" on up! Every piece of equipment is in first-class condition and includes all the latest and most modern devices.

Special lighting effects and arrangements attract the customers from all parts of the grounds.

54 Modern Riding Devices

BOOK a variety of rides for your 1941 event ---be sure you have something for the young, middle-aged and even the older ones. Thrills for all who want them. And safety, too! Be sure of the best with Miller. Write us today for a complete list or visit our newly completed quarters in LaGrange, Ill., during the Convention.

Photo of Miller's new headquarters in LaGrange, Ill.



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AMUSEMENT ENTERPRISES

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History of IAFE Government Relations

The following article is from the author's exhaustive history on the subject, prepared especially for this Special IAFE Golden Jubilee Section.

By MILTON DANZIGER

the Congress. This recommendation was passed by unanimous vote.

Funds Appropriated

At the 1916 convention President Mellor suggested that the association appropriate a sum of \$500 to be used by a subcommittee in furthering the purposes of the National Fair Bill and in his presidential address again urged continued interest in behalf of the bill. There were a number of addresses by various speakers, especially by Ivanhoe Whitted, publicity manager of the Iowa State Fair, and A. L. Sponsler, secretary of the Kansas State Fair, Hutchinson, newly appointed chairman of the National Fair Bill Committee.

Mr. Sponsler stated that he had spent about 10 days in Washington the previous winter and while there talked with Secretary of Agriculture David Franklin Houston; George M. Rommel, chief of the Division of Animal Husbandry of the Bureau of Animal Industry, and various other officials of the Department of Agriculture.

A "War" Meeting

One of the most important incidents which have occurred in connection with the relationships with the United States Government, and undoubtedly the beginning of our present co-operation with the federal government, relates to the special meeting of the entire membership called to convene at Washington, D. C., on July 3, 1917.

On information received from John C. Simpson, then general manager of the Eastern States Exposition, Springfield, Mass., President Sponsler wired the secretaries and managers of the various members of the association to convene in Washington on the aforesaid date. Mr. Simpson informed the president that there was a movement on foot in Washington to call off the fairs and expositions of the United States because of our entry into the World War. It was based upon the supposition that during the months the fairs were to be held mobilization of troops would occur, as well as a movement for vast supplies for military purposes, and for various other similar reasons the fairs would be an interference. Some newspapers had inadvertently published what appeared to the publishers as harmless news items that there would probably be no fairs held in the country that year. President Sponsler was impressed with the fact that if anything of that sort was being seriously considered by important officials of the federal government it was his duty to call in council the managers of the fairs of

(Continued on next page)



MILTON DANZIGER

MILTON DANZIGER

Assistant General Manager Eastern States Exposition, Springfield, Mass.; chairman IAFE Government Relations Committee 1928-'40; is a leading force in the organization, and an authority on exhibits and expositions with relation to government.

At the 1913 convention Mr. Mellor further reported that on January 20, 1913, Honorable John A. Maguire, endorser of the bill in the House, advised him that the committee on agriculture had reported adversely, having recommended indefinite postponement.

Thinking that this bill should be reintroduced, the committee again took up the matter of its introduction with Mr. Maguire early in the fall of 1913, and he replied that he thought that there was slight chance of legislation on matters of this kind in this Congress. Even though the bill may not become a law, he felt that it served its purpose in educating Congress and the country in the proposed legislation.

Endorsement by Association

At this same session President John C. Simpson, of the Minnesota State Fair, in his presidential address stated:

"I desire to commend the movement for a closer relationship between the United States Government and the State fairs, for in our opinion the government can well afford to recognize our fairs and their importance in the broader field of education to the extent that they will eventually create a division of fairs within the Department of Agriculture whose sole duties will be to co-operate and work with us in our efforts to make our present institutions more efficient."

At the 1914 convention Mr. Mellor again reported that the National State Fair Bill was again introduced in the House of Representatives. Mr. Mellor was elected president of the association and thereupon appointed J. W. Newman, Kentucky State Fair, Louisville, chairman of the special committee.

During 1916 Mr. Newman made three trips to Washington and consulted numerous members of the House and Senate in regard to the bill. Mr. Mellor and Mr. Russwurm had also been to Washington. Mr. Newman recommended that a subcommittee be appointed by the president to secure the co-operation of the United States Department of Agriculture and the various forces operating under the Smith-Lever Co-Operative Extension Act in bringing the National Fair Bill measure properly before

THE history of the relationship of the International Association of Fairs and Expositions, the American Association of Fairs and Expositions, and its predecessors in the United States covers a period of 50 years. From the beginning to 1911 there were many discussions on the matter of federal government exhibits on the part of members, as well as representatives of the United States Government.

Federal Buildings

The first concrete action on the part of the International for federal exhibits was in 1911 during the presidency of Charles E. Cameron, president of the Iowa State Fair, when W. R. Mellor, of Lincoln, Neb., addressed the convention at its December session.

The draft of a bill as proposed by Mr. Mellor was entitled, "An Act To Provide for the Encouragement of Agriculture, Horticulture, and Industrial Exhibits in the Various States," and in substance there was to be appropriated out of any money in the United States Treasury, not otherwise appropriated, the sum of \$100,000 to each State for the purpose of promoting and encouraging the agricultural, horticultural, and industrial interests therein by means of construction and erection of a suitable building to be used solely for the display of agricultural, horticultural, machinery, or industrial exhibits.

Introduced in Congress

Mr. Mellor, chairman of the special committee on the National Fair Appropriation Bill, reported that the bill was introduced in Congress on January 15, 1912. President Cameron appointed a special committee in charge, consisting of W. R. Mellor, Lincoln, Neb.; J. R. Russwurm, Nashville, Tenn., and R. A. Pearson, Syracuse, N. Y. Because of Mr. Pearson's severance with the New York State Fair he was unable to serve, and Mr. Mellor and Mr. Russwurm opened a campaign with the support and assistance of each member of this association in lining up the senators and representatives of their commonwealths in favor of the measure. Mr. Mellor had received personally 285 communications favoring the bill.

On April 10, 1912, Mr. Mellor, Mr. Russwurm, and Joseph E. Pogue, of Raleigh, N. C., met before the committee on agriculture of the House and presented claims for favorable consideration of the measure. The bill was referred to a subcommittee for further study.

CONGRATULATIONS

IAFE

and THANKS to

F. A. Gladden, St. Louis Cavalcade; C. C. MacDonald, Pres., Idlewild Park, Lionier, Pa.; C. C. Uthoff, Forest Park, Genoa, O.; J. C. Michaels Attractions for a Grand Fair Seasons; Texas Longhorn Shows; John Reid and Bill Dumas, Mgrs., Happyland Shows, and John B. Davis, Southern States Shows.



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World Renowned Free Acts

THIS past season we worked 9 consecutive months without a lay-off of any kind . . . at Parks, Fairs, Special Events and with Carnivals. We have played every State Fair in the U. S. and such well known foreign spots as—Tivoli Gardens, Copenhagen, Denmark; Tivoli Gardens, Stockholm, Sweden; Liseberg Variety, Gothenburg, Sweden; Teatro Coliseo, Buenos Aires, S. A.; Fernandez Circus, Hawaiian Islands; Santos y Artigos Circus, Havana, Cuba; Principal Theatre, Mexico City; D. F. Circo Price, Madrid, Spain; Circo, Olympia, Barcelona, Spain, and Cirque Madrano, Paris, France.

Before you contract for your Free Acts consult us. We can furnish 3 to 10 people Flying Acts. Have several fill-in acts along with comedy if desired. Buy with confidence—our reputation assures high class, satisfying entertainment.



FLORIDA FAIR MEN

Get in touch with us now for thrilling, sensational acts at winter prices. We will be in Florida until Spring. Carnival Owners and Managers, write today—

**NOW BOOKING
FOR 1941**

WRITE OR WIRE

BOB FISHER
845 FORTY-THIRD AVE., N.,
ST. PETERSBURG, FLORIDA

History of IAFE Government Relations

(Continued From Page 29)

our association. He decided to set the meeting for Washington because he could there best place the source and purpose of the reported trouble and probably succeed in turning the whole matter to the mutual advantage of the fairs and the federal government. He also felt that it was possible that such a meeting, called for the purpose of investigating such a rumor, even the entirely unfounded and impossible under the law, might lead the members into channels whereby such insight might be gained as to how best to proceed, and what ways and means might be adopted to accomplish our much-desired governmental co-operation.

Meet With Herbert Hoover

The meeting assembled at the Willard Hotel on July 3 with 23 association fairs represented with from one to two managers each. The purpose of the meeting was stated and discussed. Shortly the visit to Washington resulted largely in a policy of co-operation of the fairs and expositions in doing their share in helping to win the war. On that very day the members were invited to call upon Herbert Hoover, United States Food Administrator, who at that time had not been clothed with the power of the law, which shortly after was enacted. The United States Food Administration was in its formative period and Mr. Hoover welcomed the advent of the State fairs of America into his fold and unhesitatingly embraced the opportunity, not only to popularize, but to render more efficiently his department upon which so much depended in winning the war. Mr. Hoover asked Mr. Sponsler if he could leave a committee in Washington to go over the details with him of the work the association could do and the service we could perform. He told of the shortage of food supplies and many other war essentials, which impressed the members with the fact that they owed it as a patriotic duty to do all they could to help in the trying period of the nation's peril.

Departmental Co-Operation

The Secretary of Agriculture, David Franklin Houston, was out of the city, but the members were invited in consultation with his assistants and personal representatives and they expressed keen interest in the possible co-operation of the fairs with the department. Dr. F. Lamson Scribner, expert on exhibits for the department, was called in to the meeting and interrogated by Mr. Houston's assistants as to what his office might do in co-operation with the fairs. Mr. Sponsler was again asked to leave a committee in Washington to consider in detail how the government could best use the State fairs and expositions for the advancement of agriculture, the conservation of food, and impressing upon the public the importance of breeding more livestock and efforts pertinent and vital incident to war demands.

The Wilson Era

The members were received by President Wilson, who was apprised of who the members were and what they represented. The members tendered to him their services and pledged to him the help of the fairs to win the war. President Wilson responded in well-chosen remarks and stated he hoped the association would be successful in meeting the proper parties in Washington. The members also met the Secretary of War, Newton D. Baker, who was impressed with the fact that the members could perform valuable service to the government. It was felt that the meeting in Washington had opened up avenues leading to valuable co-operative service, and that the first definite impression had been made on official Washington as to the character and influence of the Association of Fairs and Expositions.

Representative in Washington

After much discussion and deliberation it was decided to accept the invitations given by both Mr. Houston's and Mr. Hoover's departments to leave a committee in Washington to represent the association. After casting about and canvassing the available possibilities in Washington, it was then that the committee, having the matter placed in its charge by the body of the delegates present, succeeded in extracting a promise from Ray P. Speer, publicity manager of the Minnesota State Fair and manager of publicity for the association, to accept the place and carry on the work with Mr. Houston, Mr. Hoover, and the Council

FAIR - PARK - CARNIVAL - SHOWMEN

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America's Foremost Fair, Carnival and Show Printers

of National Defense. It was decided to spend as much of \$1,000 as was necessary to defray the expenses of Mr. Speer.

The following resolution was also passed unanimously at this meeting in Washington:

"Whereas, the American Association of Fairs and Expositions in special meeting assembled, recognizing the great necessity of the conservation of foods, feeds, and the encouragement of the raising of agricultural products and livestock, and, Whereas, we consider that all agricultural fairs are allies of our government in its laudable efforts to increase the raising of food supplies in the United States, as we are co-operating with the government and its officials by working with and along the lines laid out by them, Therefore Be It Resolved, that we do extend to the United States Government the hearty co-operation of our fairs and expositions, both collectively and individually, and our undivided and individual efforts to aid it and its officers in securing desirable results."

William K. Stratton, of Texas, moved that the chair appoint a committee of seven to work out details for exhibit and co-operative work to be carried out by the association and the various departments of the United States Government, and that the committee be empowered to employ and pay a representative of the association to remain in Washington for the purpose of working up exhibits to be put on at the various State fairs by the federal government. Mr. Sponsler appointed the following committee: Messrs. Sponsler, chairman; Brown, New York; Cameron, Iowa; Simpson, Massachusetts; Hirsch, Louisiana; Speer, Minnesota, and Robert, Georgia. The committee also met with Dr. Wilbur and J. O. Cosgrove, of the United States Food Administration, and also with R. A. Pearson, who had become assistant to the Secretary of Agriculture, and discussed the possible exhibits that might be put on by the United States Government at the various State fairs.

Mr. Speer set about his task with full knowledge of its difficulties. He kept the members well informed of his progress. He met with the National Council of Defense in the city of New York, and that body discussed his proposals for more than five hours and decided to adopt them with the exception that they enlarged upon them to a great extent. The council submitted it to Secretary Baker and got his approval.

Report on War Activities

Dr. F. Lamson Scribner, government expert on exhibits, in an address before the regular convention of the association December, 1917, spoke at length on food production and conservation exhibits as related to the war emergency program. Further resolutions of co-operation with the federal government were passed at this session and are a matter of record in our proceedings.

Dr. Scribner again spoke before our body at the December, 1918 convention. He reported that during the winter and spring months in 1918 a joint committee on government exhibits was formed, consisting of representatives from the War, Navy, Commerce, and Agricultural Departments and other branches of the federal service and that plans were worked out for an extensive series of war exhibitions made in co-operation with the fair associations during the summer and fall months of 1917, and also an extensive exhibit campaign in 1916. During 1918 the Department of Agriculture made exhibits at 39 fairs and expositions in six circuits, the fairs and expositions themselves depositing with the disbursing officer of the Department of Agriculture \$38,847 for the transportation and handling of these exhibits. Only \$18,405.13 of this deposit was expended. The unexpended balance of \$20,441.87 was returned. Each fair or exposition in the circuit received a like amount according to the original plan of prorating expenses. Six of the fairs were called off on account of the epidemic of influenza, and to these the full amount of their deposits was returned.

The greater part of the saving was due to the liberal concessions secured from the United States Railroad Administration giving free return of all the exhibits from their last point of display to Washington, D. C., or to Alexandria, Va. There was a further saving thru being relieved of all demurrage charges on the freight cars at stopover points. Many of the freight shipments were carried by baggage car on passenger trains without additional cost. The cost to the government of transportation to the fairs and expositions was approximately \$20,000. In round numbers the expense of making exhibitions at 33 fairs was \$40,000, the unit cost being approximately \$1,211. More than 23,000 miles were

(Continued on page 33)

Season's Greetings
and
congratulations
to the
INTERNATIONAL ASSOCIATION
OF FAIRS AND EXPOSITIONS
AND TO
OUR MANY OTHER FAIR FRIENDS

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Winter Quarter's Address

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To The

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ON ITS 50TH ANNIVERSARY

The LEAGUE is happy to honor the IAFE for its half century of unremitting service to the citizens of the United States and Canada, and to wish the association still greater usefulness in the years to come.

During Convention Week the LEAGUE will hold Open House, and it extends a cordial invitation to all Fair men to avail themselves of the opportunity to visit Our Club Rooms in the Sherman Hotel

Meet and Greet Your Friends at the League!

The Showmen's League of America

Hotel Sherman, Chicago, Ill.

History of IAFE Government Relations

(Continued From Page 31)

covered by railroad by these exhibits utilizing an area of 264,000 square feet of floor space.

President Sponsler's Work

President Sponsler in his presidential address for this year dwelled at length upon the work of the association in the war program and its co-operation with the federal government. He stated that he had spent seven weeks in Washington meeting with the various high officials of the government, senators and congressmen, and also visited the British and French high commissions upon several occasions. He also gave credit for valuable and timely service rendered by Messrs. Stratton, Simpson, Mahan, Striplin, Dickinson, McIlvaine, Davison, Gocher, Danielson, Russwurm, and others, each of whom spent from one to 10 days in Washington while part or all of the committee was there. He also stated that all secretaries stood ready to help upon call and acted promptly on each and every suggestion for assistance.

At the February, 1919, meeting of the association Thomas H. Canfield, of Minnesota, moved that the directors of the association be instructed to take up the matter of securing government co-operation and joint exhibits with unlimited authority to do everything necessary to secure same for the fairs and expositions thruout the United States.

I. S. Mahan, of the Oklahoma State Fair, reported that Senator Gore of his State had secured the adoption in the Senate Agricultural Committee of the amendment appropriating \$100,000 for the purpose of enabling the joint committee of exhibits to defray expenses necessary to make exhibits at State fairs and expositions. A motion was made by Mr. Mahan and approved by the body to send a letter of thanks to Senator Gore.

Appropriation of \$70,000 Made

Association president W. H. Stratton, of the Texas State Fair, and George W. Dickinson, of the Michigan State Fair, were authorized as a committee to go to Washington to represent the association and to do whatever they deemed necessary to further the interests of fairs and expositions.

On February 18, 1920, Dr. F. Lamson Scribner again appeared before the body and reviewed the exhibits presentation for the season of 1919, stating that he felt they were sufficiently different from those displayed at the fairs the year before to give them a new and fresh interest to visitors. He also hoped that those who had visited the fairs in the previous year would find in exhibits for 1920 sufficient new material to again secure their attention and interest. He reported that the agricultural bill before the House of Representatives carried an appropriation of \$70,000 for exhibits.

Sponsler Reviews Efforts

At the 1921 convention a considerable part of the program was devoted to a discussion of government exhibits, and Joseph W. Hiscox, chief, Office of Exhibits, United States Department of Agriculture, addressed the gathering. Mr. Sponsler told of the 10 years' efforts to have the government build fair buildings on the grounds of each of the State fairs of this country and stated that he felt for the present, because of the changed conditions, that the movement would be impracticable, and that the association should lend its efforts in the securing of annual appropriations for exhibits as conducted during the past few years. He felt the association should take a vigorous attitude in this matter because of its importance, not only to the member fairs, but of its value to the United States Department of Agriculture in disseminating information.

F. M. Lawrence, of the Midland Empire Exposition, stated his belief that the association should have a committee appointed to consult with Mr. Hiscox or his department as to the best way to secure government exhibits. This committee could be a co-operating committee of great assistance to the Department of Agriculture. President Russwurm, who was in the chair, said that he would refer the matter to the incoming officers and advise them to act upon that suggestion. At the 1922 con-

(Continued on next page)

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built-in amplifier is ideal for "gathering a crowd." WEBSTER-CHICAGO builds a complete line of public address systems from 10 to 280 watts, mobile amplifiers for 6 volt D.C. or 115 volt A.C. operation, microphones, speakers, accessories, etc. Write for full information and catalog. Address Section N-12.

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WEBSTER-CHICAGO CORPORATION

5622 Bloomingdale Avenue, Chicago, Illinois

History of IAFE Government Relations

(Continued From Page 33)

vention, held in Toronto, Thomas H. Canfield, of Minnesota, in a memorable address entitled, "A Dream of the Present—A Reality of the Future," outlined the importance of continued and permanent co-operation with the Department of Agriculture in exhibits for the fairs of the United States. Further discussion of exhibits matters was made at the 1923 convention of the association.

Endorsement of Exhibits

Don V. Moore, secretary of the association, told of his visit in Washington during the previous summer and the opportunity which he had in inspecting the work of the Office of Exhibits, and introduced Mr. Hiscox as one of the speakers on the program. Mr. Hiscox, in an illuminating address, outlined in a comprehensive manner the work of the Office of Exhibits, giving many valuable facts and statistics and a review of his personal efforts in behalf of the exhibits work of the Department for the past four years.

President Fuller Inspects

B. H. Heide, general manager International Livestock Exposition, Chicago, stated in 1926 that he was fully impressed with the importance of these exhibits as they served to disseminate valuable information in regard to agriculture and that he was willing to serve on any committee that may be appointed by the president and do all that he could to assist in this fine work.

President Fuller, in his presidential address, discussed at length the matter of government exhibits, and sent a report to all the members on February 5, 1927, stating that at a meeting of the directors of the association held in Chicago in December, 1926, Past President Canfield had called attention to the great number of interesting government exhibits displayed at the Sesquicentennial International Exposition held in Philadelphia and suggested that steps be taken to have the best of these exhibits preserved for exhibition later at fairs.

In response to Mr. Canfield's suggestion, Charles A. Nash, of Springfield, and Frank D. Fuller, of Memphis, were appointed a committee to go to Washington and confer with the Office of Exhibits relative to fair exhibits in general and the preservation of the Sesquicentennial exhibits in particular. Arrangements were made for the committee to meet with Mr. Hiscox in Washington on January 26. Mr. Nash was unable to go at this time, and Past President Fuller represented the committee. Mr. Fuller had a number of conferences with Mr. Hiscox and C. W. Warburton, Director of Extension Work, Department of Agriculture, relative to exhibits for the coming year and the future conduct of the Office of Exhibits. He also reported in more detail at the 1927 convention outlining the various contacts that he had made in Washington and the importance of continued co-operation with the Department.

The Nash Era

Association president Charles A. Nash, general manager Eastern States Exposition, Springfield, Mass., reported at the 1928 convention that pursuant to a vote of the members at the 1926 convention a committee appointed by President E. L. Richardson, of Calgary, Can., met in Washington on May 8, 9, 10, and 11, 1928, with the following members present: President, Charles A. Nash, Springfield; vice-president, W. R. Hirsch, Shreveport, La.; secretary-treasurer, Ralph T. Hemphill, Oklahoma City, Okla.; past president, Frank D. Fuller, Memphis, Tenn.; past president, A. L. Sponsler, Hutchinson, Kan.; past president, Thomas H. Canfield, Hamline, Minn.; A. R. Corey, Des Moines, Ia.; W. W. Lindley, Springfield, Ill., and J. Fred Margerum, Trenton, N. J.

The committee visited and inspected the Office of Exhibits accompanied by C. W. Warburton, Director of Extension Work, and Joseph W. Hiscox and members of his staff. They also inspected the warehouse of the Office of Exhibits at Alexandria, Va., and were cordially received by Secretary of Agriculture Jardine, who assured the committee of his support toward increasing the appropriation and promised to include in his budget an estimate of \$225,000 for use of the Office of Exhibits at State, interstate, and international fairs in the United States against the existing appropriation of \$103,000.

The committee also met Director of the Budget Lord and his assistants. Members of the committee visited the Capitol and called upon as many of their representatives and senators as possible. Thru A. R. Corey the committee met the chairman of the sub-committee of agricultural appropriations, L. J. Dickinson, of Iowa, who gave an earnest hearing to the needs of the fairs and expositions. Representative John N. Sandlin, of Louisiana, assured the committee of his unqualified support.

Request for \$225,000

President Nash summed up his report as follows:

1. The Office of Exhibits was carefully inspected.

(Continued on page 39)

CLEM SCHMITZ

INSURANCE

RADIO CITY

NEW YORK

CORRECTION

Amusement Corporation of America

OPERATES 210 RAILWAY CARS

In the color spread of Amusement Corporation of America in this issue the number of cars was erroneously listed as 175. The correct number of Railway Cars is 210.

FAIRS OMITTED


Also thru an oversight the list of Fairs played by ACA units in 1940 did not contain the following:

PINELLAS COUNTY FAIR
LARGO, FLORIDA

FLORIDA ORANGE FESTIVAL
WINTER HAVEN, FLORIDA

FLORIDA STATE FAIR AND GASPARILLA
TAMPA, FLORIDA

CENTRAL FLORIDA EXPOSITION
ORLANDO, FLORIDA



Congratulations I. A. F. E.!

ON YOUR
50th ANNIVERSARY

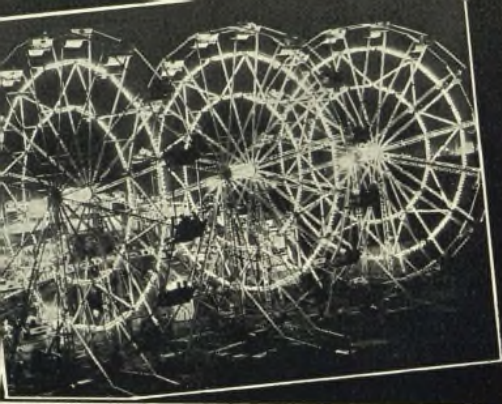
IN REACHING the mature age of 50, knowing that over the span of years much has been accomplished in the interests of the fair world, is an achievement you can well be proud of. We who furnish the amusements for your midways congratulate and pay tribute to your fine organization.

Your work and untiring effort in behalf of all fairs is well known, therefore the individual officers and directors of the Amusement Corporation of America . . . which includes the Royal American Shows, Beckmann and Gerety Shows, Rubin and Cherry Exposition, and the Hennies Bros.' Shows, express publicly their appreciation of your unselfish, co-operative spirit, especially at this half century mark in the history of your organization . . . We are confident the future will be as bright and successful as in the years that have passed.

**AMUSEMENT CORPORATION
OF AMERICA**

Royal American Shows—Beckmann & Gerety Shows—Rubin & Cherry Exposition—Hennies Bros.' Shows.

HEADQUARTERS—CHICAGO, ILL.



These are but a few of the attractive, commanding scenes which greet visitors when they walk around the impressive grounds of the WORLD'S LARGEST MIDWAYS.

The World's 4 L

WHAT fair man hasn't heard of Royal American . . . Beckmann & Gerety . . . Rubin & Cherry . . . Hennies Brothers . . . or, for that matter visited one or more of their modern, neon-lighted, beautifully fronted midways? . . . those "fun zones" expertly designed and built for the entertainment of the millions who each year attend the many leading and outstanding fairs in the United States and Canada! . . . Where, in 1940, records of long standing in attendance and gross midway receipts have been broken with our modern riding devices . . . tent theater performances . . . and attractions of unmatched excellence . . . built to satisfy public demand.

One thought . . . one idea . . . has and continues to be the



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 WINTER QUARTERS
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 WINTER QUARTERS
 RUBIN & CHERRY
 WINTER QUARTERS
 HENNIES BROTHERS
 WINTER QUARTERS
 175 RAILWAY CARS - 685
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Largest Midways!

primary purpose behind the Amusement Corporation of America . . . That thought is to make available to the fairs of the North American Continent the best attractions obtainable . . . Attractions of excellence . . . with unquestioned earning power . . . produced by men who have had years of experience in outdoor amusements.

To the many Fair Managers and Directors with whom we have had the pleasure to work . . . our sincere thanks . . . we appreciate your splendid co-operation . . . 1940 has been our most successful year.

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BARNEY S. GERETY
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Director



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Director

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WE EXTEND OUR SINCERE
CONGRATULATIONS TO THE IAFE
...AND A VERY MERRY CHRISTMAS
AND MOST PROSPEROUS NEW YEAR
TO ALL FAIR MEN ON THE
NORTH AMERICAN CONTINENT

WE HOPE you all have had a successful season, one that has repaid for all the time and effort required to make the rapidly growing modern fair what it is today . . . a gathering place for young and old . . . country . . . suburban . . . city dwellers. Yes, the fair is a great American Institution and you men and ladies, too, are doing a remarkable job. We are proud to be associated with you and it is our desire that you have another successful convention of the International Association of Fairs and Expositions . . . may 1941 bring new and more outstanding achievements in your undertakings. To each of you . . . A Very Merry Christmas and a Happy Prosperous New Year.



AMUSEMENT CORPORATION OF AMERICA
HEADQUARTERS
CHICAGO, ILL.



Leading
Fairs
that used
the
World's 4
Largest Mid-
ways in
1940

- Northwest Fair of Minot — Minot, N. D.
- Greater Grand Forks State Fair — Grand Forks, N. D.
- Provincial Exhibition of Manitoba — Brandon, Manitoba
- Calgary Exhibition and Stampede — Calgary, Alberta
- Edmonton Exhibition — Edmonton, Alberta
- Saskatoon Industrial Exhibition — Saskatoon, Saskatchewan
- Regina Agricultural & Industrial Exhibition — Regina, Sash.
- Canadian Lakehead Exhibition — Fort William, Port Arthur, Ontario
- Tri-State Fair — Superior, Wis.
- Minnesota State Fair — St. Paul, Minn.
- Tennessee State Fair — Nashville, Tenn.
- Tennessee Industrial & Agricultural Exposition — Knoxville, Tenn.
- Alabama State Fair — Birmingham, Ala.
- Mississippi State Fair — Jackson, Miss.
- Greater Gulf Coast Fair — Mobile, Ala.
- Pensacola Interstate Fair — Pensacola, Fla.
- Anderson Free Fair — Anderson, Ind.
- Mid-Summer Festival — Milwaukee, Wis.
- Soldiers and Sailors' Reunion — Salem, Ill.
- Ionian Free Fair — Ionia, Mich.
- La Porte County Fair — La Porte, Ind.
- Michigan State Fair — Detroit, Mich.
- West Tennessee District Fair — Jackson, Tenn.
- Chattanooga Inter-State Fair — Chattanooga, Tenn.
- Mid-South Fair — Memphis, Tenn.
- Miss. Ala. Fair & Dairy Show — Tupelo, Miss.
- Chattahoochee Valley Exposition — Columbus, Ga.
- Louisiana State Fair — Shreveport, La.
- South Texas State Fair — Beaumont, Tex.
- Battle of Flowers — San Antonio, Tex.
- North Montana State Fair — Great Falls, Mont.
- Midland Empire Fair — Billings, Mont.
- Iowa State Fair — Des Moines, Ia.
- Nodaway County Fall Fair — Maryville, Mo.
- Kansas Free Fair — Topeka, Kan.
- Amarillo Tri-State Fair — Amarillo, Tex.
- Oklahoma State Fair — Oklahoma City, Okla.
- State Fair of Texas — Dallas, Tex.
- Houston Fall Fair — Houston, Tex.
- Spring Fiesta — Joplin, Mo.
- Cotton Carnival — Memphis, Tenn.
- Minneapolis Aquatennial — Minneapolis, Minn.
- Northern Wisconsin District Fair — Chippewa Falls, Wis.
- Illinois State Fair — Springfield, Ill.
- Annual Fall Celebration — Keokuk, Ia.
- Ozark Empire District Fair — Springfield, Mo.
- Oklahoma Free State Fair — Muskogee, Okla.
- Arkansas Live Stock Show — Little Rock, Ark.
- Mississippi Fair and Dairy Show — Meridian, Miss.





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WRITE for our CATALOG

and prices on your requirements for Fair, Carnival and Circus Paper. Designed to boost attendance. No obligation.

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A Bigger and Better Show, designed to attract Bigger and Better Crowds in 1941, and presenting new but proven Attractions.

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WINTER QUARTERS:

LA MAR HOTEL, SAN ANTONIO, TEXAS

History of IAFE Government Relations

(Continued from page 39)

The present appropriation now stands at \$120,000. As far as the committee could ascertain the recommendations of the 1929 committee were not approved by the department officials, thereby not making it possible to have it passed upon by the Budget Bureau or the sub-committee on agricultural appropriations of the House of Representatives. Mr. Jump explained the difficulties in securing what might be considered large increases of this nature, but the committee impressed upon him the importance of the work.

"Government Relations"

At the 1929 meeting of the association Arthur E. Corey, Des Moines, was elected president and appointed Milton Danziger, of Springfield, Mass., chairman of the now permanent Committee on Government Relations. The committee comprised the president, vice-president, secretary-treasurer, and three appointive members, the last-named to serve for the concurrent term of the president. The committee, by vote of the members, was empowered to handle all matters pertaining to the United States Government.

During 1930 and 1931 the committee continued important contacts with the Department of Agriculture. In its enlarged activities the committee went into a thoro discussion of the contemplated revision of the Federal Copyright Act and went on record in favor of having the rights of agricultural fairs protected.

Hearings on Copyright Bill

In 1932 the committee again met in Washington and carried on discussions with officials of the Department of Agriculture. The chairman remained over for several days to appear before the House Committee on Patents and in the hearing on House Bill No. 10325, introduced by Congressman William I. Sirovich, of New York, made a strong plea for the inclusion of a provision exempting agricultural fairs for being subjected to restrictions in the use of copyrighted works.

Subsequently Congressman Sirovich introduced a new bill (H. R. 10976) and this included in its exemptions "agricultural" institutions, together with recognized charitable, religious, fraternal, and educational organizations. The new bill failed of agreement on the floor of the House and was recommitted to committee. We had, however, assurances that "agricultural" institutions would be included in any future copyright bills which might be enacted into law.

Revenue Act of 1932

There was some discussion in the Congress that in the revision of the Revenue Act of 1932 there was a possibility of the elimination of the exemption of the tax on admissions pertaining to agricultural fairs. The chairman made strong protestations to the House Committee on Ways and Means and received the following letter in reply:

"By direction of the acting chairman, I acknowledge receipt of your telegram relative to the exemption of agricultural fairs from the admissions tax. For your information, the same exemption that has always been granted to agricultural fairs in respect to this tax is continued by the new Revenue Bill."

Tax on Electrical Energy

The Revenue Act of 1932 provided for a tax on the amount paid for all electrical energy furnished for domestic or commercial consumption. Some of our fairs were requested to pay the tax and the subject needed clarification. The chairman received from the Bureau of Internal Revenue the following ruling:

"If the fair qualifies strictly as an agricultural fair conducted by a non-profit association, no part of the net earnings of which inure to the benefit of any private stockholder or other individual, it is held that the electrical energy consumed in the operation of the fair is not purchased for domestic or commercial consumption and that amounts paid for such electrical energy are not subject to the tax under Section 616 of the Revenue Act of 1932."

Appropriation Jeopardized

Most important of the committee's activities in 1933 was the restoration of the threatened elimination of funds for the Office of Exhibits of the United States Department of Agriculture. Thru a personal note from Chester H. Gray, legislative representative, American Farm Bureau Federation, and a reading of the Congressional Record of December 27, 1932, the chairman learned that the exhibits appropriation was reduced to \$10,000 by a vote of 25 to 13 on the floor of the House of Representatives.

Briefly stated, the appropriation for agricultural exhibits for the fiscal year 1932 was \$129,370. For the fiscal year 1933, in keeping with

the policy of the Congress to effect economies, it was reduced to \$120,000. For the fiscal year beginning July 1, 1933, the President's budget requested \$99,085. The House Committee on Agricultural Appropriations asked the Department to accept a further reduction of \$9,085, leaving the item as recommended by that committee, \$90,000. Representative M. C. Allgood, of Alabama, a former county agricultural agent and a former State commissioner of agriculture, led the attack on the appropriation and had it reduced to \$10,000.

The chairman hastened to Washington and spent more than a week seeking its restoration. Suffice to say the Senate Committee on Agricultural Appropriations restored the item to the budget figure of \$93,085, but in conference with the House the Congress finally agreed on a sum of \$85,000.

National Recovery Act

Soon after the passage of the National Industrial Recovery Act on June 16, 1933, there was considerable speculation as to the application of that act to agricultural fairs and expositions. While it was generally accepted that the Congress could not constitutionally pass any law transcending the authority of the sovereign State nor assume by legislative authority jurisdiction over State-owned or State-operated institutions, we had some members whose fairs were not State-owned or State-operated and hence their status under NRA was in doubt.

The chairman made several visits to Washington to discuss the matter with high officials, and as a result of these conferences General Hugh Johnson, national administrator, requested the chairman of the Committee on Government Relations "to formulate and prepare for submission a code of fair competition for exhibitions of whatever kind, nature, or description."

This was done, and the chairman was appointed "co-ordinator" for the entire exhibition profession, which included every form and type of exhibition, agricultural and otherwise, except amusements. The co-ordinator insisted that the code be operated on a purely voluntary basis by the adherents, but this met with opposition from the Washington administration. The co-ordinator refused to recede from this position and brought the matter to the attention of the members at the 1933 convention and they went on record as sustaining the chairman.

The administration of the code of fair competition for the exhibition profession created considerable work. The subsequent invalidation of the act by the Supreme Court was a source of relief to the association and its committee.

Social Security Act

During 1934 the committee was busy making interpretations of the exhibition code and matters relating to admissions. It seemed that the government was giving more active inspection of tax-exempt institutions

and some fairs which thought they were exempt found that they were not. Many suggestions and recommendations had to be made to the members in order that they would conform with the provisions of the law.

During 1935 much of the time of the committee was concerned with the study of the federal Social Security Act and its relationship with fairs. Upon passage of the act the Internal Revenue Bureau was reluctant to give any rulings on its application to our fairs and it was necessary to withhold official decisions. These studies continued during 1936 and also during that year much time of the chairman was spent compiling figures on allotments to fairs from the Works Progress Administration. At the 1936 convention the chairman reported that it was estimated that \$20,000,000 in the form of allotments and grants were made to agricultural fairs and expositions for improvements.

In 1937 the chairman appeared before officials of the Bureau of the Budget and requested an appropriation of \$250,000 for the Office of Exhibits of the United States Department of Agriculture.

While in Washington considerable time was spent with various officials discussing the possibility of a unified exhibits function for various government departments. It was apparent that the idea would be difficult to develop under the existing conditions and the uncertain tenure of many of the emergency agencies and bureaus. While the Bureau of the Budget was in sympathy with the idea, it did not offer much hope.

During the 1937 and 1938 conventions the members of the association went on record as favoring the exemption of agricultural fairs from the provisions of the federal Social Security Act when it was apparent that its provisions were applicable to exhibitions which were not directly instrumentalities of government.

The chairman made presentations to the proper committees of the Congress, but was informed that no separate amendments would be given consideration until a report of a special committee which was studying the entire act had been made. It was necessary to mark time.

On June 12, 1939, the chairman advised the members that H. R. 6635 (Report No. 728), a bill to amend the Social Security Act and for other purposes, had passed the House of Representatives. Section 1411 (adjustment of tax), paragraph 10 (b), indicated that "service performed in the employ of an agricultural or horticultural organization" would exempt non-profit agricultural fairs from paying the tax.

The bill as approved by the House had then gone to the Senate. We then advised the members to write their two senators immediately, asking their support of that section of the bill as above quoted.

As we all know, the various proposed amendments to the Social Security Act got into a parliamentary tangle and it was not until August 10, 1939, during the closing hours of the Congress, that the amendments were passed. Our exemption proposal remained intact.

If any fair now comes under the purview of the Social Security Act,

(Continued on next page)

DEE LANG'S FAMOUS SHOWS

"NOT THE LARGEST—BUT THE CLEANEST"

WE WILL AGAIN OFFER FOR THE 1941 SEASON "AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW" GREATLY ENLARGED

FAIR SECRETARIES AND CELEBRATION COMMITTEES:

We invite the most critical inspection of our show at any time, because you will find nothing but good, pleasant attractions of all kinds—attractions that give patrons their money's worth. The large earning capacity is the result of clean, first-class equipment, designed and maintained in perfect order—a beautiful show that INVITES the public and draws the people back again and again. Our repeat dates year after year is proof that Dee Lang's Famous Shows are wanted in the same localities by the fair secretaries, city officials and the paying customers. We offer as references any Fair, Celebration or City we have played for the past 11 years. Complete route list furnished on request.

Be sure of the show you book in 1941—get Dee Lang. We will again travel from Canada to the Gulf of Mexico, in the Middle West. Get all the facts now while we still have some open time.



Merry Christmas
and a
HAPPY NEW YEAR
to all our friends

Congratulations
IAFE on your
50th Anniversary

CAN PLACE FOR 1941 THE FOLLOWING:

CONCESSIONS: Any legitimate concessions that do not operate for over ten cents.

SHOWS: Will furnish complete outfits to showmen who have something worthwhile. Can place several good talkers and grinders. Harry Ansley, write me. Can place Fat Lacy who entertains. Salary or percentage.

GIRL REVUE: Can place Electric Guitar Players. We will furnish Electric Guitars and Equipment. Can place young, good-looking Dancers. Salary paid out of office. Or we will turn this show over to responsible party with organized Girl or Hawaiian Revue if he can furnish good show to put in same. Have beautiful set-up for same.

RIDE HELP: Can place good, sober and reliable Ride Men who can drive Big Eli Semi-Trailers.

Can place Designer and Builder. Must be reliable and sober at all times.

ALL ADDRESS: DEE LANG, GEN. MGR., SHERMAN HOTEL, CHICAGO, ILL., DECEMBER 26; THEN SINTON, TEXAS (WINTER QUARTERS).

OUR THANKS AND CONGRATULATIONS TO THESE FAIRS AND CELEBRATIONS, and All Others We Have Played in the Past Eleven Years:

Barnesville, Minn.
Hallock, Minn.
Perham, Minn.
Kasson, Minn.
Trenton, Tenn.
McKinney, Texas
Cuero, Texas

Fertile, Minn.
Ada, Minn.
Northwood, Iowa
Preston, Minn.
Hope, Ark.
Denton, Texas
Glimmer, Texas

Warren, Minn.
Detroit Lakes, Minn.
New Ulm, Minn.
Jackson, Mo.
Terrell, Texas
Lufkin, Texas
Conroe, Texas

NOW BOOKING FOR THE 1941 SEASON

CONGRATULATIONS
AND BEST WISHES ON
YOUR 50TH ANNIVERSARY

IAFE

40

YEARS MANUFACTURING
POPCORN MACHINES HAS
GIVEN DUNBAR AN
UNEQUALED REPUTATION

DUNBAR POPCORN MACHINES FOR . . .
DEPENDABILITY—DURABILITY—ECONOMY

★
A MODEL FOR EVERY PURPOSE
A PRICE FOR EVERY PURSE

SEE OUR NEW ADVANCE MODELS
• WRITE FOR LITERATURE—NO OBLIGATION •

DUNBAR & CO.

MANUFACTURERS—EST. 1900

2654 W. LAKE STREET CHICAGO, ILL.

IMPERIAL
SHOWS, Inc.
Congratulate
the IAFE

We are now engaged in extensive re-modeling and rebuilding operations which will make Imperial Shows a most desirable midway in 1941. New rides, new shows and attractions will give your patrons the thrill of their lives. Beautiful fronts, grand entertainment, and novel exhibits cannot help but give you a profitable attendance record.

NOW BOOKING FOR 1941

Permanent Address:
3011 Montrose Ave., Chicago, Ill.

THANKS
TO ALL THE
FAIR MEN
CELEBRATION
COMMITTEES
AND ALL
SHOW PEOPLE

E. A. HOCK, Mgr.

History of IAFE Government Relations

(Continued from page 41)

and if it is a tax-exempt institution and no profits inure to any stockholder or stockholders, it can claim exemption by writing to the Collector of Internal Revenue in its respective district.

Freight Rate Proposals

On February 4, 1939, the attention of the chairman was called to the fact that the Joint Conference Committee of Eastern Railroads was preparing to cancel reductions on rates of shipping material and equipment (Agent Jones's Tariff, 360-F ICC No. 2848) which were then effective.

This was one of the most important matters to affect the interest of our fairs since the association was formed 50 years ago. The cancellation of the free return shipment clause by the Eastern railroads would have meant that other railroads throughout the country would, naturally, have followed a similar procedure in due course.

On February 17, 1939, only 13 days after notices were sent to our members and interested parties, the chairman received a letter from H. Wilson, chairman of the Joint Conference Committee in New York, stating: "Upon further consideration of this matter by the carriers, it has been decided to withdraw this proposal and continue the present tariff in effect."

Not including innumerable form letters and telegrams, the chairman wrote over 500 personal letters and the file constitutes a good example of the splendid co-operation which exists between our members and allied interests. Mr. Wilson stated that he had seldom met such a strongly organized campaign against a rate change proposal.

During 1939 and the early months of 1940 there was considerable correspondence with the Western Trunk Line Committee on its proposals for an advance of charges in alteration to livestock shipping cars and demurrage charges. These differences of opinion were settled amicably. There was also correspondence with the Interstate Commerce Commission on the clarification of the clauses and rulings pertaining to the free return shipment of exhibits to agricultural fairs and expositions. The ICC in a far-reaching decision gave as its opinion that it was in the public interest that these free return provisions should be maintained.

Make Change in Wording

Following the completion of the several railroad matters the chairman, in January of this year, requested that he be relieved from the chairmanship of the Committee on Government Relations. He had served continuously since the December, 1929, meeting of the association, having been reappointed chairman by the successive presidents since that time.

During the winter and early spring of 1940 the chairman was called to Washington to confer with officials of the agricultural extension service of the United States Department of Agriculture on the contemplated change in the wording of the appropriation item for exhibits. The language of the appropriation item had heretofore been substantially the same since the original appropriation in 1917, but was changed this year to include a general appropriation for extension information. The chairman received assurances that the work of the Office of Exhibits would in no wise be curtailed, and the chairman gave his assent to the change, feeling that it would meet with the approval of the members.

During his visits to Washington the chairman conferred on plans for the more extensive use of agricultural exhibits and the possibility of their being supplemented with motion pictures and other visual aids. He found Reuben Brigham, assistant director of the agricultural extension service, and Lester A. Schlup, acting chief of the office of extension information, sympathetic to the interest of agricultural fairs and educational exhibits in general.

Summary and Conclusions

It is apparent from the accomplishments of the Committee on Government Relations during the past 10 years that the idea of having a permanent continuing committee is sound. The work of the committee could not have been effective without the co-operation of Charles A. Nash, past president of the association. Mr. Nash, as general manager of the Eastern States Exposition, made available to the chairman the facilities of the exposition office without charge. While this imposed a burden on one member, Mr. Nash was glad to do it as a contribution to the association.

The activities of the committee during the past decade were carried on with comparatively little expense to the association and the chairman served without remuneration. It would be costly to the association to maintain a year-round representative in Washington, and if we did it is doubtful if we could secure someone with familiarity with the problems of agricultural fairs and of the members.

The strength of the work of the committee has been its voluntary efforts. It is well to keep in mind that with the larger number of supervisory agencies in Washington, government relationship activities will require as much if not more attention in the future than they have in the past.

We regret that it is impossible to mention each and every individual and the many organizations that contributed to the success of the various undertakings. Without their support the work of the committee could not have been successful.

We have also had fine support from the agricultural press, the trade press, and particularly The Billboard, the last-named at all times making available the pages of its valuable publication to keep the members informed of the progress and results of the committee's activities.

THE END

The Perpetual World's Fair

(Continued from page 21)

Executive in the country has already discovered for himself) was the tremendous importance to the exposition as a whole of friendly co-operative relations with men of the amusement area. At the Forty Fair we were very fortunate indeed to have a committee headed by Frank Buck representing the shows and concessions, and I want to express here, as I have on other occasions, my admiration and gratitude for the work of that committee.

The endless problems of combination ticket adjustments, exhibitor competition, press contacts, special-day concessions, and all the rest that enter the field of corporation-concessionaire relations could easily pile up into a mountain of failures—and can as easily be avoided. If there is a Golden Rule for fair officials, that rule is: Play fair with your concessionaires.

I mentioned exhibitor competition as one of the difficulties confronting showmen and concessionaires. I suspect that this is a problem which has developed to its present degree fairly recently and that it will become even more acute as time goes on. The great strides made in commercial advertising and promotion during the past decade have blurred the traditional distinction between "exhibit area" and "midway." Nearly every exhibit had its show, and many of them were entertainment of the very highest order.

Jimmie Lynch and his crew, Railroads on Parade, the Futurama, the Ford Ballet, the Chrysler movies, Firestone's jungle, and the many others like them—these were all industrial exhibits, mind you. Contrast them with the traditional "exhibit" at World's Fairs only a short time ago. Here is an important tendency that every future fair official—and certainly every concessionaire—ought to study very carefully.

In this connection there is an interesting set of figures that I have never seen publicized and which I think deserve some attention. At the opening of A Century of Progress Exposition in 1933 there were, I am told, not more than half a dozen auditoriums in the exhibit area where audiences could sit down and watch something take place. During the second year at Chicago a great many more exhibitors put in theaters of some kind. But by the time the Forty Fair opened in New York no less than 54 auditoriums and little theaters were provided for visitors.

I do not know how visible this trend is in county and State fairs yet, but my guess is that it will soon be something for concessionaires to reckon with.

While it is true that no fair—World's Fair or county fair—can be a success without a lively amusement program, we should not lose sight of the fact that its substance must be educational and informational. The Forty Fair was especially fortunate in this regard, the exhibits in the industrial, State, and foreign areas being filled with displays of the finest informational content. In this connection I wish to pay my hearty respects to all the exhibitors for their sound and intelligent co-operation. There was a great deal of satisfaction in dealing with the Exhibitors' Association. The extraordinary balance between showmanship-in-exhibits and showmanship-in-amusements at the Forty Fair was due in large measure to their good sense and hard work.

What will the future of great fairs be? It is safe to say that not for a long time will America have another on the lavish scale of the recent past. For one thing, whatever the outcome abroad, there will for many years be no money for the building and maintenance of huge foreign pavilions.

And then I suspect that the vein here in America has been worked a little too feverishly. In the past seven years we have had seven expositions: Chicago, San Diego, Dallas, Fort Worth, Cleveland, San Francisco, and New York. Every one of them has enjoyed a second season.

From a broad point of view they have all been worth while. They have helped sharpen our national consciousness and increased our stature in the eyes of the world. They have given millions of people a chance to have a grand time and rub elbows with their fellow citizens from every corner of the country. But the nation may be temporarily oversold on the product.

Fairs have always been a part of our national picture, and as long as Americans are Americans they will continue to be an important part of that picture. My own prediction is that as mammoth expositions go into partial eclipse for a time, the popularity of county, State, and regional fairs will increase.

Americans want more than ever before to be shown their country, its resources, products, and amusements. And except for the matter of size, which is a dubious asset, the established annual fairs can do this job for a good many years to come just as well as the \$155,000,000 enterprise on Flushing Meadow.

THE END

The Fair as an American Institution

(Continued from page 27)

Fairs, but they will constantly go forward to greater appreciation of their charms and worth. They are getting what is needed for their highest attainments—intelligent thought, high ideals, and hard work. What else except success can attend the fair that plainly labels its exhibits, upholds its educational features, provides balanced entertainment, drafts the best citizens, brings the city and country together in displays, properly parades its entries, guards its sanitation, profits by its mistakes—and stays out of a rut?

THE END

S N A P P

GREATER SHOWS

**Congratulations
and
Best Wishes
IAFE**



**MERRY CHRISTMAS
TO ALL**

● Fair Secretaries, Celebration Committeemen . . . we are now booking dates for the 1941 season. See us first . . . we have all the latest rides, shows and concessions. Beautiful, inviting fronts, Giant Musical Electric Towers, and a brilliantly lighted midway.

**NOW CONTRACTING SHOWS
AND CONCESSIONS FOR 1941**

**WINTER QUARTERS
118 JOPLIN ST.
JOPLIN — MO.**

**GREETINGS, IAFE
and EVERYONE, from
LAWRENCE GREATER SHOWS, Inc.**

**SHIRLEY
LAWRENCE**
Sec.-Treas.



SAM LAWRENCE, Pres.

**WM. (BILLY)
BREESE**
Gen. Rep.

**Now Contracting New and Outstanding
Attractions for Season 1941**

**CONCESSIONS — Corn Game and Neat Catering
Cook-House. All Legitimate Concessions.**

WINTER QUARTERS

P. O. BOX 302,

CHESTER, S. C.

**NEW YORK ADDRESS
230 WEST END AVE.**

Sincere Best Wishes and Congratulations

to the

IAFE

50 YEARS OF PROGRESS IS A VERY FINE RECORD



With the
best of
Holiday
Wishes

NOW BOOKING 1941 DATES

Address

EDDIE VIERA

Care of The Billboard,
Cincinnati, Ohio

CONGRATULATIONS, IAFE

on your 50th Anniversary

BEN WEISS DE LUXE BINGOS

We Owe Our Success to Fair Dealing Both With the Public
and the Fair Officials. Here Are Our References—

The Fairs We Attended This Year.

Listed Alphabetically

ALLENTOWN, PA.
ATHENS, GA.
ARENDSVILLE, PA.
BLOOMSBURG, PA.
CORTLAND, N. Y.
CAMBRIDGE, N. Y.
EPHRATA, PA.
GAINESVILLE, GA.
GREENVILLE, N. C.
HAGERSTOWN, M. D.
JACKSONVILLE, FLA.
MACON (Georgia State Expo.)

NASSAU, N. Y.
ORANGEBURG, S. C.
POTTSVILLE, PA.
QUEBEC CITY, CANADA
READING, PA.
ROXBORO, N. C.
SYRACUSE (N. Y. State Fair)
SHERBROOKE, CANADA
TANEYTOWN, MD.
WASHINGTON, N. C.
WESTPORT, N. Y.
YORK, PA.

NOW BOOKING FOR SEASON 1941

If You Want the Most Up-To-Date
Merchandise Bingo Get in Touch
With Us.

Permanent Address:

BEN WEISS

205 Sea Breeze Ave.,

Brooklyn, N. Y.

The IAFE

(Continued from page 13)

fairness, there was the address by J. C. Simpson, of Iowa State Fair, who delivered striking wordage on "State Fair Publicity" broken down into various classes. Then, in a departure from the subject, he made this statement, still good today:

"Sometimes the officials of associations are a little reluctant about printing statistical information for the reason that it appears in print and some of them think it makes an unfair comparison with some of the shows. I do not believe that any man or any board of managers should be afraid or should feel reluctant about publishing statistics and any other facts about their institutions. It is from these things that I try to improve conditions at our own fair." It was with this in mind that The Billboard prepared for this historic Golden Jubilee issue a "Directory of Fairs," but the "little reluctance" enunciated by Mr. Simpson still seems a phrase from but yesterday morning.

It was also 30 years ago that the association voted to accept its first "foreign" member, the Insular Fair of San Juan, Puerto Rico, and an important subject of prolonged discussion concerned the handling of the pass problem. It is as much of a problem today. Of wider scope was the problem of freight rates on livestock and classifications thereof. Many annual conventions were occupied mostly with a discussion of the situation, and eventually some system of uniformity and rate relief was worked out. This could not have been done without missionary work. A veteran chairman-member of the Transportation Committee was W. R. Mellor, of Lincoln, Neb., who was succeeded by J. W. Newman, of Frankfort, Ky. There was a job to be done, obstacles to be hurdled. The AAF did it.

By 1912 there were nearly 50 members, with many applications being received. Gate handling and turnstiles were important considerations, along with exhibit sales, advertising, and "Special Days." The body tackled the problems of concession prices and the sheetwriter, with a restrictive resolution on the latter in favor of bona fide publications. John C. Simpson was going thru a few terms as president W. H. Stratton, Dallas, Tex., was on the Statistics Committee with E. L. Richardson, of Calgary, Alta., Can., and I. S. Mahan, of Oklahoma City. A. R. Corey, of Des Moines, was serving on the Premium List Committee with Thomas H. Canfield, then of Lake Park, Minn. A special committee had been created, that which had to do with national legislation, a kind of forerunner to the group on government relations established subsequently. It was estimated that one person of every 18 was attending State fairs, the ratio being reduced (that is, the attendance going up) when more figures became available.

The constitution and rules as finally adopted in this period confined membership, except those already affiliated, "to State fairs or livestock or agricultural exhibitions that have held two annual fairs and whose total receipts, exclusive of appropriations, and subscriptions to capital stock, shall not be less than \$40,000." Five delegates from each fair were authorized and the dues fixed at \$35. The secretary's salary was \$100.

There was talk of "baby" and "beauty" shows and similar trends of that era, and "strict constructionists" were asked to the letter.

In his presidential address at the 1914 convention John Simpson noted that the season was none too flourishing, ascribing it to international unrest. A national exposition was in the news, with D. O. Lively, superintendent of livestock, inviting the body to hold its 1915 conference at the Panama-Pacific Exposition in San Francisco, celebrating another great milestone in American achievement—completion of the Panama Canal. A comparative youngster, who was later to become association president and ranking official of a great exposition, was working at the fair in Fargo, N. D. This was Charles A. Nash, now of Springfield, Mass. Topical subjects were dissected in great detail.

In the next year, with W. R. Mellor, of Lincoln, Neb., in the chair, an interesting trend was being discussed. A large fair had initiated the trial of a free gate and it was said that "this new departure will demand attention in a new analysis of changed conditions." It was more than a prophecy, for the next few years were to find many big fairs in the vast Middle Western region experimenting with free gates and reaping results.

The second year of the European strife had the same terms as we do today: "The Germans are putting merchandise into South America, jewelry into Hindoostan. . . . Germany does it thru its consular system." It could not be said that the association was not aware of the world situation. Auto racing was talked about as "a comparative innovation." Tennessee's Mr. Russwurm was complaining of a lingering illness a quarter of a century ago, and today he is in a state of semi-retirement because of illness. The Grand Old Man of the AA and IA fathered many of the body's pet projects.

W. H. Stratton, of Dallas, Tex., was pointing out how to run a big exposition without horse racing and said the expenditure for attractions in 1915 was \$32,000. Another conferee, tracing the evolution of fairs, observed that "the persuasive power of the booking agent, added to the desire of fair managers to furnish new and pleasing entertainment, gave the free attractions feature of the fair added impetus until it has grown to be one of much importance." He also tackled an age-old topic: "While there may be some difference of opinion as to the relation of the carnival company to the fair, like poor relations, we all have them and will probably continue to do so as long as they meet the public demand which they now unquestionably do to a considerable extent. They are a source of revenue, help to fill space, and give an added amount of noise and excitement to the ensemble."

On the same program it was declared that "an attractive midway with clean shows is certainly an advantage. The average full-blooded American citizen still has a curiosity to see what is behind the carefully screened tent entrance." The convention in that year was dominated

by a discussion of entertainment features with Joe Morton, of Sioux City, Ia., giving scholarly treatment to the subject.

The Automobile Racing Committee, led by I. S. Mahan, of Oklahoma City, recommended the incorporation of a governing body "with full and complete power to act in matters pertaining to automobile racing" within the purview of the association. On March 23, 1915, the organization of the International Motor Contest Association was perfected, with a charter secured in Illinois. The following were named officers: G. W. Dickinson, Detroit, president; J. C. Simpson, Hamline, Minn., vice-president; I. S. Mahan, Oklahoma City, secretary-treasurer.

W. R. Mellor's presidential talk at the 1916 conclave was featured by a striking survey in which it was found that 23 of 37 fairs reporting had broken attendance records. Three reported failures. Rain took 12 per cent of the total of 250 operating days. The survey also showed the following as leading attractions:

Aviation, 20 votes; Auto Races, 14; Horse Racing and Vaudeville, 13; Fireworks, 8; Music and Bands, 7; Auto Polo, 3; Balloons, Football, Hippodrome, and Motorcycle Races, 2. With one vote each stood Agriculture, Agricultural Horn of Plenty, Art Show, Carnival, Educational, Head-On Collision, Lectures, Livestock, Military Parade, Night Choir, Relay Races, Social Events, Stock Parade, War Trenches, Wild West. It would appear from the foregoing that the public appetite has undergone considerable change.

In those days 33 fairs estimated the value of their plants at \$32,211,599, or nearly \$1,000,000 each. Total attendance reached by 37 members in the year before America entered the war was 5,822,565.

New York's Outdoor Showmen of the World sent an invitation to the association to attend its Christmas dinner in the Astor Hotel on December 27. The invitation was signed by the following members of the executive committee: Frank P. Spellman, chairman; Oscar C. Jurney, Albert Kiralfy, John P. Martin, Albert K. Greenland, Sam W. Gumpertz, Louis Berni, Louis E. Cooke, Harry E. Tudor, Henry Meyerhoff, William Judkins Hewitt, George L. McFarlane, and Victor D. Levitt. Many of them have passed on.

Brig.-Gen. Mahlon R. Margerum, of Trenton, N. J., who outlived his son, Col. J. Fred, addressed the body in a brisk speech on methods of handling inside and outside gates, and Albert E. Brown, veteran of the New York State Fair, was telling how to keep the fair from being "the same old thing."

A L. Sponsler, of Hutchinson, Kan., opened the 1917 convention as president. It was a significant throwing of the switch inasmuch as the United States had become involved in the European struggle in April of that year. Yet the season was prosperous. It was in that year, too, that the exposition in Springfield, Mass., started on its way, the maiden fair being described as "successful, tho handicapped by both weather and transportation interferences."

Minnesota drew 397,199; Beaumont, Tex., home of the IAFE's 1940 president, L. B. Herring Jr., reported that the city had voted \$100,000 for purchase of a permanent fair site; Iowa attracted 349,298; Kentucky reported a \$10,000 saddle horse stake—largest ever offered in America; merchants in Nashville, Tenn., had made a cash donation of \$10,000 for free attractions in 1917 and 1918; good records were turned in by Montana; Atlanta, Ga.; Jackson, Miss.; Illinois State Fair; Memphis, Tenn.; Meridian, Miss.; Denver; Danville, Ill.; Kansas State; Huron, S. D.; Syracuse, N. Y.; Wyoming State; Spokane, Wash.; Grand Forks, N. D. Oklahoma City turned in \$26,000 in net profits. State Fair of Texas profited by \$100,000. Indiana and Nebraska State fairs went way in the black. Successful events were reported by Rochester, N. Y.; Calgary, Alta.; Georgia State; Michigan State; Edmonton, Alta.; Idaho State; Louisiana State.

Despite these triumphs during a period when the nation was at war, the continuance of annuals was endangered. This phase of AAFE history is described in detail by Milton Danziger in his history of government relations in this section.

By this time association membership had reached the very sizable total of 63. It was before such a large gathering of fairs and their numerous delegates that Canada's Minister of Agriculture appeared—the Hon. Duncan Marshall—and he was given a rousing ovation. Virginia State Fair, Connecticut Fair of Hartford, and the National Implement and Vehicle Show of Peoria, Ill., were elected to membership. Others were taken in after their eligibility had been properly checked. The AA was nothing if not particular as to eligibility rules. Charles Downing, of Indianapolis, retiring as secretary because he had become identified with non-fair interests, said he had begun attending the conventions in 1893, when there were only about eight members. The oldest convention delegate he could remember in the room was C. E. Cameron, of Iowa. Downing was succeeded by C. N. McIlvaine, of Huron, S. D. The former was made a life member of the association.

By 1918 membership had grown to approximately 70, which is about the current strength save that there are some 20 State association members swelling the IAFE roster. A featured speaker of that year's gathering was Frank Albert, executive secretary National Outdoor Showmen's Association of Chicago, who made a bow to free-act agencies: "There used to be a time when Mr. Barnum and Mr. Bailey and the various men who owned large circuses controlled and exhibited the greatest of acts for outdoor exhibitions. That is not so any more. The men today who furnish the biggest attractions, and who make the biggest attractions possible, are the booking agents who handle outdoor amusement attractions."

Canadian National Exhibition (Toronto), Western Fair Association (London, Ont.), Florida State Fair (Jacksonville), Washington State Fair (Continued on next page)

SEASON'S GREETINGS TO OUR FRIENDS AND MEMBERS OF IAFE

GOING UP
GOING AHEAD
GOING STRONGER

REYNOLDS & WELLS

1940 ROUTE

ARKANSAS CITY, KAN.
EL DORADO, KAN.
EMPORIA, KAN.
ATLANTIC, IA.
NEWTON, IA.
NEVADA, IA.
BELLE PLAINE, IA.
DES MOINES, IA.
IOWA CITY, IA.
LA CROSSE, WIS.

ANTICO, WIS.
OCONTO FALLS, WIS.
EAGLE RIVER, WIS.
WAUSAU, WIS.
STEVENS POINT, WIS.
RED WING, WIS.
RUSH CITY, MINN.
FARIBAULT, MINN.
GLENWOOD, MINN.
PLAINVIEW, MINN.

APPLETON CITY, MO.
TEXARKANA, Ark.
COMMERCE, TEX.
GRAHAM, TEX.
CORSCIANA, TEX.
MEXIA, TEX.
TEAGUE, TEX.
JASPER, TEX.
ANGLETON, TEX.
PALACIOS, TEX.

REYNOLDS

WELLS

WE INVITE INVESTIGATION OF THIS ROUTE

FOR 1941 WE WILL PRESENT ENTERTAINMENT NEWER, LARGER AND MORE MODERN
FOR THE PUBLIC

FAIR SECRETARIES—SHOWMEN—COMMITTEES
NOW CONTRACTING

WINTERQUARTERS
ADDRESS
YOAKUM, TEXAS

PERMANENT OFFICE
ADDRESS
BOX 755, WENTWORTH, MO.



Congratulations

IAFE
Season's
Greetings
To All

125 FEET

THE THREE MILOS

SENSATIONAL MARIONS

115 FEET



BY POPULAR ACCLAIM
GREATEST THRILL SENSATIONS
OF THE CENTURY
DEATH DEFYING AERIALISTS

APPARATUS PROTECTED
U. S. PATENT No. 2,198,537

Personal Representative:

CHAS. ZEMATER

54 W. Randolph St.
Chicago, Ill.

The IAFE

(Continued from page 45)

(Yakima), and Chattanooga District Fair (Tennessee), were admitted to membership. Others were coming in. Dues were increased from \$35 to \$100, but it was understood to be a temporary measure to aid government relations and other missionary work.

On December 5 and 6, 1918, 15 State fairs and expositions met in the Auditorium Hotel, Chicago, and made the preliminary steps for organizing the International Association of Fairs and Expositions. The officers named were Thomas H. Canfield, St. Paul, Minn., president; A. R. Corey, Des Moines, Ia., vice-president, and I. S. Mahan, Oklahoma City, Okla., secretary-treasurer. It was decided to complete incorporation at another meeting, to be held in Chicago on February 19 and 20 of the following year, with the officers empowered to prepare articles of incorporation and bylaws. In the interim period, S. N. Mayfield, Waco, Tex., and George W. Dickinson, Detroit, were named with the officers as the board of directors. Incorporation was duly made under the laws of Illinois, with headquarters in Chicago. Messrs. Canfield, Mahan, Dickinson, and E. J. Curtin, of Iowa Board of Agriculture, signed the Articles of Incorporation. Charter members numbered 19.

At this point a word about the name "International Association of Fairs and Expositions" might be apt. The American Association dates historically and formally from 1891, but it, too, had its forerunners. On October 26, 1885, Robert W. Furnas, secretary Nebraska State Board of Agriculture, communicated with various presidents of State aggie boards outlining a plan to form a circuit of State fairs embracing mostly the Western portion of the country. Representatives of State boards favored a meeting in Chicago during the forthcoming American Fat Stock and Dairy Show, November 10-19, 1885. As a result, the Western Fair Circuit Association was organized with Minnesota, Wisconsin, Iowa, Nebraska, Kansas, Illinois, and Missouri. Furnas was elected president and Charles F. Mills, of Illinois, secretary, on Tuesday, November 17, 1885, in the clubrooms of the Sherman House. The next meeting was held on November 16, 1886, and the same officers elected. On November 13 and 14, 1888, a meeting was held in Milwaukee by a society calling itself the International Association of Fairs and Expositions, hence the name itself would appear to be in its 53d year. In short, it is older than its "successor," the American Association of Fairs and Expositions.

However, the original IAFE underwent changes in nomenclature, as well as in its machinery. On November 19, 1888, we find that members of a Western Circuit of State Fairs met in Chicago for selection of dates. On November 24, 1894, New York made application for membership and, as Ohio had joined a few years before, it was decided to change the title to the Western and Eastern District Fair Association. On November 19, 1896, the name was again changed—this time to the American Association of Fair Managers, with Mr. Furnas continuing as president. The next year, 1897, the meeting was held in Milwaukee, and in 1898 (October 25-26) at Omaha, Neb., where formal adoption of the name "American Association of Fairs and Expositions" was put thru.

At the February, 1919, resumption Tom Canfield, the president during incorporation, resigned, and W. H. Stratton, Dallas, Tex., was elected president, thus becoming first head of the new corporation. Similarly, Vice-President Corey resigned and he was succeeded by George W. Dickinson, with Secretary-Treasurer Mahan succeeded by C. N. McIlvaine. Horace S. Ensign, Helena, Mont., and A. L. Sponsler, Hutchinson, Kan., became directors.

During the session, February 19, 1919, word was received that the home of auto-race promoter J. Alex Sloan in Evanston, Ill., had undergone almost complete destruction by fire, and a resolution of sympathy was spread upon the records. Thus it is embodied in the archives that one of the first, if not the first business transacted by the new organization had to do with the show business. It was then, and is now, a definite indication of the interdependence of the fair business and the amusement, business. And the knot has been and probably always will be a symbol of warm human relationship between two great component parts of the amusement industry.

R. A. Brown, head of the Alabama State Fair, was the 1919 president of the American Association and he was succeeded by R. M. Davison, Illinois State Fair. During his administration Davison informed delegates that "it is very gratifying to announce that the International Association of Fairs and Expositions has requested me to say that it has appointed a committee to confer with a like committee appointed by this body relative to an amalgamation of the interests of the two associations. I am happy to state that the boys are a bunch of dandy good fellows and we should all be together—and I will be delighted to see that day."

That simple statement sparked the merger. The newly formed IA was meeting in Chicago at another hotel. A committee of the AA met with a group of the International, "which resulted unanimously in a recommendation . . . that a committee . . . be appointed . . . with authority to unite these two associations, and that the actions of the two committees be binding."

It is significant that the recommendation was made by the head of the AA's committee, R. A. Brown, who had been association president when the "separation" of the IA from the mother group had taken place. At the banquet session of the convention of 1920 Mr. Brown made a historic statement: "Mr. President, Members of the Association, Ladies and Gentlemen: Your committee appointed for the purpose of amalgamating the two associations beg leave to report, and we have the honor and pleasure of conveying to you the welcome news that this union has been consummated."

The audience rose and applauded for what seemed minutes. The AA adopted the name of the International, along with the latter's constitution and bylaws. Dues were announced as \$100 for United States members, \$35 for Canadians.

The officers: J. W. Russwurm, Nashville, Tenn., president; Richard Mahan, Oklahoma City, vice-president; Don V. Moore, Sioux City, Ia.,

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For you fine people who uphold this age-old tradition of the stage . . . so that we can enjoy professional entertainment . . . so that our holidays will be more pleasant . . .

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secretary-treasurer; Russwurm, Mahan, Moore, McRoberts (North Dakota), and Saunders, Richmond, Va., board of directors. That the records may be complete, it should be noted that the retiring heads of each organization in 1920 were George Dickinson for the International and R. M. Davison for the American, who acted as toastmaster at the banquet.

Russwurm was therefore a symbol in association history, being the first head of the amalgamation. His first speech was characteristic:

"I am like my neighbor friend, Dr. Prince, who was the postmaster in our little town, and when informed by his son that he had gotten married, he said, 'really, my son, you have played hell.' I believe that was what the Amalgamated Associations did when they called me to the chair of their president. I never have a vacation. I am a farmer; I build silos, grain elevators, run a dairy, try to run a farm, and I take you all into my confidence—I am in love, and, consequently, you know I am a very busy man. I am not unmindful of the duties that have been assigned to me, but any man, or any set of men, who will give up their business and engage in these lines of production are worth more to humanity, worth more to mankind, and worth more to the country which they serve than all the heroism that ever was proclaimed."

The early years of the amalgamation found the International feeling its way, just as the nation itself, in the midst of post-war "reconstruction," had, in a manner of speaking, gone back to repeat history—the years following the War Between the States. The "new" organization had become acutely conscious of management—planned management—and thus, in 1924, created one of its greatest heritages—the School in Fair Management. This occurred during the administration of Thomas H. Canfield, Minnesota.

The project was first discussed at a meeting of the directors the previous December, but some time was lost in attempting an affiliation with Northwestern University, which finally decided that its facilities for such a purpose were limited. Eventually the University of Chicago approved the school, to be conducted under joint auspices—the university and the association. The dates set for the classes were May 12-17, 1924, with the School of Commerce and administration of the university co-operating. Representing Chicago U. were James Hayden Tufts, vice-president and dean of faculties; William Homer Spencer, dean of the School of Commerce and Administration, and Prof. Leon Carroll Marshall, chairman of the Department of Political Economy.

Of the 30 addresses made at the school sessions, half were delivered by fair officials, the balance by educators, technical men, practitioners, and the like.

At the convention at the end of that year President Canfield addressed the body and delivered a remarkably enthusiastic summary of the school and its accomplishments. But as a further indication of

the interwoven relationships between fairs and amusements, Tom Canfield featured the opening session by commenting on the death of Con T. Kennedy, the great carnival operator, which had occurred a week before the convention opened.

In his formal oration he pushed for a "Central Office for Fairs," with headquarters in Chicago. It is important to remark here that this is still the goal of the association secretary since 1938, Frank Kingman, of Brockton. And that goal is a holdover from the secretarial regime immediately preceding—that of Ralph T. Hemphill, Oklahoma City, Okla., International secretary 1925-'38.

An illuminating speech at the '24 powwow was made by Dr. H. W. Waters, for many years general manager of the Canadian National Exhibition. His subject was the British Empire Exposition, held in Wembley. A dozen years later, when Dr. Waters had left Toronto officialdom to engage in mining activities, he became author of an informative treatise on his pet field—"The History of Fairs and Expositions."

The membership in that year was a juicy 72. It named an Easterner as its president for the forthcoming year—Edgar F. Edwards, Rochester, N. Y. Don Moore, veteran secretary, made the nomination for his successor, Mr. Hemphill, who came in by acclaim. The secretary's salary was raised from \$300 to \$1,200 per year upon Mr. Moore's recommendation. When the list of members and their delegates was scanned it was noted that the fourth-in-rank delegate from Eastern States Exposition, Springfield, was "Frank H. Kingman, chief clerk." It was not long before Mr. Kingman became a manager in his own right and a reigning influence in the International.

Following the establishment of a School in Fair Management, the International maintained, for three years, a scholarship at the University of Chicago. As part of its work the association began publishing a series of books and bulletins to create a literature for the industry. The studies were prepared with the help of R. W. Morrish, research assistant at the university.

In 1925 a one-day meeting was held in February to discuss school business, including publication of a book dealing with the sessions. That detail out of the way, much talk and exhibition of correspondence were indulged in concerning proposed affiliation of the IA with a trade paper which shortly after that went out of existence. There was virtual unanimity of opinion which led to flat refusal of the publication's offer. A National Association of Fairs had sprung up with G. R. Lewis, of Columbus, O., as secretary—its function embracing county events. It was in this year, 15 years ago, that the Brockton Fair was admitted to membership.

(Continued on next page)

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The IAFE

(Continued from page 47)

A highly informative address by Charles A. Nash, Springfield, Mass., on "Fair Accounting" resulted in the inclusion, in the IA's annual proceedings literature for 1925, of a number of specimen forms used by the Eastern States Exposition—the first time that the year books had published such material.

The regular convention sessions were held in the following December of the same year. After serious study it was found that the Fair Management School could not continue owing to the fact that the University of Chicago could not supply suitable accommodations. Speakers delivered the addresses they had prepared, however, and the whole, along with other pertinent information, was published for the body at large. Prof. J. W. Thompson expounded lengthily on the history of fairs. It precipitated resumption of talk about the school sessions, but no hope was held out for revival.

F. L. Eaton, Sioux City, Ia., president of the association years before (1906 and 1907), had died in July of 1925 after serving his fair for 22 years.

Another one-day session was held in February, 1926, to discuss the December convention. President Frank D. Fuller, Memphis, Tenn., opened the December proceedings with a tribute to Phil Eastman, Topeka, Kan., who had dropped dead the day before near the Sherman Hotel while waiting for his wife's arrival. It was in that year that Mahlon R. Margerum, dean of fair men and delegate from Trenton, N. J., celebrated his 50th wedding anniversary, preceding by 14 years the jubilee of the association. Philadelphia's Sesquicentennial fiasco, which had closed on the eve of the convention, came in for spirited discussion, R. J. Pearse describing the favorable phases of the exposition. A resolution on the death of R. M. Striplin, Southeastern States Exposition, Atlanta, was spread on the records.

In the next 13 years, spaced about three years apart, four Canadians ruled as IA heads—E. L. Richardson, Calgary; P. M. Abbott, Edmonton; Elwood A. Hughes, Toronto, and Sid Johns, Saskatoon. In between officials from the States—from widely separated regions—symbolized the far-flung character of the association: W. R. Hirsch, Shreveport, La.; Charles A. Nash, Springfield, Mass.; E. G. Bylander, Little Rock, Ark.; A. R. Corey, Des Moines, Ia.; Fred A. Chapman, Ionia, Mich.; Raymond A. Lee, St. Paul, Minn.; Maurice W. Jencks, Topeka, Kan.; Ralph E. Ammon, Madison, Wis., and L. B. Herring Jr., Beaumont, Tex., incumbent.

Talk during 1929 and thereafter turned toward the Chicago World's Fair projected for 1933. Charlie Nash worked up the machinery to formulate a Past Presidents' Club. The formal ritual took place at the next session. A recommendation was heard that circuits be created for the transportation of carnivals, thus "eliminating long, expensive railroad movements from fair to fair," an elimination which "would prove profitable both to the fairs and the owners of shows."

Up to the speakers' platform came the Hon. Len Small, of Kankakee, Ill., governor. He had been attending conventions before the IA was ever thought of, going back to American Association beginnings. "That was the first year" (1891), the governor declared, "I engaged free acts at the Kankakee State Fair, and we have engaged them ever since."

A tribute was paid to Edgar F. Edwards, Rochester (N. Y.) Exposition, who had died during the year. A new member admitted that year (1929) was the New England Fair, Worcester, Mass.—its general manager, Frank Kingman. Charlie Nash described the event as "the oldest I know of in America . . . which has been running 111 years in Worcester."

An outstanding feature of the 1930 conference was the introduction of leaders in their fields, each of whom contributed powerful addresses about their chosen professions: R. S. Uzzell, for the National Association of Amusement Parks; Milt Morris, midway; Mike Barnes, free acts, and Wilfred J. Riley, then editor of The Billboard, his subject being the press. Readers will forgive a whim of the present "historian" to indulge in a quote from President Bylander in connection with Editor Riley's speech. "I think of all the papers we have had at our conventions, this one carries the most direct information on the subject under discussion. I have never found The Billboard made mistakes. (Editor's Note—Mr. Bylander was very kind, but The Billboard, while not admitting to grievous mistakes, admits that it is human.) But I did notice that Mr. Riley this morning made a little error in one matter. He mentioned Rockefeller giving away dimes. If you have read the morning paper, you will know he has gone down to nickels and that he is a little tight with them." (Editor's Note—Mr. Riley was only mistaken by 50 per cent!)

Any report for 1932 must state that the season was none too flourishing. The depression, as big as life, had taken its toll, and many IA events were forced by circumstances to curtail expenditures. Attractions and premiums were naturally in the line of slash. Some fairs had to ask the midways for a better percentage, but there were others, on the other hand, which voluntarily reduced this percentage "in their own interest." The disturbing effect of molasses revenues was felt in the sessions and subjects, which were not as sprightly as in former years.

As if in confirmation of conditions at the time, A. C. Hartmann, editor of The Billboard, gave his address at one of the sessions the following introduction:

"Said Sambo to Rastus: 'You knows, Rastus, dat thing dey calls de business depresshun is jest lock what we seen in de sky not so long ago—you know, de thing dat shut off de sun.' 'You means de eclipse?' asked

Season's Greetings TO ALL OUR FRIENDS NOW BOOKING FOR 1941

This is the show you will want for your 1941 dates. Just completed our best season—proof that a modern, up-to-the-minute midway attracts the crowds and turns them into spending customers. Investigate our show before you contract for 1941. Write today for complete details.

SHOWMEN

Explain what you have. Always open for anything new. SHOWS with own outfits and transportation (Glass House, Mechanical City, Fun House, Big Snake, No Girl Shows, Sex or Dope wanted). CONCESSIONS that work for stock and not over 10c. Everything must be legitimate. Truck and car permits arranged.

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Rastus. 'Yes, dat's what it wuz,' answered Sambo. 'But how do you figger dat de eclipse was lock de business depreshun?' asked Rastus. 'Well,' said Sambo, 'didn't both of 'em make everything dark and gloomy?'

Dues were reduced from \$50 to \$30 for fairs in the States, from \$35 to \$20 for Canadian fairs, and \$10 for membership of State associations. D. D. McEachin, president Minnesota State Fair, had died during the year, and C. E. Cameron, of Iowa, and J. W. Russwurm, of Tennessee, were reported seriously ill. Only about 32 members, including those from State bodies, were represented and the entire atmosphere at the convention was "dark and gloomy."

In 1933 the picture was slightly improved, but still far away from the era of prosperity enjoyed up to 1930. The 1932 losses had amounted as a group (taking in only those reporting) to about \$560,000. In 1933 there was a surplus of \$137 for 21 reporting members. Attendance increased 17 per cent, the day grandstand 27½ per cent, and the night grandstand 65 per cent. The sizable increases only pointed to the sad state of things in 1932. Even though 1933 was better, total receipts increased only 8 per cent, while operating expenses were being trimmed 19 per cent.

It was an almost perfect setting for the entry of pari-mutuel betting on a national scale and some fairs took advantage of the opportunity represented by diminishing receipts to adopt the p.-m.'s as a policy. It was also an opportunity for Raymond Lee, of Minnesota, soon to become president, to expound on an "Everybody Pays" policy. Minnesota had, for the first time in history, reduced its gate to a quarter. That implemented its demand that everyone be treated alike—that is, that everyone pay. It was a revival of a subject that had been lost in the shuffle during the flush years, and it still is today a problem that confounds many a fair, large and small, urban and rustic, tawdry and dignified. It is interesting to cite Minnesota State Fair figures for 1932-'33:

	Gate		Grandstand (Same Scale)	
	Attendance	Receipts	Attendance	Receipts
1932—(50c)	149,000	\$74,000	78,000	\$42,000
1933—(25c)	372,000	93,000	125,000	78,000

PWA was being applied to fairdom. So was CWA. Frank P. Duffield delivered a long and interesting dissertation on A Century of Progress. The fireworks impresario served up the priceless revenue figures with an intimate touch. NRA was changing industrial habits and Milton Danziger was named co-ordinator, Code of Fair Competition, for the exhibition profession. Chairman of the Committee on Government Relations and up to his neck in work, it merely meant that he was adding another quasi-government job to his long list. Fred Chapman, of Iowa, was named president for 1934, when the convention site was shifted to Toronto, but Chapman was not to live to help celebrate the golden jubilee of an association for which he did so much.

The National Association of Amusement Parks and the Showmen's League of America met under the same roof in Toronto, the former merg-

ing with the American Association of Pools and Beaches and thus becoming the familiar NAAAPPB under a reorganization also involving other than the mere title.

President Chapman noted a considerable up in attendance and receipts for that year, with Toronto Fair again No. 1 in the Dominion and State Fair of Texas tops in the States. Mr. Chapman also paid tribute to The Billboard and its 40th anniversary, describing the publication as "of immeasurable value to every fair man and to every member of the outdoor show world."

Norman Bartlett spoke about midway rides and his European trip and Frank Duffield made a reappearance to discuss the second edition of the Chicago fair.

Elwood Hughes, of Toronto, led the 1935 convention. This was significant in that Secretary of State Cordell Hull had worked out a far-reaching reciprocal trade program in which Canada was beginning to play a leading part. President Hughes hinted that "that border line of ours should gradually disappear." It was a president turned prophet, for, beginning with Canada's entry into the European war (1939) and up to the establishment of a joint defense commission, the border line was to be almost imaginary except geographically, where its presence was merely a reminder of strangely common interests under separate flags. Again the IA was aware of its international assignment, its cosmopolitan purposes.

AAA had become a household word to agricultural interests and hence fairdom in general. J. W. Conklin, president Showmen's League of America, made a typically Conklinesque address. A conspicuous absentee was Edward F. Carruthers, of Barnes-Carruthers booking office, who had died shortly before. Another who had passed on was J. J. Clark, of Colorado.

Advent of the trailer home on a big-time basis had led fairs to give thought to their accommodation, and in 1936 Art Corey, of Des Moines, relieved many minds by describing the promotion of a trailer camp at the Iowa State fairsgrounds. In the next few years the trailer industry was to become "bigger and better." At the second session in this year Harry C. Baker was scheduled to come to the rostrum to talk about the National Association of Amusement Parks, Pools, and Beaches, which he headed. He, like Fred Chapman, was to miss the IAFE's 50th annual meeting, having passed on in August of last year. It is pure coincidence that he also missed the session due to stress of park convention activities, George P. Smith Jr. substituting for him. Smith later became associated in the amusements department of the New York World's Fair.

On a subject that is never really exhaustive R. D. Molesworth, then publicity director Missouri State Fair, made a practically exhaustive study—"Importance of Real Attractions and Publicity for Growing Fairs." Milton Danziger's Government Relations report for the year showed, among other things, that 303 fairs had been allotted \$10,861,987 of federal

(Continued on next page)



Merry Christmas and a Happy New Year to all our friends From

**Some of the Fairs
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- LA CROSSE INTERSTATE FAIR—La Crosse, Wis.
- STEELE COUNTY FREE FAIR—Owatonna, Minn.
- SIoux EMPIRE FAIR — Sioux Falls, S. D.
- NEBRASKA STATE FAIR — Lincoln, Neb.
- TULSA STATE FAIR — Tulsa, Okla.
- KANSAS STATE FAIR—Hutchinson, Kan.
- PANHANDLE SO. PLAINS FAIR—Lubbock, Tex.
- WEST TEXAS FAIR — Abilene, Tex.
- BRAZOS VALLEY FAIR —Waco, Tex.



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An Organization Built and Growing on Integrity

The IAFE

(Continued from page 49)

funds for improvements under Works Progress Administration. The death of the year was that of Fred Green, Ionia, Mich.

At the end of the following year, 1937, President Maurice W. Jencks, Topeka, was able to report a banner season "for most of us." Major departments of revenue had shown increases: Attendance with 13.2 per cent; afternoon grandstand, 21.6 per cent; night grandstand, 25.2 per cent; and carnival grosses 21.2 per cent. The New Jersey State Fair, which had passed from the Margerums to George A. Hamid, was admitted to membership. Denver, Richmond, and York came back to the fold. Popular Alex Sloan had died, following his intimate friend and associate, Ed Carruthers, down the valley. George Hamid made a typically lively oration in which he said: "In just two years in the fair business I have learned more than I ever knew it was possible to learn in any profession."

The presidential address of Ralph E. Ammon, Madison, Wis., in 1938 was unprecedented in association annals. Even the speaker was aware of that fact, but he plunged right into what he described as a "bold subject," "Our Association." He asked himself a question: What is our association doing? Then he answered it:

1. It provides a common organization for the fairs of the United States and Canada.
2. It provides the machinery for a national convention.

3. It provides the mechanism for uniform classifications and rules thru the classification committee.

4. It provides a Washington representative in the person of the chairman of the Government Relations Committee—probably the most valuable service of the association and one worth to each association many times the dues paid.

5. It provides a means of co-operation with exhibitors, showmen, park officials, and others.

So far, so good. But President Ammon, director of agriculture in his State and chief of the State fair, was more concerned with what the organization did not do but could do. He thought there was a job to be done on selling the fair, on institutional publicity, on showmanship, national advertisers, research and dissemination of information, and infinitum.

Mr. Ammon believed the association set-up was "too Midwestern," and, hence, undemocratic from that point of view. "I believe in the competency of democracy," he said, thus precipitating a discussion which was becoming paramount in world history as a result of Germany's invasion of sovereign territory. He called for "return of control to the membership, enlargement of the board of directors, rewriting and revitalization of the bylaws, promotional and publicity work, funds for important committees, research program for presentation to agricultural colleges."

"Many times during the past few months I have reached a compromise with myself in deciding to be a good fellow and offer you a glittering speech of generalities on the greatness of our fairs instead of this frank speech and proposed program for improvement. My conscience would not permit me to compromise. Were I not convinced that the greatest days of the American agricultural fair are ahead of us instead

BENNY FOX has spent years building this greatest of all thrill attractions. He is acclaimed the GREATEST CREATOR of THRILLS. The entire amusement world salutes him for his great art. Something that will remain an everlasting memory in the entire nation. Today Benny Fox's SKY DANCERS are heralded by newspapers throughout the world and by the entire amusement industry as the greatest aerial spectacle of all times.

THE NUMBER ONE THRILL ATTRACTION OF ALL TIMES!

Think of it!

TWO HUMAN BEINGS ON A PLATFORM ONLY EIGHTEEN INCHES IN DIAMETER, 150 FEET UP OFF THE GROUND DOING THE MOST INTRICATE MODERN DANCE STEPS WITHOUT SAFETY DEVICES OF ANY KIND.

BETTY AND BENNY FOX perform the Waltz, Adagio, Charleston, Big Apple, and Jitterbug dances on this world's smallest dance floor, 150 feet off the ground with no protection whatsoever.

HERE IS A THRILL ATTRACTION THAT IS ALL THRILL.

IT WILL DRAW THOUSANDS OF PATRONS TO YOUR EVENT JUST AS IT HAS DRAWN HUNDREDS OF THOUSANDS ALL OVER THE COUNTRY.

IT WILL LEAVE YOUR PATRONS LIMP WITH EXCITEMENT.

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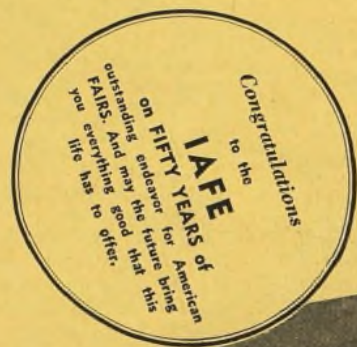
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at the beginning
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and were
HELD OVER FOR
THE ENTIRE SEASON
They were selected from among several
hundred thrill acts as THE feature
attraction
There Must Be a Reason!

of behind us, I should not have risked your esteem with this speech. But I am convinced that not yet have we dreamed of the future possibilities of the American fair. My one and only motive in planning and delivering this has been and is the hope that our association will rise to the occasion and be ready for that promising future which awaits our fairs."

Up came Sam Lewis, of York, Pa., to make a thoroly workmanlike address on fair operations, complete with all the fixings, including a formula for success: "Take 51 weeks of hard work, mix in a lot of common sense, and, for the 52d week, add a big dash of good luck!" But this was merely interim stuff, for at the next session, which was unusually protracted, most of President Ammon's recommendations were carried out, including an amendment to the constitution and bylaws to provide for a president, vice-president, secretary-treasurer, each for one year, and six other directors—two for three years, two for two years, and two for one year.

While the machinery was being prepared for nominations, resolutions were brought in on the death of Fred Chapman, of Ionia, and H. D. Faust, of Knoxville, Tenn.

The nominating committee then brought in its report. Sid W. Johns, Saskatoon, Can., was on the slate for president, with the 1939 convention scheduled for Toronto; L. B. Herring Jr., Beaumont, Tex., vice-president. Then came an unprecedented action, nomination of an Easterner for secretary-treasurer, succeeding the veteran Ralph T. Hemphill. The Easterner was Frank H. Kingman, Brockton, Mass. But democracy was in action while precedents were being broken, for a nomination from the floor named Mr. Hemphill to succeed himself and nominations were closed. Ballots were passed, notated, and counted by three tellers, another unconventional procedure in association annals.

Mr. Kingman prevailed, 19 votes to Mr. Hemphill's 17. Nineteen votes marked a symbol, for 1938 was the new secretary's 19th consecutive year as a convention delegate.

Last year's convention in Chicago was featured by a "Battle of the Bookers" in which competitive talent interests were given a forum on the floor of the session room. Representation was large. The powwow had been scheduled for staging in Toronto, but Canada's declaration of war against Germany caused an eleventh hour switch in site. The park association and its affiliates, remembering that the joint convention with the fairs in Toronto in 1934 had been unsuccessful due to difficulties in transporting exhibit properties, had already announced its parley for New York, but when the IAFE and Showmen's League reverted back to Chicago could not change its plans owing to lack of suitable accommodations for its layout in the Windy City.

A report on proposed revision of constitution and bylaws, recommended by President Ammon the year before, was turned in, but a decision was reached to discuss adoption at the 1940 convention. A creation of the 1939 conference was the Association of County and District Fairs, with a separate meeting. It travels under the label of the County and District Fairs Section and is expected to develop into the voice of the medium-sized event while functioning under IA rules and principles.

The history is over. What of the future? Any theory on it could not conclude more worthily than in the words of the 1938 president, Ralph Ammon:

"Not yet have we dreamed of the future possibilities of the American Fair."

So . . . "Not yet have we dreamed of the future possibilities of the International Association of Fairs and Expositions." THE END

THE SKY DANCERS
The Greatest Aerial Sensation in the World
FOX
Betty and Benny
Fanchon and Marco
 PRESENT
 One page is not enough to tell you about this amazing attraction!
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Congratulations

IAFE

On your golden Anniversary

AND

THANKS

**FOR YOUR CONTINUED CONFIDENCE
DURING OUR 35 YEARS OF SERVICE TO
FAIRS AND EXPOSITIONS**

OUR APPRECIATION OF THIS CONFIDENCE WILL BE
REFLECTED IN A TRULY GREAT LINE OF ATTRAC-
TIONS FOR 1941.

BARNES-CARRUTHERS

FAIR BOOKING ASSOCIATION

121 NORTH CLARK ST., CHICAGO

Statistical Directory of IAFE Fairs

... An alphabetical list of member fairs incorporating facts and figures on size, attendance, exhibit and entertainment policies, and personnel.

BIRMINGHAM, ALA.

Alabama State Fair—Organized (?)
Attendance—1939, 342,511; 1940, 343,000.

Gate Admission—25c **Operating Period**—6 days. **Cash Premiums Paid**—1940, \$7,000.

Grandstand—Price Scale—50c-75c. **Auto Racing**—2 days. **Fireworks**—6 nights. **Thrill Days**—2. **Organized Midway**. **Midway Receipts**—1940, \$76,068; 1939, \$69,502. **Musee**—University banks.

G. T. Wofford, president; J. W. Leach, executive vice-president; Douglas K. Baldwin, secretary-manager.

LOS ANGELES, CALIF.

Great Western Livestock Show

(Note—1940 was 15th annual)
Attendance—1940—Approximately 8000.
Operating Period—7 days.

R. J. Welch, secretary.

POMONA, CALIF.

Los Angeles County Fair

Organized 1922

ATTENDANCE
1938 568,383 1938 637,670
1937 635,972 1939 532,023
1940 726,252

Operating Period—17 days and nights conducted over 24 days in 1939 account inclement weather. **State Aid**—1940, \$25,000; 1939, same. **Cash Premiums Paid**—1940, \$192,259; 1939, \$181,879.

Exhibitors—Commercial-Industrial—1940, 251; 1939, 181; 1938, 178; 1937, 168; 1936, 174. **Livestock**—1940, 574; 1939, 499; 1938, 477; 1937, 413; 1936, 339. **Agricultural Products**—1940, 1,918; 1939, 2,060; 1938, 1,737; 1937, 1,248; 1936, 1,681. **4-H Club**—1940, 1,069; 1939, 1,077; 1938, 1,150; 1937, 868; 1936, 1,142. **Others**—1940, 11,541; 1939, 11,410; 1938, 10,170; 1937, 8,816; 1936, 7,812.

Grandstand—Price Scale—50c day; night, 50c-81. **Attendance**—1940 (day), 86,028; night, 82,247; 1939, 104,356 and 85,445; 1938, 159,976 and 66,189; 1937, 109,473 and 64,829; 1936, 156,546 and 10,396. **Fireworks**—8 nights. **Music**—High school and municipal bands. **Horse Racing**—17 days; 1/2-mile track. **Horse Show**—9 nights. **Organized Midway**.

Acreeage—268. 2 1/2 miles from city.
Annual Meeting—First Thursday in February.

1941 Dates—September 12-28.
C. E. Houston, president; C. B. Afflerbaugh, secretary and director of grandstand attractions; E. C. Middleton, superintendent of concessions; A. D. Thornton, superintendent of building exhibits.

IAFE Member—1 year.
Delegate to IAFE—C. B. Afflerbaugh.

REMARKS—Within the comparatively short space of 19 years the Los Angeles County Fair has grown from a mere flea to a big exposition, generally regarded as the largest county fair in America. Original site was a dusty 40-acre grain field, but today the plant stretches over 268 landscaped acres. First built in 1922 drew 40,000 people. Each succeeding year has been marked by permanent improvement. Tented enclosures which were used in early years have given way to permanent structures, of which there are about 50, many of them of steel and concrete. Statement from Mr. says the event "owes its existence to a realization on the part of a group of public-spirited men that the county, one of the richest in agriculture and in stock-raising, should have a place where to present its accomplishments, its possibilities, and its ideals."

SACRAMENTO, CALIF.

California State Fair—Organized 1854

ATTENDANCE
1936 622,048 1938 637,682
1937 600,941 1939 522,058
1940 713,825

Gate Admission—50 cents day and night. **Operating Period**—10 days. **State Aid**—1940, \$125,000; 1939, same. **Local Aid**—1940, \$10,000; 1939, same. **Cash Premiums Paid**—1940, \$103,820; 1939, \$95,872.

Exhibitors—Commercial-Industrial—1940, 135; 1939, 105; 1938, 140; 1937, 125; 1936, 118. **Livestock**—1940, 280; 1939, 260; 1938, 229; 1937, 216; 1936, 199. **Agricultural Products**—"By Counties." 4-H Club—1940, 800; 1939, 685; 1938, 671; 1937, 510; 1936, 499. **Others**—1940, 2,441;

1939, 2,297; 1938, 2,133; 1937, 2,003; 1936, 1,856.

Grandstand—Price Scale—50 cents day and night. **Thrill Days**—Duration.

Fireworks—Duration. **Music**—Name bands for dancing after show; other music at Horse Show, Fiesta Bowl, concerts in buildings and on grounds. **Horse Show**—Duration, night. **Horse Racing**—8 day, mile track. **Organized Midway**.

Acreeage—220; 3 1/2 miles from city.
Annual Meeting—February, 1940.

1941 Dates—August 29-September 7. Stewart Melgs, president; Kenneth R. Hammaker, secretary; Tevis Paine, assistant secretary and superintendent of building exhibits.

IAFE Member—Not given.

Delegate to IAFE—Kenneth R. Hammaker.

REMARKS—California State Fair, born in a tiny hall in San Francisco 86 years ago, has matured to a \$7,500,000 plant in the State's capital. In the midst of the gold rush 10 far-sighted men met in the Bay City to discuss agricultural possibilities. They saw in California not only certain mineral value but a vast agricultural empire whose soil would produce untold wealth. A State Agricultural Society was formed with F. W. Macdonay, a ship broker and commission merchant, as president. Sacramento, San Jose, Stockton, and Marysville were successive hosts to the rapidly growing exposition, but Sacramento was made the permanent home in 1859. The founders suffered serious setbacks in the beginnings. One was the loss of records in the Sacramento flood of 1861. Another was the after effects of the Civil War. Early directors took advantage of the State's agricultural wealth to advance the State. The society became California's first accredited publicity agency when, in 1856, it adopted a policy of distributing exhaustive reports on State's resources. International repute came in 1867 when the society sent an exhibit to the World's Fair in Paris and captured seven awards. Four years later the State's products were on display in exhibitions of 12 other States. Flooded horses and cattle came into their own at the 1873 fair, when the premiums list totaled nearly \$25,000. Authorization for agricultural districts, each to work in building up the big brother, the State Fair, was granted by the legislature in 1880. Since that time the fair has enjoyed uninterrupted growth. In 1938 the premium list reached \$145,000 and attendance nearly 640,000. The 1940 fair reached an all-time high in attendance. Major development this year was completion of a \$500,000 Junior Division, with 15 buildings for exclusive use of the Future Farmers of America and 4-H Clubs. New lighting scheme landscaping, and outdoor theater are among other improvements.

THE BILLBOARD has planned this "Statistical Directory of IAFE Fairs" not only as a documentary summary of the fairs themselves but as data of interest to showmen, concessionaires, caterers, advertising agencies, promoters and organizers, and the whole field representing either the buyer or the seller with relation to fairdom. The editors regard the directory as one of the most practical ever published; in fact, they believe it is the first of its kind ever compiled in the history of fairs and catering publications.

To seek completeness is one thing; to achieve it is another. This compendium of valuable information is complete as far as it goes, but it does not pretend to be exhaustive. Owing to transmission and mechanical problems, several member fairs are omitted from the compilation with full data. Another reason was vague response or no response at all to The Billboard's international survey, made over a period of months. According to experience, however, the representation in the directory is greater than for any similar survey in the 46-year history of this publication. From that point of view, it is virtually an exhaustive study of five-year operations up to the season just past.

Readers should bear in mind that in several instances, under the classification "Exhibitors," the filled-in data refer rather to "Exhibits" due to either a misinterpretation of the question or the unavailability of figures in "exhibitors" form. These cases are easily picked off in the compilations. Also, some of the attendance figures listed are apparently given in gross amounts including passes, etc., and should be considered when analyzing the different listings.

It is, of course, common knowledge that the fairs in the listing present the regular type of grandstand attractions selected from novelty and vaudeville acts, revues, units, rodeos, and the like. For this reason it has not been found necessary to specify the type shows save in cases where something out of the conventional character is presented.

Oldest of the fairs in the compilation are Mississippi State, 1840, and New York State, 1841, thus making them centenarians. It is significant that the first is in the South, the second in the East. Next in the "better-than-fifty" line are Ohio State Fair and Michigan State, 1850; Wisconsin State, 1851; Indiana State, 1852; Illinois State, 1853; Iowa and Minnesota, 1854; York (Pa.) Interstate Fair, 1855; Nebraska, 1858, and Brockton (Mass.) Fair, 1874. Canada is represented next with Toronto and Edmonton born in the same year, 1879. As was Maryland State. Note the 3-year gap between New York and Ohio, and the 16-year gap between Nebraska and Brockton. It indicates "periodicity" of establishment dates. The war between the States undoubtedly inveighed against progress in the second groupings.

Of more "modern" origin are Kansas State, 1881; Regina, Sask., and Huron, S. D., 1884; Saskatoon, Sask., Canada, 1885; Texas State and Calgary, Alta., 1886; Ottawa, Ont., 1887, and New Jersey State Fair, 1888.

Chippewa Falls, Wis., misses age 50 for the time being, dating from 1897.

Owing to changes in organization, shifting of events from one town to another, and lack of authoritative information, it is inevitable that a listing of dates and origin cannot hope to be the last word on the subject. Available figures, however, would point to the foregoing, at least with respect to current members of the association.

Acknowledgment of gratitude is made herewith to Frank H. Kingman, secretary of the IAFE; to certain State associations and State agricultural bodies, and to International members themselves for their support and co-operation in executing a task that all but exhausted physical man in the form of the editors. Yet the editors feel that the value of the results must and do outweigh any other consideration.

SAN FRANCISCO, CALIF.

Number One-A District Agricultural Association

"We regret to advise that it is now found impossible to open our Grand National Livestock Exposition (October) as originally contemplated. However, since the horse barn units of our project are practically completed and funds in hand to equip them and the main Arena Building, it is now contemplated to open with a Grand National Horse Show in the summer of 1941 and hold in the fall of the following year a general livestock exhibition of national scope, at which time the information you desire will be gladly furnished."

Fred D. Parr is president, and C. D. Sooy, secretary-treasurer.

SAN FRANCISCO, CALIF.

Grand National Livestock Exposition (October 4) requests fair has failed to furnish information as requested by *The Billboard*.)

CALIFORNIA, STATE ASSN.

Western Fairs Association
Officers—Ed Vollmann, president; J. H. Chambers, vice president; Tevis Paine, secretary-treasurer. **Annual Meeting**—December 11, 12, 13, and 14, 1940. **Active Membership**—63. **District and County Fairs**, the National Orange Show, and the California State Fair. **Organized**—1920 (approx.)
(Continued on next page)

BROCKTON FAIR

BROCKTON, MASS.

Organized.....1874



Double Congratulations!

★★★ To the I. A. F. E. for reaching 50 years of successful endeavor.

★★★ To The Billboard for promulgating and documenting that anniversary, and for its support of the Fair Industry in general.

Harold G. Morse

Frank H. Kingman

President

Secretary

1941 DATES—SEPTEMBER 7 TO 13



Member International Association of Fairs and Expositions

DENVER, COLO.

National Western Stock Show
.....Organized 1906

ATTENDANCE
1936125,000 1938125,000
1937125,000 1939125,000
1940125,000
Operating Period—8 days and nights.
State and Local Aid—Yes, but no figures given. Cash Premiums Paid—1940, \$45,000; 1939, same.

Exhibitors—Livestock—1940, 3,800; 1939, 3,800; 1938, 3,800; 1937, 3,500; 1936, 3,800. 4H Club—1939-'38-'37-'36, 500 each. Grandstand—Horse Show—8 days and nights. Rodeo. Plant 3 1/2 miles from city.

1941 Dates—Third week in January. Roe Emery, president; Courtland R. Jones, general manager; Lee Rigg, superintendent of concessions and building exhibits.

IAFE Member—8 years.

PUEBLO, COLO.

Colorado State Fair
(After 4 requests fair has failed to furnish information as requested by The Billboard.)

TAMPA, FLA.

Florida State Fair
.....Organized (Not Given)
Attendance—2,493,525 from 1935 thru 1939.

Operating Period—11 days, except in 1939, when it ran for 17 days as the Hernando DeSoto Exposition, sponsored by the State Fair to commemorate the 400th anniversary of the landing of DeSoto. Premiums—\$133,963 paid out from 1935 thru 1939.

Receipts—\$134,487 from 1935 thru 1939, privileges and space only.

Grandstand—Seating capacity, 8,500. Acreage—50. Within walking distance of city. Adjoins campus of University of Tampa. Permanent Buildings—22; reinforced steel and concrete, with floor space of 272,850 square feet.

Permanent Improvements—Approximate value of \$2,500,000.

Annual Meeting (not given).
1941 Dates—February 4-15.

Carl D. Broehn, president; Russell Kay, secretary; P. T. Strieder, general manager.

IAFE Member—Not given.

Delegates to IAFE—Not given.

CHICAGO, ILL.

International Livestock Exposition

"The Information desired is of such a nature that I am not able to fill. Our dates, as you will note, are November 30 to December 7, 1940, and, as in the past, we will again have cattle, horses, sheep, and swine, as well as a display of hay and grain. It is our intention again to stage our spectacular Horse Show, which has proved so popular in the past."

B. H. Heide is secretary-manager.

SPRINGFIELD, ILL.

Illinois State Fair...Organized 1853

ATTENDANCE
1936800,000 1938945,000
1937925,000 1939956,000
1940912,500

Gate Admission—25 cents, day; night, free. Operating Period—9 days. State Aid—Receipts deposited in State Treasury and all funds are appropriated by Legislature. Cash Premiums Paid—1940, \$164,839; 1939, \$170,000.

Exhibitors—No data given.
Grandstand—Price Scale—25c, 50c, 75c, \$1 day; night, 50c, 60c, \$1. Auto Racing—1 day. Motorcycle Racing—1 day. Thrill Day—1. Fireworks—8 nights. Horse Racing—5 days; mile track. Music—Institutional bands; dancing operated as concession. Horse Show—6 nights. Organized Midway.

Acreage—366 2/3 miles from city.
1941 Dates—August 16-24.

J. H. Lloyd, Director Dept. of Agriculture; E. E. Irwin, general manager; O. R. Fleming, superintendent of concessions; William Ryan Jr., superintendent of building exhibits.

IAFE Member—Not given.

ILLINOIS, STATE ASSN.

Illinois Assn. of Agricultural Fairs
Officers—A. W. Gratz, Bress, secy.; J. E. Lloyd, Springfield, commissioner, Dept. of Agriculture. Averages 82 fairs annually.

Attendance—Estimated in 1939 was 1,091,377 adults and 343,865 children.
Receipts—Total of 1939 fairs amounted to \$698,077. Gate—\$224,234; Grandstand—\$91,138; Exhibit Fees—\$161,293; Concessions—\$93,426; State Aid (1938)—\$281,987; Loans—\$272,762.
Disbursements—Total for 1939 amounted to \$1,016,801. Permits Paid—\$610,823; Attractions—\$107,928; Improvements—\$39,984; Repayment on Loans—\$20,319.

INDIANAPOLIS, IND.

Indiana State Fair...Organized 1852

ATTENDANCE
1936365,961 1938385,620
1937383,544 1939412,200
1940435,862

Operating Period—8 days and nights. State Aid—For building program only. Cash Premiums Paid—1940, \$159,348; 1939, \$154,248.

Exhibitors—Commercial-Industrial—1940, 485; 1939, 499; 1938, 525; 1937, 509; 1936, 468. Livestock—1940, 824; 1938, 881; 1938, 817; 1938, 766; 1936, 739. Agricultural Products—1940, 134; 1939, 200; 1938, 162; 1937, 160; 1936, 148. 4H Club—1940, 3,370; 1939, 2,849; 1938, 2,886; 1937, 2,431; 1936, 2,520. Others—1940—469; 1939, 485; 1938, 460; 1937, 438; 1936, 424.

Grandstand—Receipts: 1940, \$40,200 (\$21,191 from racing; \$19,009 from revenue). Price Scale—50c to \$1 day; 25c-75c night. Organized Midway. Thrill Day—1. Fireworks—7 nights. Bands—Local and State. Horse Show—2 days, 6 nights. Horse Racing—6 days; mile track.

Acreage—216.5 miles from city. Annual Meeting—Tuesday, Wednesday after first Monday in January.

1941 Dates—August 29-September 6. Phares L. White, president; Harry G. Templeton, sec-mgr; U. C. Brouse, superintendent of concessions; Levi P. Moore, director of attractions, publicity, and amusements; E. Curtis White, superintendent of building exhibits.

IAFE Member—About 20 years.

Delegates to IAFE—Entire board.

REMARKS—Indiana State Fair is on a partially self-sustaining basis, thus being no appropriation as such with the exception of a grant for building program. The board is composed of members of both major political parties who are elected by the agricultural associations of the State, spread over 13 districts. Thirteen are elective and three are by gubernatorial appointment.

Promotion emphasis is upon advance sale of tickets. This year 225,000 tickets were distributed and within 20 days of the fair had the cash on hand for them. This year's gate was hampered by an infantile paralysis scare.

INDIANA, STATE ASSN.

Indiana Association of County and District Fairs

Officers—W. C. Manrow, Goshen, pres.; Robert C. Graham Jr., Washington, vice pres.; William H. Clark, Franklin, secy. treas.; Henry F. Schricker (Lieut. Governor), commissioner Dept. of Agriculture; Harry G. Templeton, Indiana State Fair, Secretary to Commissioner. Fifty fairs conducted in 1940.

DAVENPORT, IA.

Mississippi Valley Fair and Exposition.....Organized 1920

ATTENDANCE*
193651,348 193860,000
193766,467 193968,661
194068,661

*Of which night attendance was as follows: 1940, 10,203; 1939, 4,201; 1938, 10,000; 1937, 17,324; 1936, 11,242.

Gate Admission—25 cents day and night. Operating Period—7 days. State Aid—1940 \$2,000; 1939, same. Local Aid—1940, \$6,448; 1939, \$6,272. Cash Premiums Paid—1940, \$7,027; 1939, \$5,840.

Exhibitors—Commercial-Industrial—1940, 65; 1939, 70; 1938, 61; 1937, 50; 1936, 61. Livestock—1940, 309; 1939, 280; 1938, 283; 1937, 217; 1936, 232. Agricultural Products—1940, 100; 1939, 100; 1937, 100 each. 4H Club—105; 1939, 109; 1938, 103; 1937, 102; 1936, 104. Others—1940, 62; 1939, 59; 1938, 54; 1936, 71.

Grandstand—Operated day only. Price Scale—25c to \$1. 1/2-mile track. Auto Racing—2 days. Thrill Days—2. Fireworks—7 nights in the past.

(Continued on page 56)

1,000,000

PEOPLE
CAN'T BE
WRONG



HARRY SEAY
President

ROY RUPARD
Secretary



**IT'S ANOTHER
ALL-TIME RECORD**

We Thank . . .

**The International Association
of Fairs and Expositions
for its co-operation during these 50 years . . .**

Mike Barnes and his "AMERICANA!" . . . Bob Lohmar and
the Rubin and Cherry Shows . . . Jack Duffield and Thearle-
Duffield Fireworks . . . Denny Pugh and his Concession-
aires . . . Phil Little and ALL EXHIBITORS
and CONCESSIONAIRES, and...

1,116,447 Visitors
For Our Most Successful Year

State Fair of Texas

DALLAS

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A BIGGER and BETTER FAIR in 1941

Statistical Directory of IAFE Fairs

(Continued From Page 54)



Jubilee Greetings from America's Greatest Agricultural and Livestock Fair

Attendance Over 400,000
1941 Dates—Aug. 20-29

IOWA STATE FAIR

DES MOINES

J. P. MULLEN
Pres.

F. E. SHELDON
Vice-Pres.

A. R. COREY
Secy.

Dance bands, other bands. *Organized Midway.*
Acreege—82. 3 miles from city.
Annual Meeting—Des Moines, second week in December.
1941 Dates—August 10-16
Ned B. Curtis, president; E. Kuhl, secretary; H. W. Power, superintendent of building exhibits. *IAFE Member.* Delegates to IAFE—"None."

DES MOINES, IA.

Iowa State Fair...Organized 1854
ATTENDANCE
1936320,339 1938430,907
1937381,279 1939400,477
1940360,599
Gate Admission—Day, 60c; night, 25c.
Operating Period—8 days and nights.
State Aid—1940, \$100,000 (\$50,000 for building, \$40,000 for maintenance, and \$10,000 for premiums); 1939, \$105,890 (includes federal grant for building of \$55,690; \$40,000 maintenance, and \$10,000 for premiums). *Cash Premiums Paid*—1940, \$105,774; 1939, \$110,273.

Exhibitors—Commercial—Industrial, 1940, 197; 1939, 191; 1938, 204; 1937, 219; 1936, 195. *Livestock*—1940, 845; 1939, 1,001; 1938, 910; 1937, 742; 1936, 689. *Agricultural Products*—1940, 140; 1939, 148; 1938, 185; 1937, 158; 1936, 126. 4-H Club—1940, 1,633; 1939, 1,797; 1938, 1,668; 1937, 1,533; 1936, 1,496. All Other—1940, 1,733; 1939, 1,847; 1938, 1,639; 1937, 1,583; 1936, 1,627.

Grandstand—Price Scale, day, 50c, 75c, 81c; night, same. *Horse Racing*—4 days; ½-mile track. *Attendance*—1940, day, 47,250; night, 73,698; 1938, 91,194 and 97,543; 1938, 98,527 and 101,733; 1937, 1939, 187,517; 1936, 60,301 and 84,161. *Auto Racing*—3 days. *Thrill Day*—2. *Fireworks*—8 nights. *Music*—6 dance bands, 1940. *Pavilion* for "rain" dancing 15 high school and Farm Bureau bands, orchestras, and drum corps. *Horse Show*—5 nights. *Organized Midway.*

Acreege—378. 3 miles from city. *Annual Meeting*—December 9-11, 1940. *1941 Dates*—August 20-29, 1941.
J. P. Mullen, president; A. R. Corey, secretary and superintendent of exhibits; Carl E. Hoffman, superintendent of concessions; M. H. Barnes, director of grandstand attractions.
IAFE Member—50 years.
Delegates to IAFE—J. P. Mullen, F. E. Sheldon, A. R. Corey, and several board members.

MASON CITY, IA.

North Iowa Fair
(After 4 requests fair has failed to furnish information as requested by *The Billboard*.)

SPENCER, IA.

Clay County Fair...Organized 1918
ATTENDANCE
1936141,734 1938139,970
1937135,490 1939155,215
1940154,880
Gate Admission—50c, day; 25c, night.
Operating Period—6 days and nights.
State Aid—1940, \$2,000; 1939, \$2,000.
Local Aid—1940, \$2,500; 1939, \$2,500.
Cash Premiums Paid—1940, \$13,000; 1939, \$12,805.

Exhibitors—Commercial—Industrial, 1940, 116; 1939, 198; 1938, 103; 1937, 98; 1936, 95. *Livestock*—1940, 226; 1939, 214; 1938, 205; 1937, 197; 1936, 205. 4-H Club—1940, 210; 1938, 198; 1938, 187; 1937, 176; 1936, 165.

Grandstand—Price Scale, 50c, day and night. *Organized Midway.* *Auto Racing*—2 days. *Dance Bands.* *Horse Racing*—4 days. ½-mile track.

Acreege—90. 2 miles from city. *Annual Meeting*—Last Saturday in December.

1941 Date—September 8-13
I. N. Kirby, president; J. H. Peterson, secretary and director of attractions; R. H. Miller, superintendent of concessions and building exhibits.
IAFE Member.
Delegates to IAFE—I. N. Kirby, J. H. Peterson.

IOWA, STATE ASSN.

Fair Managers' Association of Iowa
Officers—E. W. Williams, Manchester, secy.; Mark G. Thornburg, Des Moines, commissioner, Dept. of Agriculture. *Annual average* is better than 80 fairs, with 85 held in 1939.
Attendance—1939 (gross), 1,487,914
Paid Admissions—915,208; *Grandstand* (night) 229,777; (day) 237,658; *Exhibitors*—36,680; *Livestock*—14,648.
Receipts—1939 total was \$796,522.
Gate—\$278,483; *Grandstand*—\$153,091; *State Aid*—\$140,000.

Disbursements—1939 total was \$760,870. *Premiums*—\$267,612; *Music and Attractions*—\$189,408.
Value of Grounds and Buildings—\$3,490,972.

Figures for previous years follow:
Receipts (Major) 1938 1937 1936
81 (total) (70) (77)
Gate \$283,522 \$278,423 \$205,246
Grandstand 155,907 143,372 141,701
Concessions 48,862 48,862 48,862
State Aid 138,324 126,883 123,717
Total (all sources) \$796,584 \$750,576 \$720,000
Disbursements (Major)
Attractions \$177,103 \$177,750 \$156,811
Premiums 252,344 219,537 215,048
Sound Premiums 46,571 57,655 50,000
Total (all sources) \$733,523 \$675,970 \$641,859
Paid Admissions, 909,087 909,407 921,533

HUTCHINSON, KAN.

Kansas State Fair...Organized 1918
ATTENDANCE
1936250,000 1938250,000
1937275,000 1939250,000

1940225,000
Gate Admission—35c, day and night.
Operating Period—7 days and nights.
State Aid—1940, \$18,500; 1939, \$25,500.
Cash Premiums Paid—1940, \$26,416; 1939, \$28,901.

Exhibitors—Livestock, 1940, 530; 1939, 530; 1938, 510; 1937, 418. *Agricultural Products*—1940, 272; 1939, 261; 1938, 273; 1937, 251. 4-H Club—1940, 1,680; 1939, 1,875; 1938, 1,227; 1937, 1,390. *Others*—1940, 1,745; 1939, 1,757; 1938, 1,631; 1937, 1,209.

Grandstand—Price Scale, 50c-81c day, 50c, 75c, and \$1 night. *Auto Racing*—days. *Thrill Day*—1. *Fireworks*—7 nights.
High School Bands. *Organized Midway.* *Horse Racing*—3 days. ½-mile track.

Acreege—191. 2 miles from city. *Annual Meeting*—About January 19, 1931, at Topeka.

1941 Dates—September 14-20, tentative.
E. E. Frizell, president; S. M. Mitchell, secretary and superintendent of building exhibits; E. Hutton, superintendent of concessions.
IAFE Member—17 years.
Delegates to IAFE—S. M. Mitchell, W. Taylor, O. O. Wolf, R. C. Beckler, F. H. Manning, E. E. Frizell.

KANSAS, STATE ASSN.

Kansas Fairs Association
Officers—R. M. Sawhill, secy.; J. C. Mohler, Topeka, secretary, Board of Agriculture. Following statistics based on 81 fairs in 1939, with some totals being approximate:

Attendance—909,990 for fairs reported. (Does not include gate at the largest fairs in State and several "free" fair. Agricultural secretary estimates State-wide attendance of 2,000,000 in 1939.)

Receipts—Concessions—\$93,760 (includes contributions); *Entry Fees*—\$10,276; *Admissions*—\$127,502; *Public Purposes*—\$104,247; *State* \$33,500; *Others*—\$51,769.

Disbursements—Permanent Improvements—\$40,056; *Current Expenses*—\$47,607; *Awards*—\$162,847; *Awards Boys and Girls* (included in previous figures)—\$26,898; *Entertainment*—\$48,511.

TOPEKA, KAN.

Kansas Free Fair...Organized 1854
ATTENDANCE
1936300,000 1938350,000
1937300,000 1939370,000
1940250,000

*It is understood that Topeka and other fairs with a free gate compute attendance by multiplying the grandstand (Continued on page 58)

LOUISIANA STATE FAIR

"The Fair of Hospitality"

SHREVEPORT WISHES TO YOU AND ALL OUR FRIENDS A MERRY CHRISTMAS and A HAPPY NEW YEAR

Congratulations to the
Officers and Directors
of the IAFE

M. T. WALKER
(President)

W. R. HIRSCH
(Secretary-Manager)

"It's Your Fair—So Be There"

SOUTH TEXAS STATE FAIR

MEMBER OF THE IAFE

BEAUMONT, TEXAS



*Extends Best Wishes to the IAFE
and All Show People*



**Exhibits and Premiums
Set a New Top Mark in 1940**

**Harvest Club again a
Big Feature, Attracting Large Crowds Nightly**

Now planning a new large rodeo arena and larger grandstand for 1941

**The last big Fair on the Mid-West Fair
Circuit. A good place to exhibit.**

TENTATIVE DATES for 1941

NOVEMBER 1-11

H. W. GARDNER, *President*

L. B. HERRING, Jr., *Manager*

The NORTH MONTANA STATE FAIR

at Great Falls
Montana

CONGRATULATES

the IAFE on the occasion of its
50th Anniversary for the
splendid work it has done
for the fairs of the
country and

APPRECIATES

The Billboard's co-operation in
honoring the golden jubilee
of the IAFE founding

Congratulations and Best Wishes
For Your Continued Success, IAFE

MIDLAND EMPIRE FAIR AND RODEO

MEMBER OF THE IAFE

BILLINGS, MONTANA

Our
Sincere Appreciation
and
Season's Greetings
to
THE BILLBOARD
and
STAFF

John W. Currie, Pres., Benj. E. Cardwell, Vice.-Pres.
Emmett Vaughn, John W. Foote, Ora F. Kemp, Directors
Harry L. Fitton, Manager

1941 DATES, AUGUST 11TH-16TH

Statistical Directory of IAFE Fairs

(Continued From Page 56)

draw by 3½ or 4. Using the figure 4. Toppek's grandstand attendance in 1940 was 63,000.

Gate Admission—Free. **Operating Period**—7 days and nights. **State Aid**—1940, \$7,500; 1939, same. **Local Aid**—1940, \$15,000; 1939, same. **Cash Premiums Paid**—1940, \$21,000; 1939, same.

Exhibitors—Individualized figures not given; total given is 15,420.

Grandstand—Price Scale—50c day and night. **Horse Racing**—2 days. ½-mile track. **Auto Racing**—2 days. **Thrill Days**—2. **Music**—Local bands. **Organized Midway**.

Acreege—88. About 4/5 of a mile from city.

1941 Dates—Second week in September. D. E. Ackers, president; Maurice W. Jencks, secretary-director of attractions; Hall Smith, superintendent of concessions; L. B. Brain, superintendent of building exhibits.

IAFE Member—15 years.
Delegate to IAFE—Maurice Jencks.

LOUISVILLE, KY.

Kentucky State Fair—Organized 1902

ATTENDANCE

1936	132,525	1938	157,753
1937	140,576	1939	163,794
1940	180,592			

Gate Admission—25c. day and night. **Operating Period**—8 days and nights. **State Aid**—1940, \$45,000; 1939, \$45,000. **Local Aid**—Sponsor of stakes. **Cash Premiums Paid**—1940, \$55,000; 1939, \$45,000.

Exhibitors—Commercial-Industrial, 1940, 98; 1939, 96; 1938, 80; 1937, 72; 1936, 69. **Livestock**—1940, 40 per cent increase. **Agricultural Products**—1940, 40 per cent increase. **4-H Club**—1940, 30 per cent increase.

Grandstand—Price Scale, 50c day; 35c night. **Organized Midway**. **Auto Racing**—1 day. **Thrill Day**—1. **Fireworks**—7 nights. **Two Dance Bands**—25c admission, 10c per dance. **Horse Show**—6 nights. **Horse Racing**—4 days; ½-mile track.

Acreege—225. 4 miles from city. **Annual Meeting**—None held.

1941 Dates—September 11-15. John W. Jones, president; Robert B. Jewell, general manager and director of attractions; J. C. Wehrley, superintendent of concessions; Engler, McPherson & Duffin, superintendent of exhibits.

IAFE Member—3 years.
Delegates to IAFE—Robert Jewell, J. C. Wehrley.

REMARKS—Kentucky State Fair is in the midst of a \$450,000 WPA improvement program, namely, 4-H Club building housing 700 boys, new administration building, 6 large restaurants, concrete roads, new entrances, 12 new cattle barns, 5 new horse show barns, 2 new trotting horse barns, new cattle pavilion, lighting equipment, remodeling of Merchants and Manufacturing Building, and Horse Show Pavilion.

SHREVEPORT, LA.

Louisiana State Fair... Organized (?)

(Note—1940 was 35th annual)

Attendance—1940, 314,862; 1939, 294,867.

Operating Period—10 days. **Thrill Days**—3. **Fireworks**. **Motorcycle Racing**—1 day. **Auto Racing**—2 days. **Organized Midway**.

H. D. Wilson, commissioner of agriculture; W. R. Hirsch, secretary-manager.

LOUISIANA, STATE ASSN.

Louisiana State Association of Fairs Officers—P. O. Benjamin, Tallulah, secretary; Harry D. Wilson, Baton Rouge, commissioner Department of Agriculture and Immigration.

MAINE, STATE ASSN.

Maine Association of Agricultural Fairs Officers—James S. Butler, Lewiston, secretary; Frank P. Washburn, Augusta, commissioner Department of Agriculture.

26 events conducted in 1940 **Attendance**—1937 (30 fairs), 335,574; 1938 (32), 261,284; 1939 (28), 397,474.

Receipts—1937, \$259,674; 1938, \$280,764; 1939, \$348,549. **Disbursements**—1937, \$225,668; 1938, \$305,293; 1939, \$348,600. **Premiums**—1937, \$44,009; 1938, \$52,134; 1939, \$53,177.

CUMBERLAND, MD.

Cumberland Fair... Incorporated 1900. "Questionnaire covers very little that we could answer intelligently. Our fair consists mainly of running races and pari-mutuel betting. As we have eliminated free acts and fireworks, we really have little information to offer of the nature you desire."

Harry A. Manley is president and general manager.

TIMONIUM, MD.

Maryland State Fair... Organized 1902

(Note—1940 was 62d annual)

Attendance—1939, 360,000; 1940, 400,000.

Operating Period—12 days. **Gate Admission**—50c day; night, 25c.

Grandstand Attendance—1940, 110,000; 1939, 102,000. **Pari-Mutuel Handle**—1940, \$1,373,826; 1939, \$1,034,702. (100 days of racing.) **Price Scale**—50c. **Musical**—Institutional bands. **Organized Midway**. Laban Sparks, president; H. A. Papp, treasurer; George F. Derr, agriculture secretary; Matt L. Dalgier, secretary; John T. McCaslin, midway manager.

1941 Plans—Widening of track and change in midway location.

BROCKTON, MASS.

Brockton Fair... Organized 1870

ATTENDANCE

1936	108,795	1938	193,250
1937	187,350	1939	188,000
1940				171,685

Operating Period—7 days. **Cash Premiums Paid**—1940, \$6,120; 1939, \$5,255.

Exhibitors—"No reason in the past to compile them."

Grandstand—Price Scale—50c to 10c day; night, 50c to \$1.50. **Auto Racing**—2 days. **Thrill Days**—4. **Fireworks**—6 nights. **Music**—Name bands for 2 years; other music at Fashion Show. **Horse Show**—4 days. **Horse Racing**—None. ½-mile track. **Organized Midway**.

Acreege—85. 2 miles from city.

Annual Meeting—December 13, 1940.

1941 Dates—September 7-13. Harold G. Morse, president; Frank H. Kingman, secretary, director of attractions, and superintendent of building exhibits; Harold MacNeill, superintendent of concessions.

IAFE Member—15 years.
Delegates to IAFE—Frank H. Kingman, J. H. Fifield, and Harold MacNeill.

SPRINGFIELD, MASS.

Eastern States Exposition

..... Organized 1904

ATTENDANCE

1936	300,437	1938	Hurler
1937	309,854	1939	284,000
1940				304,524

Gate Admission—\$1 day; 50c night. **Operating Period**—7 days and nights. **Cash Premiums Paid**—1940, \$50,000; 1939, \$47,000.

Exhibitors—No figures available.

Grandstand—Price scale, 50c, \$1, 50c day; 50c, 75c, \$1 night. **Horse Racing**—6 days; ½-mile track. **Auto Racing**—2 days. **Fireworks**—6 nights. **Musical**—Concert, special Sunday opening featuring **Midway**—None.

Plant Valuation—Land, \$350,000; buildings, \$2,000,000; equipment, \$100,000.

Acreege—175. One mile from city.

Annual Meeting—First Monday in February.

1941 Dates—September 14-20. Joshua L. Brooks, president; Charles A. Nash, general manager and director of attractions; Milton Danziger, assistant general manager, superintendent of concessions, and superintendent of building exhibits.

IAFE Member—Since 1917.

Delegates to IAFE—Charles A. Nash and Milton Danziger.

MASSACHUSETTS STATE ASSN.

Massachusetts Agricultural Fairs Association
 Officers—A. W. Lombard, Boston, secretary. Averages about 25 events annually.
 W. (Al) Lombard, of the Department of Agriculture in charge of fairs, reports that attendance for 1940 fairs totaled about 800,000 more than the gate 20 years ago. In his annual analysis he finds that harness racing has given impetus to entertainment of a more sensational and modern nature—thrill shows, auto racing, and the like. Four fairs conducted harness racing in 1940, two of them on a pari-mutuel basis at Marshfield and Great Barrington. State income in 1940 amounted to \$25,000, distributed in the form of prizes, as the State constitution forbids outright gifts to organizations.

DETROIT, MICH.

Michigan State Fair... Organized 1850
ATTENDANCE
 1936 235,000* 1938 ... 726,000**
 1937 427,000* 1939 ... 427,000
 1940 475,000
 *10-day fair
 **16-day fair
Gate Admission—25c. **Operating Period**—10 days. **Cash Premiums Paid**—1940, \$7,460; 1939, \$61,851.
Exhibitors—Commercial - Industrial—100—30. **Livestock**—630. **Agricultural Products**—297. 4-H Club—6,195. All 1940—\$25.
Grandstand—Price Scale—50c day and night. **Thrill Days**—3. **Fireworks**—10 nights. **Music**—Name bands, dancing (etc.). Also institutional bands. **Horse Racing**—7 days; mile track. **Organized Midway**. 1940 **Midway Receipts**—\$59,233. **Merchandise**—160 7½ miles from city. **Annual Meeting**—January 1941.
 1941 Dates—August 29-September 7. **Owner**—A. Beamer, chairman of board; Linwood W. Snow, general manager; Walter R. Schrader, superintendent of concessions; Andy Adams, director of midrange attractions; L. M. Germain, superintendent of building exhibits. **IAFE Member**—50 years.
Delegate to IAFE—Dr. L. W. Snow.

IONIA, MICH.

Ionia Free Fair.... Organized 1915
ATTENDANCE
 (Estimated)
 1936 273,042 1938 290,448
 1937 276,485 1939 296,960
 1940 325,757
Gate Admission—Free. **Operating Period**—6 days, 6 nights. **State Aid**—1940, \$4,621; 1939, \$4,621. **Cash Premiums Paid**—1940, \$9,594; 1939, \$9,786.
Exhibitors—No record.
Grandstand—Price scale—25c, 50c, 75c, day and night. **Attendance**—1940, day, 27,453; night, 49,382; 1939, day, 21,215; night, 44,776; 1938, day, 28,345; night, 32,199; 1937, day, 27,488; night, 29,953; 1936, day, 27,471; night, 33,205. **Auto Racing**—1 day. **Thrill Day**—1. **Fireworks**—6 nights, extra display Thursday. **Music**—Tension band and local talent. **Organized Midway**. **Horse Racing**—4 days; ½-mile track.
Acres—68. ½-mile from city.
Annual Meeting—Second Wednesday in November.
 1941 Dates—August 11-16.
 Howard C. Lawrence, president and director of attractions; Rose Sarlo, secretary and superintendent of concessions; H. C. Lawrence and Rose Sarlo, superintendents of building exhibits.
IAFE Member—26 years.
Delegates to IAFE—H. C. Lawrence and Rose Sarlo.

SAGINAW, MICH.

Saginaw Co. Agricultural Society
 Organized 1914
ATTENDANCE
 1936 148,000 1938 152,000
 1937 155,000 1939 162,000
 1940 157,000
Gate Admission—35c day and night. **Operating Period**—7 days and 7 nights. **State Aid**—1940, \$6,611; 1939, \$6,750. **Cash Premiums Paid**—1940, \$13,534; 1939, \$13,222.
Exhibitors—Commercial - Industrial—1940, 141; 1939, 132; 1938, 126; 1937, 137; 1936, 131. **Livestock**—1940, 183; 1939, 173; 1938, 181; 1937, 163; 1936, 156. **Agricultural Products**—1940, 87; 1939, 104; 1938, 116; 1937, 86; 1936, 93. 4H Club—1940, 211; 1939, 191; 1938, 197; 1937, 184; 1936, 162. **Others**—1940, 239; 1939, 249; 1938, 253; 1937, 219; 1936, 227.
Grandstand—Price Scale—35c-50c day; 50c-75c night. **Thrill Day**—1. **Fireworks**—7 nights. **Organized Midway**. **Horse Racing**—4 days; ½-mile track.
Acres—78. 1 mile from city.
Annual Meeting—December 12, 1940.
 1941 Dates—September 7-13.
 John C. Rauchholz, president; Clarence H. Harnden, secretary and director of attractions; B. B. Sawyer, superintendent of concessions and building space.
IAFE Member—15 years.
Delegates to IAFE—C. H. Harnden and B. B. Sawyer.
REMARKS—Saginaw Fair Society is non-profit, non-political, with assets of \$236,000.

MICHIGAN, STATE ASSN.

Michigan Association of Fairs
 Officers—Harry B. Kelley, Hillsdale, secretary; Elmer A. Beamer, Lansing, commissioner Department of Agriculture; A. C. Carton, Lansing, deputy commissioner in charge of fairs. 1931, 80 fairs; 1940, 170.
Annual Disbursements (for premiums)—From \$75,000 to \$115,000. (Represents State's half; other half matched locally on 50-50 basis.)

ST. PAUL, MINN.

Minnesota State Fair... Organized 1854
ATTENDANCE
 1936 636,484 1938 582,161
 1937 637,252 1939 706,241
 1940 666,742
Gate Admission—25c, day and night. **Operating Period**—10 days and nights. **State Aid**—1940, \$35,000; 1939, \$35,000. **Cash Premiums Paid**—1940, \$105,000 (estimated); 1939, \$89,060.
Exhibitors—Commercial-Industrial—1940, 474; 1939, 496; 1938, 496; 1937, 496; 1936, 454. **Livestock**—1940, 586; 1939, 517; 1938, 506; 1936, 559. **Agricultural Products**—1940, 180; 1939, 126; 1938, 168; 1936, 109. 4H Club—1940, 1,875; 1939, 1,840; 1938, 1,467; 1936, 1,530. **Others**—1940, 2,667; 1939, 2,541; 1938, 2,584; 1936, 2,480.
Grandstand—8 days and nights. **Price Scale**—50c-\$1, day and night. **Organized**

Midway. **Auto Racing**—4 days. **Thrill Day**—1. **Fireworks**—10 nights. **Bands**—4 from Minnesota cities, 4 from St. Paul. **Horse Show**, 6 nights. **Horse Racing**, 2 days; mile track until 1940 fair. **Rodeo**—2 days and nights.
Acres—262. 5 miles from city, midway between Minneapolis and St. Paul.
Annual Meeting—January 15-17, 1941.
 1941 Dates—August 23-September 1.
 William O. Johnson, president; Raymond A. Lee, secretary; George E. Hanson, superintendent of concessions; Al Sheehan, director of grandstand attractions; Harry J. Frost, superintendent of building exhibits.
IAFE Member—Charter.
Delegates to IAFE—Executive officers.

MINNESOTA, STATE ASSN.

Minnesota Federation of County Fairs
 Officers—Lewis Scofield, Zumbrota, secretary; R. A. Trovatten, St. Paul, commissioner Department of Agriculture.

JACKSON, MISS.

Mississippi State Fair... Organized 1840
ATTENDANCE
Gate Admission—Free. Average 225,000 during each of the last five years. **Operating Period**—8 days and nights. **Cash Premiums Paid**—1940, \$3,200; 1939, \$7,100.
Exhibitors—Commercial-Industrial—About 50 each year. **Livestock**—No figures available. 4H Club—Boys and Girls and FFA are represented from every one of the 82 counties.
Grandstand—Price Scale—60c; operating night only except for one matinee in 1940. **Horse Racing**—None. ½-mile track. **Auto Racing**—Four days before 1939. **Thrill Days**—2 in 1938 and 1937. **Music**—High School bands. **Organized Midway**.
Acres—53 in heart of city.
 Mayor Walter A. Scott, president; Mabel L. Stire, secretary, superintendent of concessions and director of attractions and exhibits.
Annual Meeting—Not given.
 1941 Dates—Second week in October.
IAFE Member—27 years.
Delegate to IAFE—Mabel L. Stire.
REMARKS—Altho the Mississippi (Continued on next page)

WISCONSIN STATE FAIR

Wisconsin's BIGGEST ANNUAL EVENTS



Three Year Average Attendance 600,000

August 16-24

Back in 1851 the first Wisconsin State Fair was held and ever since then it has grown in popularity and importance among the people in the Northern Middlewest States. The hundreds of varied exhibits—Agricultural, Industrial, Commer-

cial—the wide scope of entertaining features—have made the State Fair a great consumer-contact point for national and local manufacturing companies and the annual meeting place of residents and visitors from many states.

Ralph E. Ammon, Manager
 MILWAUKEE, WISCONSIN

Congratulations and Best Wishes, IAFE

GREETINGS, IAFE

Follow your Great Golden Jubilee Celebration with a visit to the next big gathering of SHOWMEN AND FAIR EXECUTIVES AT THE GLAMOROUS

26th ANNUAL

FLORIDA STATE FAIR AND GASPARILLA CARNIVAL

World's Greatest Winter Exposition

11
DAYS

TAMPA
GASPARILLA DAY, FEB. 10

11
NIGHTS

FEB. 4 TO FEB. 15

ROYAL
AMERICAN
SHOWS ON
MIDWAY

THIS IS
YOUR
INVITATION

22 MODERN
EXHIBITION
BUILDINGS
TO INSPECT

MORE THAN A HALF MILLION ATTENDANCE

OZARK EMPIRE DISTRICT FAIR

MEMBER
IAFE
3 YEARS

Springfield, Mo.

"In the Heart of the Ozarks"

OFFICERS
H. FRANK FELLOWS
President
W. P. KELTNER
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TOM WATKINS, SR.
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LAWRENCE RUSH
F. X. HEER
RALPH FOSTER
LOUIS W. REPS
JOEL H. BIXBY

★
The Fastest Growing Fair
in the Middle West

★
The Show Place for All
Exhibitors

★
1940 Attendance — 150,000

★
Presenting—
Deluxe Grandstand Shows
Popular Dance Bands
Floor Shows
Auto Racing
Horse Racing
Thrill Shows
Commercial, Industrial, Agricultural
and Livestock Exhibits

★
1941 Dates (Tentative) Aug. 24-30

State Fair was started in 1840, present event was established as a corporation in 1940 but had been purchased by the city of Jackson 25 years before (1915). In 1840 the fair took the form of a State Agricultural Convention, with an Agricultural Bureau established by law in 1857. In the following year the State Fair was held under the bureau's direction, with Mississippi contributing \$7,000.

TUPELO, MISS.

Mississippi-Alabama Fair & Dairy Show Organized 1907
ATTENDANCE
1936 107,000 1938 112,000
1937 118,500 1939 93,000
1940 104,000
Gate Admission—25c, day and night.
Operating Period—5 days. State Aid—1940, \$15,000. Local Aid—1940, \$2,500; 1939, \$2,500. Cash Premiums Paid—1940, \$6,000; 1939, \$4,100.
Exhibitors—Commercial-Industrial—1940, 14 Livestock—1940, 29. Agricultural Products—1940, 51. 4H Club—1940, 152. Others—1940, 91.
Grandstand—Day and night. Price Scale—10c and 25c day and night. Independent Midway. Thrill Days—5. Fireworks—5 nights. Dance Bands. Horse Show—1 day and night. Free Features—Rodeo and Circus 1940.
Acreage—50. Center of city.
Meetings—Monthly.
1941 Dates—Third week in October.
James M. Savery, president-manager and director of attractions and concessions. W. A. Spight, secretary-treasurer. IAFE Member—About 3 years.
Delegates to IAFE—Not given.

KANSAS CITY, MO.

American Royal Livestock Show (After 4 requests fair has failed to furnish information as requested by The Billboard.)

SEDALIA, MO.

Missouri State Fair.. Organized 1901
ATTENDANCE
1936 148,352 1938 273,174
1937 270,803 1939 253,307
1940 218,724*
Gate Admission—25c, day and night.
Operating Period—5 days and nights.
State Aid—1939 and 1940, \$140,500. Cash Premiums Paid—1940, \$50,226; 1939, \$55,565.
Exhibitors—Commercial-Industrial—1940, 68; 1939, 70; 1938, 65; 1937, 57; 1936, 37. Livestock—1940, 315; 1939, 387; 1938, 270; 1937, 256; 1936, 246. Agricultural Products—1940, 428; 1939, 347; 1938, 265; 1937, 311; 1936, 298. 4H Club—1940, 454; 1939, 365; 1938, 280; 1937, 277; 1936, 247. Others—1940, 944; 1939, 1,203; 1938, 805; 1937, 799; 1936, 683.
Grandstand—Price Scale—50c day and night. Organized Midway. Auto Racing—2 days. Thrill Day—1. Fireworks—6 nights. Music—Visiting school bands, 4 to 12 daily, about 52 for duration. Horse Show—6 nights. Horse Racing—5 days; mile track.
Plant Valuation—Land, \$50,000; buildings, \$806,500; Equipment, \$177,900.
Acreage—236. 2 miles from city.
Annual Meeting—Not given.
1941 Dates—Third week in August.
Jewell Mayes, commissioner of agriculture; Chas. W. Green, secretary; Roy S. Kemper, superintendent of concessions and building exhibits.
IAFE Member—15 years.
Delegates to IAFE—Jewell Mayes, Chas. W. Green.

BILLINGS, MONT.

Midland Empire Fair.. Organized 1914
ATTENDANCE
1936 100,427 1938 101,000
1937 109,136 1939 101,000
1940 109,180*
Gate Admission—50c to 12 tickets at \$2. day; 25c to 12 tickets for \$2 night.
Operating Period—6 days and nights.
Local Aid—For operation; for capital outlay—1940, \$36,085; 1939, \$36,085. Cash Premiums Paid—1940, \$14,893; 1939, \$14,905.
Exhibitors—Commercial-Industrial—1940, 39; 1939, 38; 1938, 51; 1937, 50; 1936, 48. Livestock—1940, 162; 1939, 153; 1938, 175; 1937, 177; 1936, 142. Agricultural Products—1940, 541; 1939, 541; 1938, 501; 1937, 552; 1936, 527. 4H Club—1940, 816; 1939, 1,057; 1938, 846; 1937, 589; 1936, 645; 1935, 831; 1936, 731.
Grandstand—Price Scale—40c, 50c, 75c day and night. Thrill Day—1. Fireworks—6 nights. Music—Local bands. Organized and Independent Midway.
Horse Show—1 night. Running Races—1 night. Horse Racing—5 days; 1/8-mile track.
Plant Valuation—\$500,000.
Acreage—120. 1 1/2 miles from city.
Annual Meeting—"Not given."
1941 Dates—August 6-11.
John W. Currie, president; Harry L. Pitton, secretary; Charles F. Kressmann, director of concessions; Fred A. Lutz, director of grandstand and attractions; A. W. Lutz, superintendent of building exhibits.
IAFE Member—13 years.
Delegates to IAFE—Harry L. Pitton.

*Of which night attendance was 43,850; 1937, 46,788; 1936, 43,321.
REMARKS—When the Billings fair was organized 50 acres of land were purchased and a bond issue of \$110,000 floated. Proceeds were used for purchase of the real estate, construction of exhibit buildings, a small grandstand and a race track. No further bonded debt has been incurred and the old bonds have been redeemed, there being no interest or other indebtedness at present.

SPRINGFIELD, MO.

Ozark Empire District Fair
ATTENDANCE
1937 100,000 1939 187,000
1938 105,000 1940 150,000
Gate Admission—15c day and night

1940; free previous to 1940. Operating Period—7 days and nights. Local Aid—1940, \$1,000; 1939, \$5,000. Cash Premiums Paid—1940, \$11,000; 1938, \$7,200.

Exhibitors—Commercial-Industrial—1940, 57; 1939, 41; 1938, 40; 1937, 40. Livestock, 1940, 170; 1939, 157; 1938, 1937, 78. Agricultural Products—1940, 42; 1939, 31; 1938, 22; 1937, 17. 4H Club—1940, 102; 1939, 87; 1938, 73; 1937, 70. All other—1940, 1,026; 1939, 915; 1938, 879; 1937, 836.

Grandstand—Price Scale—Day, 50c; 75c, \$1; night, same. Attendance—1940, 17,458; night, 5,827; 1939, 20,380; day, 9,583; 1938, 21,412 and 9,540; 1937, 15,300 and 5,788. Auto Racing—2 days; 1/4-mile track. Music—Dance bands, floorbands in Coliseum; admission 50c; 25c extra for table. Other bands, school and professional. Independent Midway.

Plant Valuation—Land, \$30,000; buildings, \$575,000; equipment, \$18,000.

Acreage—80 3/4 miles from city.
Annual Meeting—January 15, 1941.
1941 Dates—Covered by IAFE, probably last week in August or first in September.

H. Frank Fellows, president; G. B. Boyd, secretary.
IAFE Member—3 years.
Delegates to IAFE—H. F. Fellows and G. B. Boyd.

REMARKS—Ozark District Fair was started three years ago on a tract of land known as Dickerson Zoo Park with only a grandstand and a half-mile track, exhibits being housed under canvas. It was a free fair until the year with no aid other than donations. Last year three modern stone exhibit buildings were erected thru WPA. Coliseum being exceptionally up to date. This year an "everybody pays" policy was inaugurated for the purpose of continuing the building program. It has grown rapidly, necessitating new buildings to house ever-increasing exhibits. Tho hit by cold and rain this year, the gate, small as it was, 15 cents, set the day the fee being well received by the public. Fair is under management of a board of directors of 13, with secretary-manager on a 12-month basis. It is incorporated as Greene County Agricultural and Mechanical Society. A new swine and sheep building is under construction by WPA.

GREAT FALLS, MONT.

North Montana State Fair Organized 1931

ATTENDANCE*

1936208,972	1938233,440
1937211,112	1939263,940
1940274,009		

Gate Admission—50c day and night. Operating Period—6 days. Cash Premiums Paid—1940, \$29,424; 1939, \$31,864.

Exhibitors—Commercial-Industrial—1940, 28; 1939, 25; 1938, 21; 1937, 24; 1936, 25. Livestock—1940, 242; 1939, 213; 1938, 193; 1937, 194; 1936, 179. Agricultural Products—1940, 1,101; 1939, 756; 1938, 847; 1937, 721; 1936, 888. 4-H Club—1940, 2,178; 1939, 2,056; 1938, 1,053; 1937, 1,044; 1936, 1,212. Others—1940, 1,474; 1939, 1,246; 1938, 894; 1937, 854; 1936, 823.

Grandstand—Price Scale—50c and 75c day, night, same. Thrill Day—1. Fireworks—8 nights. Horse Show—1 day. Horse Racing—6 days; 1/2 mile track. Organized Midway.

Acreage—94 1/2 mile from city. Annual Meeting—January. 1941 Dates—August 4-9. O. S. Warden, president; Harold F. DePue, secretary, director of grandstand operations and superintendent of building exhibits; Howard Stanley, superintendent of concessions.

IAFE Member—10 years. Delegate to IAFE—Harold F. DePue. *Divided as follows—1940, day, 145,734; night, 128,275; 1939, 144,528 and 119,412; 1938, 122,220 and 111,240; 1937, 110,930 and 100,182; 1936, 110,178 and 98,794.

REMARKS.—North Montana State Fair, although a newcomer to fairdom, has grown to one of the best known day events. It has a modern plant with a value of \$750,000. Yearly attendance reaches a total of more than half the State population. It operates without State aid, has received none for building purposes.

MONTANA, STATE ASSN.

Rocky Mountain Association of Fairs

Officers—J. M. Suckstorf, Sidney, secretary; J. T. Kelly, Helena, commissioner Department of Agriculture.

LINCOLN, NEB.

Nebraska State Fair, Organized 1858

ATTENDANCE

193684,112	193877,419
193777,489	193995,875
1940125,000		

Gate Admission—50c day; night, same. Operating Period—Six days and nights. State Aid—1940, \$13,750; 1939, same. Cash Premiums Paid—1940, \$27,200; 1939, \$26,729.

Exhibitors—Commercial-Industrial—1940, 228; 1939, 236; 1938, 286; 1937, 279; 1936, 286. Livestock—1940, 265; 1939, 288; 1938, 228; 1937, 175; 1936, 222. Agricultural Products—1940, 120; 1939, 148; 1938, 126; 1937, 116; 1936, 106. 4H Club—Between 2,000 and 3,000 annually. Other—1940, 1,039; 1939, 1,043; 1938, 1,006; 1937, 796; 1936, 940.

Grandstand—Price Scale—25c, 50c, 75c day; night, same. Receipts—1940, day, \$13,187; night, \$6,349; 1939, \$10,013 and \$5,027; 1938, \$11,065 and \$3,025; 1937, \$10,744 and \$5,332; 1936, \$11,817 and \$1,593. Auto Racing—1 day. Dance Policy—Concession granted but no name bands engaged. Music—High-school bands from State, one local band. Horse Show—5 nights. Horse Racing—13 days (includes pre-fair meet); 1/2-mile track. Independent Midway.

Acreage—300 1 mile from city. Value of Plant—Land, \$47,600; buildings, \$1,475,000; equipment, \$80,000. Annual Meeting—Fourth Tuesday and Wednesday in January.

1941 Dates—Labor Day week. J. P. Shubert, president; Perry Reed, secretary and director of attractions; J. M. Calder, superintendent of concessions and building exhibits.

IAFE Member—"To our knowledge, since organization." Delegates to IAFE—Not decided.

OMAHA, NEB.

Ak-Sar-Ben Live Stock and Horse Show (After 4 requests fair has failed to furnish information as requested by The Billboard.)

NEW HAMPSHIRE, STATE ASSN.

New Hampshire Fairs Association Officers—Dr. R. W. Smith, Concord, secretary; Andrew L. Felker, Concord, commissioner Department of Agriculture. 9 events conducted in 1940.

TRENTON, N. J.

New Jersey State Fair

Organized 1888

ATTENDANCE*

1936215,040	1938209,563
1937257,833	1939179,427
1940238,621		

Gate Admission—50c day, night 25c. Operating Period—8 days and 7 nights. State Aid—1940, \$2,200; 1939, same. Cash Premiums Paid—1940, \$14,912; 1939, \$14,041.

Exhibitors—Commercial-Industrial—1940, 136; 1939, 128; 1938, 131; 1937, 144; 1936, 101. Livestock—1940, 1,449; 1939, 1,399; 1938, 1,361; 1937, 1,382; 1936, 1,267. Agricultural Products—1940, 286; 1939, 264; 1938, 231; 1937, 211; 1936, 187. 4-H Club—State-wide groups. Others—WPA, CCC, etc.

Grandstand—Price Scale—25c to \$1.50 day; night, 25c to 75c. Horse Racing—4 days; 1/2-mile track. Auto Racing—Big cars, 1 day; midgets, 1 day. Thrill Day—2 days, 1 night. Fireworks—7 nights. Music—Institutional bands. Organized Midway. Other Attractions—Permanent kiddie playground.

Acreage—134.3 miles from city. Value of Plant—Land, \$150,000; buildings, \$300,000; equipment, \$60,000. Annual Meeting—January, 1941. 1941 Dates—September 28-October 5. George A. Hamid, president and director of attractions; Harry E. LaBreaque,

secretary; John McCormock, superintendent of concessions and building exhibits. IAFE Member—5 years.

Delegate to IAFE—George A. Hamid. *Divided as follows—1940, 167,095, day; 71,523, night; 1939, 135,446 and 43,981; 1938, 146,695 and 62,868; 1937, 180,484 and 77,349; 1936, 150,528 and 64,512.

REMARKS.—By Colonial charter granted to the Township of Trenton on September 6, 1745, King George II authorized the establishment of a "market" on Mondays, Thursdays, and Saturdays in April and October. The periods were for the selling and buying of all manner of livestock and merchandise. The first fair was held in October, 1745, and continued until the surrender of the borough charter on April 7, 1750. The old-time selling fair was revived by the State Agricultural Society, and on September 14, 1858, a track was built and amusements projected. The last fair of the society was held in 1871. In 1888 the present type of fair was established, being conducted for many years as the Interstate Fair. In 1936 George A. Hamid leased the plant for three years, replacing the event as the New Jersey State Fair, and after the 1938 season picked up on a purchase option.

ALBUQUERQUE, N. M.

New Mexico State Fair

Organized 1938

ATTENDANCE*

193875,000	1939100,000
1940125,000		

Gate Admission—25c day and night. Operating Period—8 days. State Aid—1940, \$20,000; 1939, same. Cash Premiums Paid—1940, \$10,000; 1939, \$6,000.

Exhibitors—Commercial-Industrial—1940, 56; 1939, 35; 1938, 20. Livestock—1940, 191; 1938, 160; 1937, 98. Agricultural Products—1940, 178; 1939, 132; 1938, 120. 4-H Club—1940, 275; 1939, 190. Others—1940, 920; 1939, 720; 1938, 420.

Grandstand—Price Scale—75c day; night, 50c. Horse Racing—8 days. Mile track. Thrill Days—2. Fireworks—1 night. (Continued on next page)

Yes Sir! Son

EVERYONE GOES TO THE

YORK INTER STATE FAIR

Money Talks! Are You Listening?

1940 York Inter-State Fair had increased gate, grandstand and concession receipts . . . Management, attractions and concessionaires happy . . . 1941 promises to be better.

Have you anything to add to make it better? If so, write to

YORK INTER STATE FAIR 141 W. MARKET ST. YORK, PENNA.

YORK INTER-STATE FAIR
YORK, PENNA.
DAY and NIGHT **OCT. 7 TO 11**



we extend

CONGRATULATIONS

to the



On Its 50 Years of Valuable Service

OKLAHOMA State Fair & Exposition

Oklahoma City, Okla.

RALPH T. HEMPHILL, Sec.-Mgr.

Music—17 school bands. *Independent Midway.*

Acreege—320 3/4 miles from city. *Value of Plant*—\$500,000.
1941 Dates—September 21-28.
F. D. Shuttlebarger, president; Leon H. Harms, secretary; W. E. Haines, superintendent of concessions; H. B. Henning, superintendent of building exhibits.

IAFE Member—1 year.
Delegate to IAFE—Leon H. Harms.
*Of which night attendance was as follows—1940, 50,000; 1939, 40,000; 1938, 27,000.

SYRACUSE, N. Y.

New York State Fair—Organized 1841
ATTENDANCE
1936244,797 1938363,770
1937271,152 1939284,060
1940272,688
*251,948 during day.

Gate Admission—50c. *Operating Period*—9 days and nights. *State Aid*—Not reported, but previous official figures would indicate upward of \$600,000 annually, not including special appropriation for building. *Cash Premiums Paid*—Not reported.

Exhibitors (Fair changed questionnaire to read "exhibits")—Commercial-Industrial—1940, 153; 1939, 133; 1938, 156; 1937, 152; 1936, 158. *Livestock*—1940, 9,418; 1939, 8,823; 1938, 8,880; 1937, 8,205; 1936, 8,825. *Agricultural Products*—1940, 1,254; 1939, 2,468; 1938, 3,548; 1937, 3,093; 1936, 3,239. *4H Club*—1940, 5,174; 1939, 6,071; 1938, 6,251; 1937, 3,771; 1936, 3,852. *Others*—1940, 4,208; 1939, 4,425; 1938, 6,126; 1937, 4,638; 1936, 4,233.

Grandstand—Price Scale—50c to \$2. *Auto Racing*—2 days. *Thrill Days*—Yes. *Fireworks*—6 nights. *Music*—4 Dance Bands in past. *Horse Racing*—6 days. *Mile track*. *Horse Show*—3 days. *General Attractions*—Ice Ravee. *Organized Midway.*

Acreege—267 1/2. 5 miles from city. *Annual Meeting*—No date set at time of response.

1941 Dates—August 24-September 1.
Holton V. Noyes, Commissioner of Agriculture and Markets; Paul Smith, director.
IAFE Member.
Delegate to IAFE—Paul Smith.

RALEIGH, N. C.

North Carolina State Fair
.....Organized (?)
Attendance—1939, 200,000; 1940, 225,000
Operating Period—5 days. *Cash Premiums Paid*—1940, \$17,500. *Auto Racing*—1 day. *Horse Racing*—3 days. *Motorcycle Racing*—1 day. *Thrill Day*—1. *Fireworks*—5 nights. *Organized Midway.*
Dr. J. S. Dorton, general manager.

Acreege—79. 1 mile from city. *Annual Meeting*—"Not given."
1941 Dates—September 26-October 3.
W. F. Durnill, president; William Warner, executive vice-president; Ed Murray Simonds, secretary; W. G. Gibson, superintendent of concessions; Joel H. Bixby, director grandstands and attractions.

NO. DAKOTA, STATE ASSN.

North Dakota Association of Fairs
Officers—Dr. G. A. Ottlinger, Jamestown, secretary; Math Dahl, Bismarck, commissioner Department of Agriculture.

COLUMBUS, O.

Ohio State FairOrganized 1850
ATTENDANCE*
1936230,629 1938221,611
1937210,000 1939259,448
1940231,902
*Does not include 117,000 school children and ladies admitted free, for gross total of about 400,000.

Operating Period—7 days and nights. *State Aid*—1940, \$180,000; 1939, same. *Cash Premiums Paid*—1940, \$119,341; 1939, \$116,785.
Exhibitors—Commercial-Industrial—1940, 300; 1939, 370. *Livestock*—1940, 841; 1939, 1,012. *Agricultural Products*—1940, 71; 1939, 72 (foregoing figures do not include entries in various specific departments). *4H Club*—1940, 39,000; 1939, 32,545; 1938, 31,187; 1937, 29,294; 1936, 24,561 (Obviously answered as "Number of Exhibits.")
Grandstand—Price Scale—25c to \$1 day; night, same. *Thrill Day*—1. *Fireworks*—5 nights. *Music*—Organ and choral concerts. *Other music* in exhibit buildings; also 4H Club bands, 300-piece All-Ohio high school boys' bands, etc. *Horse Racing*—6 days and nights. *Independent Midway.*

Acreege—150 (plus about 100 leased for parking). 2 miles from city. *Annual Meeting*—First Thursday after second Tuesday in January each year. 1941 Dates—August 23-29.
John T. Brown, director, and E. J.

Riggs, president State Department Agriculture; W. H. Kinnan, manager, superintendent of concessions and building exhibits, and director of attractions. IAFE Member—"Since its organization."

Delegates to IAFE—John T. Brown and W. H. Kinnan.
REMARKS—A plan was put thru during the first Ohio State Fair in Cincinnati, 1849, but an epidemic (cholera) broke out, the fair secretary being a victim, and the event was postponed until 1850. Part of the money to finance it was raised by public subscription. In the years it was an itinerant fair, being shifted around to Columbus, Cleveland, Dayton, Newark, Sandusky, Zanesville, Toledo, Springfield, and Mansfield before finally being located permanently in Columbus, 1874. In 1886 it was moved to the plant where it is held at present. In 1924 the Legislature appropriated \$300,000 for the purchase of additional land.

OHIO, STATE ASSN.

Ohio Fair Managers' Association
Officers—Mrs. Don A. Detrick, Bellefontaine, secretary. John T. Brown, commissioner, Department of Agriculture. Ohio's first fair was held in Youngstown, 1818. State Board of Agriculture was created in 1848. Annual average is 93 fairs, with total attendance close to 2,000,000.

MUSKOGEE, OKLA.

Oklahoma Free State Fair
.....Organized 1910
ATTENDANCE
(Free Gate—estimated)
1940—300,000.
Has increased yearly from 1936 to present.

Gate Admissions—Free. *Operating Period*—7 days and nights. *Local Midway*—1940—\$13,000; 1939, \$13,000. *Cash Premiums Paid*—1940, \$16,633; 1939, \$16,633. *Livestock*—1940, 50; 1939, 40; 1938, 48; 1937, 40; 1936, 35. *Livestock*—1940, 193; 1939, 200; 1938, 200; 1937, 178; 1936, 142. *Agricultural Products*—1940, 265; 1939, 140; 1938, 185; 1937, 188; 1936, 106. *4H Club*—1940, 1,689; 1939, 613; 1938, 1,450; 1937, 1,172; 1936, 468. *Others*—1940, 699; 1939, 871; 1938, 1,539; 1937, 1,033; 1936, 880.
Grandstand—Price Scale—50c. 75c. day and night. *Auto Racing*—2 days. *Thrill Day*—1. *Music*—Dance bands; singing bands; also night club. *Organized Midway.*

Acreege—79. 1 mile from city. *Annual Meeting*—"Not given."
1941 Dates—September 26-October 3.
W. F. Durnill, president; William Warner, executive vice-president; Ed Murray Simonds, secretary; W. G. Gibson, superintendent of concessions; Joel H. Bixby, director grandstands and attractions.

IAFE Member—Since inception. Delegates to IAFE—Ethel Murray Simonds, W. W. Simonds, Joel H. Bixby, William S. Warner, Harry W. Gibson.
REMARKS—First exposition held in 1916. Official Oklahoma State Fair named by act of Legislature in 1917. Celebrated its silver anniversary 1940. Noted for agricultural, livestock, and educational features.

OKLAHOMA CITY, OKLA.

Oklahoma State FairOrganized 1890
ATTENDANCE
1936204,446 1938217,877
1937281,031 1939272,877
1940277,877

Gate Admission—50c day; night, same. *Operating Period*—8 days and nights. *Cash Premiums Paid*—1940, \$27,493; 1939, \$26,733.
Exhibitors—No figures given. *Grandstand*—Price Scale—50c day; night, 75c. 1/2-mile track. *Auto Racing*—2 days. *Thrill Days*—2. *Fireworks*—5 nights. *Music*—Band on Plaza. *Organized Midway.*

Acreege—60. 2 miles from city. *Annual Meeting*—Second Tuesday in November.
1941 Dates—September 20-27.
R. M. Rainey, president; Ralph T. Hemphill, secretary; C. G. Baker, superintendent of concessions and building exhibits; M. H. Barnes, director of grandstand attractions.

IAFE Member—Since 1914.
Delegate to IAFE—Ralph T. Hemphill.

INDIANA STATE FAIR

(Member of the IAFE 20 years)

will be held in 1941

AUGUST 29 to SEPTEMBER 5

This year the paid admissions at the Indiana State Fair were 435,862



The \$1,200,000 Coliseum was dedicated this year. It is the finest Coliseum on any Fair grounds in the world.

HARRY G. TEMPLETON
Manager,

Rm. 332, State House,
Indianapolis, Indiana

Lieutenant-Governor
HENRY F. SCHRICCKER
Commissioner of
Agriculture,
Indianapolis, Indiana

P. L. WHITE
President,
Oxford, Indiana

TULSA, OKLA.

Tulsa State Fair
After 4 requests fair has failed to furnish information as requested by The Billboard.)

FRESHAM, ORE.

Multnomah County Fair
Organized 1906
ATTENDANCE
1936 22,000 1938 37,700
1937 25,600 1939 38,120
1940 48,554
Operating Period—7 days and nights.
State Aid—1940, \$4,689; 1939, \$4,728
Local Aid—1940, \$14,012; 1939, \$14,194
Premiums Paid—1940, \$8,834; 1939, \$9,246.
Exhibitors—Livestock—1940, 200. Agricultural Products—1940, 500. 4-H Club—1940, 2,000. Others—1940, 5,000.
Grandstand—Circus, day. Racing, night. Price Scale—50c day, 25c night.
Organized Midway. Thrill Days—7. Music Federation of Music Clubs. Horse Racing—6 days; 5/8-mile track.
Acres—60. 15 miles from Portland.
Annual Meeting—December 12, 1940.
1941 Dates—Last week in August.
Secretary and director of attractions; J. Bennett, superintendent of concessions and building exhibits.
IAFE Member—1 year.
Delegate to IAFE—A. H. Lea.

PORTLAND, ORE.

Pacific International Livestock Expo.
After 4 requests fair has failed to furnish information as requested by The Billboard.)

REGON, STATE ASSN.

Oregon Fairs Association
Officers—Mabel H. Chadwick, Eugene, secretary. Herman H. Chindgren, president. T. J. Krueider, vice-president. 33 fairs conducted in 1940.

WENSBURG, PA.

Cambria County Fair..Organized(?)
ATTENDANCE
1938 37,750 (Gross)
1939 36,217 (Paid)
1939 27,000 (Gross)
26,599 (Paid)
Operating Period—6 days. Gate Receipts—1938, \$19,864; 1939, \$14,717. Concessions—1938, \$19,912; 1939, \$23,355. Receipts From All Sources—1938, \$39,776; 1939, \$34,452. Expenditures (exclusive of premiums)—1938, \$31,939; \$31,300. Premiums Contributed by State Aid—1938, \$2,433; 1933, \$10. Cash Premiums Paid—1938, \$108; 1939, \$2,696.
F. Crouse, general manager.
After 4 requests fair has failed to furnish information as requested by The Billboard. Above data prepared from other sources.)

HARRISBURG, PA.

National Dairy Show
After 4 requests fair has failed to furnish information as requested by The Billboard.)

YORK, PA.

York Interstate Fair..Organized 1855
ATTENDANCE
1936 220,853 1938 222,361
1937 244,100 1939 225,464
1940 238,610
Gate Admission—50c day and night.
Operating Period—5 days. State Aid—\$1,000. Local Aid—1939, \$100. Cash Premiums Paid—1940, \$16,323; 1939, \$19,787.
Exhibitors—Commercial—Industrial—1938, 113; 1939, 105; 1938, 96; 1937, 102; 1936, 98. Livestock—1940, 248; 1939, 243; 1938, 227; 1937, 186; 1936, 208. Agricultural Products—Fair does not segregate; included under "Others" below. 4H Club—1940, 84; 1939, 112; 1938, 139; 1937, 63; 1936, 61. Others—1940, 3,965; 1939, 3,938; 1938, 2,498; 1937, 2,063; 1936, 1,105.
Grandstand—Price Scale—50c to \$1.50. Night, 50c to \$1. Attendance—1940, 29,169; night, 21,880; 1939, 26,435; 1938, 26,114 and 15,602; 1937, 18,947; 1936, 15,349 and 13,092.

Thrill Day—1. Fireworks—5 nights.
Horse Racing—4 days; 1/2-mile track.
Organized Midway.
Acres—120. 1/2 mile from city.
Annual Meeting—January 13, 1941.
1941 Dates—October 7-11.
Samuel S. Lewis, president and director of attractions; John H. Hutter, secretary and co-superintendent of building exhibits; William O. Thompson, superintendent of concessions and co-superintendent of building space.
IAFE Member—4 years.
IAFE Delegate—Samuel S. Lewis.
REMARKS—The first York Fair was held on the Town Common in 1852, but it wasn't until three years later that the York County Agricultural Society was incorporated and the first plant, consisting of eight acres, procured. First record of receipts is that of 1888, when the event was first held on its present location, grossing \$7,980. In 1940 the figure was \$139,524. York Fair is a permanent plant with all modern facilities, including steel and concrete grandstand seating 8,000. Memorial gates, erected at a cost of about \$100,000, are in tribute to those who served in the nation's wars. It is a non-profit community enterprise with 250 life members, "whose only rights consist of free admittance of themselves and their families."

PENNSYLVANIA, STATE ASSN.

Pennsylvania State Association of County Fairs
Officers—Charles W. Swoyer, Reading, secretary; John H. Light, Harrisburg, Secretary of Agriculture.
Attendance—1939 (gross) 3,608,355. Paid Gate—1,123,124.
Receipts—Total for 1939, \$974,373. Gate—\$375,860. Concessions—\$252,582.
Disbursements—Total for 1939, \$844,904; State Aid Premiums Paid—\$128,589. Figures for previous years follow:
1938 1937 1936
Gross Gate... 3,502,981 3,260,390 2,178,094
Paid Gate... 1,141,323 1,263,130 1,192,108
Gate Receipts... \$369,175 \$430,896 \$368,048
Concession Receipts... \$240,835 \$251,963 \$237,207
Total Receipts... \$340,132 \$1,017,622 \$893,301
Disbursements... \$863,953 \$815,126 \$718,580
*Exclusive of State Aid Premiums paid as follows: 1938, \$129,842; 1937, \$114,652; 1936, \$107,728.

SPARTANBURG, S. C.

Greater Spartanburg Fair
Organized 1907
ATTENDANCE
1936 125,000 1938 140,000
1937 135,000 1939 155,000
1940 145,000
Gate Admission—50c day, 25c night.
Operating Period—6 days and nights.
Cash Premiums Paid—1940, \$10,000; 1939, \$9,500.
Exhibitors—"Not available."
Grandstand—Price Scale—25c and 50c day; night, same. Horse Racing—6 days; 1/2-mile track. Auto Racing—1 day. Fireworks—6 nights. Independent Midway.
Acres—30. 1 1/2 miles from city.
Annual Meeting—December, 1940.
1941 Dates—October 6-11.
T. W. Woodworth, president; D. C. Todd, general manager; E. E. Gentry, superintendent of concessions.
IAFE Member.
Delegates to IAFE—None.

HURON, S. D.

South Dakota State Fair
ATTENDANCE
1936 105,000 1938 98,000
1937 103,000 1939 108,000
1940 117,000
Gate Admission—25 cents day; free at night after 6 o'clock. Operating Period—6 days and nights. State Aid—1939, \$10,000. 1940, \$10,000. Cash Premiums Paid—1939, \$12,411.10; 1940, \$12,842.51.
Exhibitors—Commercial Industrial—1940, 73; 1939, 56; 1938, 59; 1937, 62; 1936, 48. Livestock—1940, 670; 1939, 541; 1938, 608; 1937, 516; 1936, 473. Agricultural Products—1940, 117; 1939, 98; 1938, 72; 1937, 87; 1936, 103. 4-H Club—1940, 614; 1939, 573; 1938, 563; 1937, 482; 1936, 469. All others—1940, 158; 1939, 172; 1938, 143; 1937, 108; 1936, 121.
Grandstand—Price Scale 50 cents and 75 cents day and night. Attendance—1940 (day), 31,000; (night), 35,672; 1939 (day), 27,072; (night), 34,157; 1938 (day), 29,877; (night), 36,851; 1937 (day), 21,458; (night), 31,567; 1936 (day) (Continued on next page)

GREETINGS FROM

THE MINNESOTA STATE FAIR

(CHARTER MEMBER IAFE)

Saint Paul-Minneapolis

1941 Dates

—Ten Days—

August 23—September 1

WM. O. JOHNSON **RAYMOND A. LEE**
President Secretary

CONGRATULATIONS TO THE IAFE and ITS OFFICERS and DIRECTORS

MINNESOTA FEDERATION OF COUNTY FAIRS

MEMBER IAFE

ANNUAL MEETING LOWRY HOTEL, ST. PAUL, MINN. JANUARY 15, 16, 17, 1941

OFFICERS

H. W. STEELE, President **LEWIS SCOFIELD, Secretary**
APPLETON ZUMBROTA
FRED D. THIAS, Vice-Pres. **E. J. BELL, Treasurer**
TWO HARBORS ANOKA

DIRECTORS

Ben Campbell **Albin Olson** **Andy Anderson**
Utica **Hallow** **Wadena**
Wm. H. Donahue **Everett Werner** **Geo. W. Larson**
Minneapolis **Blue Earth** **North Branch**
Wm. Holm **Robert Freeman** **Allen J. Doran**
Tyler **St. Paul** **Grand Rapids**

★ ★ ★ ★ ★

FOR FORTY YEARS OUR GOAL HAS BEEN THE PROMOTION OF ONE OF THE CARDINAL PRINCIPLES OF THE IAFE . . .

THE EXTENSION OF OUR FAIR'S SOCIAL, ECONOMIC AND EDUCATIONAL VALUE TO OUR PEOPLE.

Missouri State FAIR

MEMBER OF IAFE SINCE 1912

SEDALIA, MISSOURI

JEWELL MAYES, Commissioner of Agriculture
CHAS. W. GREEN, Secretary-Manager, State Fair

REFLECTING A GREAT COMMONWEALTH OF TODAY
ENVISIONING THE GREATER ONE OF TOMORROW

28,592; (night), 35,452. Auto Racing—2 days, Thrill Features—1 day Music—Dance bands. Horse Racing—3 days, 1/2-mile track. Horse show—3 days. Independent midway.

Acreege—151 8 miles from city
Annual Meeting—January 21, 1941.
1941 Dates—September 1-6.

H. O. Lowe, president; C. B. Hansen, secretary, director of grandstand attractions, and superintendent of building exhibits and commercial space; H. W. Smith, superintendent of concessions.
Delegates to IAFE—C. D. Hansen, H. O. Lowe, W. W. Thorpe, E. Hellman.

Raymond Skinner, president; Henry Beaudoin, secretary, superintendent of concessions and building exhibits, and director of attractions.
IAFE Member—32 years
Delegate to IAFE—Henry W. Beaudoin

NASHVILLE, TENN.

Tennessee State Fair. Organized 1912

*ATTENDANCE	
1936	115,715
1937	111,018
1938	110,800
1939	111,830

**Actual paid
Gate Admission—50c day and night
Operating Period—6 days ("we were close—144-hour basis")
1940, \$4,500; 1939, same. Local Ad—1940, \$14,285; 1939, \$15,618. Cash Premiums Paid—1940, \$31,823; 1939, \$30,800.
Exhibitors—"All space taken each year have stalls for 282 show horses, 50 harness horses, 110 jacks, jennets, mules and draft horses; 350 cattle, 100 sheep and 100 swine, with tents for overflow in 1940 numbering 3."

KNOXVILLE, TENN.

Tennessee Valley Agr. and Ind. Fair Organized (?)
(Note—1940 was silver jubilee year, but there is a record of a forerunner, apparently which was called Appalachian Exposition.)

Attendance—1940, 200,000; 1939, 175,000.
Operating Period—6 days. Cash Premiums Paid—1940, \$36,000. Fireworks—6 nights. Horse Show. Organized Midway.
1941 Plans—\$400,000 expansion program.
M. Jacob, president; Charles A. Brakebill, secretary-manager.

MEMPHIS, TENN.

Mid-South Fair and Livestock Show Organized 1908
ATTENDANCE
1936 147,479
1937 152,301
1938 156,916
1940 141,641

*83,488 day; night, 58,152.
Gate Admission—50c day and night.
Operating Period—6 days. State Aid—1940, \$3,000; 1939, same. Cash Premiums Paid—1940, \$21,056; 1939, \$21,205.
Exhibitors—No data given.
Grandstand—Price Scale—25c day and night. Auto Racing—1 day Music—141-mile track. Horse Racing—None; half-mile track. Organized Midway.
Acreege—115. 5 miles from city.
Annual Meeting—November 20, 1940.
1941 Dates—Last week in September or first week in October.

except on Saturday—Auto Races, which drew 33,985 people at 50c in 1940. Horse Racing—5 days; mile track. Fireworks—6 nights. Horse Show—6 nights. Organized Midway.
1940 Receipts—Concession Department, \$16,540. Carnival—\$44,410, of which 2 per cent went to fair. From All Sources—\$105,000. Expenditures—Approximately \$85,000.
Acreege—185; 2 1/2 miles from center.
Value of Plant—Land, \$270,000; buildings, \$765,000; equipment, \$400,000.
Annual Meeting—First Thursday in November.
1941 Dates—September 15-20
Hon. Litton Hickman, chairman board of fair commissioners; Phil C. Tramm, secretary, superintendent of concessions, attractions, and building exhibits.
IAFE Member—"Many years."
Delegates to IAFE—Judge Litton Hickman, James A. Cayce, W. C. Clark, W. Jones, A. E. McClanahan, John Sloan, J. Wallace, Phil C. Travis.

★ ★ ★ ★ ★

Congratulations to the Officers and Directors of the IAFE

ROCKY MOUNTAIN ASSN. OF FAIRS

- NORTH MONTANA STATE FAIR**
Harold F. Dupuis, Manager
Great Falls, Montana
- MIDLAND EMPIRE FAIR**
Harry L. Filton, Manager
Billings, Montana
- WESTERN MONTANA FAIR**
F. A. Day, Manager
Missoula, Montana
- DAWSON COUNTY FAIR**
Claude Utterback, Sec'y
Glendive, Montana
- PHILLIPS COUNTY FAIR**
S. E. Kodalen, Sec'y
Dodson, Montana
- HILL COUNTY FAIR**
Earl Bronson, Sec'y
Havre, Montana
- RICHLAND COUNTY FAIR**
C. W. Johnson, Sec'y
Sidney, Montana
- EASTERN MONTANA FAIR**
J. M. Bohling, Sec'y
Miles City, Montana
- ROSEBUD COUNTY FAIR**
Frank Barnum, Sec'y
Forsyth, Montana

- FALLON COUNTY FAIR**
Gib Zaidler, Sec'y
Baker, Montana
- RAVALLI COUNTY FAIR**
Many Minonymus, Sec'y
Hamilton, Montana
- BIG HORN BASIN FAIR**
H. L. Rains, Manager
Powell, Wyoming
- NORTHWEST MONTANA FAIR**
Roy Ellis, Sec'y
Millsap, Montana
- MARIAS FAIR**
Clifford Coover, Sec'y
Shelby, Montana
- CENTRAL MONTANA FAIR**
Hull Clement, Sec'y
Lewistown, Montana
- BLAINE COUNTY FAIR**
Floyd Bower, Sec'y
Chinook, Montana
- CHOUTEAU COUNTY FAIR**
Lee Leundagin, Sec'y
Fort Benton, Montana

SEASON'S GREETINGS TO ALL SHOWMEN

WE ARE PROUD TO BE A MEMBER OF SUCH A WIDE-AWAKE, PROGRESSIVE ASSOCIATION. MAY ITS FINE ACCOMPLISHMENTS AND GREAT ACHIEVEMENTS NEVER END.

J. H. BOHLING, Pres. J. M. SUCKSTORFF, Sec.-Treas.
Miles City, Mont. Sidney, Mont.

CONGRATULATIONS TO THE IAFE ON ITS 50TH ANNIVERSARY

FAIR MANAGERS' ASSOCIATION OF IOWA

E. W. WILLIAMS, Secy.-Mgr.
MANCHESTER, IOWA

ANNUAL MEETING DECEMBER 9-11, SAVERY HOTEL, DES MOINES, IOWA

CONGRATULATIONS, IAFE, on your 50th ANNIVERSARY

DODGE COUNTY FAIR

BEAVER DAM, WISCONSIN

"There are Bigger Fairs But None Better."

DATES — SEPTEMBER 6th to 10th, 1941
J. F. MALONE, Secy.

NORTHERN WISCONSIN DIST. FAIR

CHIPPEWA FALLS, WISCONSIN

Member of the IAFE
The Big Fair in Northern Wisconsin. 1940 Attendance, 115,000. Expansion program under way for next year.

1941 DATES — AUGUST 5-10
A. L. PUTNAM, Secy.-Mgr.

THE TRI-STATE FAIR

SUPERIOR, WIS.

Northwest's Greatest Educational and Amusement Enterprise

1941 TENTATIVE DATES — AUGUST 11-17
MAX H. LAVINE, Secy.

TENNESSEE, STATE ASSN.

Association of Tennessee Fairs
 Officers—O. D. Massa, Cookeville, secretary; C. C. Flannery, Nashville, commissioner, Department of Agriculture. All events (including cattle and dairy shows, etc.) held in 1940.

BEAUMONT, TEX.

South Texas State Fair
ATTENDANCE
 1936174,613 1938176,489
 1937184,291 1939174,561
 1940133,854
 Operating Period—11 days and nights.
 Gate Admission—25 cents day and night.
 Premiums Paid—1939, \$4,027.12; 1938, \$6,482.82.
 Music—Dance bands. Free acts. Orchestral midway.
 Acreage—54. 2 miles from city.
 Annual Meeting—last week, January, 1941.
 1941 Dates—November 1-11.
 W. Gardner, president; L. B. Herring, Jr., secretary; S. H. Dixon, superintendent of concessions.
 IAFE Member—20 years.
 Delegates to IAFE—H. W. Gardner, W. Herring.

DALLAS, TEX.

State Fair of Texas...Organized 1886
ATTENDANCE
 No fair 1939 \$26,310
 No fair 19391,036,708
 19401,116,447
 Gate Admission—50c day, 25c night.
 Operating Period—18 days and nights.
 Premiums Paid—1940, \$125,000 of fund; 1939, \$85,000.
 Exhibitors—No figures available. "but grounds and buildings have been completely filled each year and will be so year."
 Grandstand—Price Scale—25c to \$1.
 Organized Midway. Fireworks—16 nights.
 Bands—Local and State, Mexican National Orchestra, college football, pagoda.

Acreage—187. 1 mile from city.
 Annual Meeting—First Tuesday in December.
 1941 Dates—October 11-26.
 Harry L. Seay, president; Roy Rupard, secretary; Fred E. Tennant, superintendent of concessions; Frank Flowers, superintendent of building exhibits.
 IAFE Member—Since organization.
 Delegates to IAFE—Harry L. Seay, Roy Rupard, E. Paul Jones.

REMARKS—State Fair of Texas, created in 1886, is an outgrowth of the Dallas County Exposition, organized in 1853. Average annual attendance for the past 10 years has been 887,339. The National Hereford Show was presented for the second consecutive time this year. Other features of the State Fair, which lays heavy emphasis upon livestock, agriculture, and poultry, are the regional show of the American Holstein-Friesian Breeders' Association and the Texas Jersey Show.

LUBBOCK, TEX.

Panhandle South Plains Fair
Organized 1920
ATTENDANCE
 1936125,954 1938136,789
 1937137,970 1939129,286
 1940126,587
 Gate Admission—50c day and night.
 Operating Period—6 days. State and Local Aid—None. Cash Premiums Paid—1940, \$4,597; 1939, \$5,461.
 Exhibitors—Commercial-Industrial—1940, 48; 1939, 50; 1938, 49; 1937, 47; 1936, 49. Livestock—1940, 25; 1939, 35; 1938, 30; 1937, 33; 1936, 32. Agricultural Products—1940, 78; 1939, 73; 1938, 65; 1937, 62; 1936, 70. 4H Club—1940, 33; 1939, 31; 1938, 26; 1937, 29; 1936, 30. Others—1940, 1,211; 1939, 1,198; 1938, 1,094; 1937, 1,111; 1936, 1,098.
 Grandstand—Price Scale—Free day; night, 25c. Attendance—1940, 22,700; day; night, about same; 1939, 8,314 and 19,800; 1938, 8,948 and 21,300; 1937, 7,342 and 20,561; 1936, 7,984 and 19,381. Track—1/2-mile. Fireworks—6 nights. Music—Dance bands, other bands. Organized Midway.

Acreage—60. 1 mile from city.
 Value of Plant—Land—\$50,000. Buildings—\$100,000. Equipment—\$25,000.
 Annual Meeting—April, 1941.
 1941 Dates—Week starting last Monday in September.
 C. E. Maedgen, president; A. B. Davis, manager and superintendent of concessions; M. D. Panning, director of grandstand attractions; I. E. Barr, superintendent of building exhibits.
 IAFE Member—2 years.
 Delegate to IAFE—A. B. Davis.

REMARKS—Panhandle South Plains Fair has grown with local population, which in 1920 was 4,051 and is now 39,099, or nearly 10 times larger. During the last 17 years it has made an operating profit in every season but one. Virtually all improvements have been made from these profits, the improvement made with an original \$10,000 in capital stock having been destroyed

and/or replaced. All profits are required to go for improvements or operation.
TEXAS, STATE ASSN.
 Texas Association of Fairs
 Officers—Pete H. Smith, Plainview, secretary; Roy W. Snyder, College Station, supervisor, Specialists' Work, Texas A. and M. College.

OGDEN, UTAH

Ogden Livestock Show
Organized 1920
ATTENDANCE
 193630,000 193835,000
 193732,500 193937,500
 194040,000
 Gate Admission—25c day and night.
 Operating Period—7 days and 7 nights.
 (Continued on next page)

★ **CONGRATULATIONS** ★
IAFE
for the magnificent work!
 A VOICE FROM FRENCH CANADA
I' EXPOSITION
PROVINCIALE de QUEBEC
 Lucien BORNE Mayor of Quebec, President
 Emery BOUCHER Secretary-Manager
 ★ ★ ★ ★ ★

In Appreciation
of our membership in
The International Association
of Fairs and Expositions
and in
tribute to The Billboard
EDMONTON EXHIBITION ASSN., LTD.
 C. E. WILSON President
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THE
WESTERN CANADA ASSOCIATION
OF EXHIBITIONS
 ("A" Circuit)
ANNUAL CONVENTION
 Place: Fort Garry Hotel, Winnipeg, Canada
 Time: January 20th, 21st, and 22nd, 1941
FRED ROBINSON President Regina, Canada
SID. W. JOHNS Secretary Saskatoon, Canada
 Also:
The WESTERN CANADA FAIRS ASSOCIATION
 ("B" Circuit)
KEITH STEWART, Secretary
 Portage la Prairie, Canada ★

Congratulations, IAFE
AND THE FAIRS OF AMERICA

From the
LOUISIANA STATE ASSOCIATION
OF FAIRS
 ★ ★ ★ ★ ★

FAIR MEN - ATTRACTION MEN - CARNIVAL OWNERS
AGENTS - CONCESSIONAIRES - EXTENSION WORKERS

Everybody is cordially invited to attend our annual meeting in Lake Charles.
 (Definite Dates will be announced in The Billboard later)

W. R. HIRSCH HARRY D. WILSON P. O. BENJAMIN
 Sheveport Commissioner of Agriculture Tallulah
 Vice-President President Secretary-Treasurer

Congratulations, IAFE
Best Wishes for Your Continued Success

BRAZOS VALLEY FAIR
WACO, TEXAS

CENTRAL TEXAS' LEADING FAIR

HARRISON B. WAITE, Pres. and General Manager
RALPH B. BUCHANAN, Vice President
JOSEPH DORAN, Secretary
DOWELL NAYLOR, Financial Secretary
A. M. GOLDSTEIN, Treasurer

1941 TENTATIVE DATES — OCTOBER 18-25

Golden Anniversary Greetings to the
International Association of Fairs and Expositions

From the NATION'S OLDEST STATE FAIR

LUREN D. DICKINSON ELMER A. BEAMER LINWOOD W. SNOW
Governor of Michigan Commissioner of Fair Manager
Agriculture

MICHIGAN STATE FAIR
DETROIT, MICHIGAN

Established 1849

1940 FAIR — DREW 475,151 PEOPLE
Set All-Time Paid Attendance Record on Labor Day—114,156
Using Every Type of Amusement Attraction

RODEO NAME BANDS GRANDSTAND SHOW HARNESS RACING
and all WITHOUT STATE AID

CONGRATULATIONS and
BEST WISHES to the IAFE
Greetings to All from

IONIA FREE FAIR
IONIA, MICHIGAN

Michigan's Greatest Outdoor Event

GOVERNOR JOHN STELLE

Invites you

To Visit and Exhibit At

ILLINOIS STATE FAIR

AUGUST 16-24, 1941

For information address

Box 546, Springfield, Illinois

J. H. LLOYD E. E. IRWIN
Director of Agriculture General Manager

Congratulations and Best Wishes
to the IAFE

COMPLIMENTS
of

OKLAHOMA FREE STATE FAIR

MUSKOGEE

"Always the first week in October"

State Aid—1940, \$3,000; 1939, \$3,000.
Local Aid—1940, \$17,600; 1939, \$17,500.
Cash Premiums Paid—1940, \$18,540; 1939, \$18,540.
Exhibitors — Commercial-Industrial—None. Livestock—1940, 500; 1939, 485; 1938, 476; 1937, 462; 1936, 450. Agricultural Products—1940, 75; 1939, 70; 1938, 62; 1937, 54; 1936, 50. 4-H Club—1940, 200; 1939, 185; 1938, 148; 1937, 127; 1936, 100. Others—1940, 75; 1939, 69; 1938, 64; 1937, 58; 1936, 50.
Plant Valuation—\$135,000.
Acreage—5.1 mile from city.
Annual Meeting—Not given.
1941 Dates—Not given.
E. J. Fieldsted, mgr.
IAFE Member.

Delegates to IAFE—None.
REMARKS—The Ogen Livestock Show started in a tent and has developed into a \$135,000 plant. It ranks among the leading livestock events in the U. S.

VERMONT, STATE ASSN.

Vermont Agricultural Fairs Association

Officers—Glenn H. Rublee, Enosburg Falls, secretary; 8 events conducted in 1940.

RICHMOND, VA.

Virginia State Fair—Organized 1906

ATTENDANCE
1936147,699 1938188,236
1937223,793 1939225,359
1940194,055

Gate Admission—25c day and night.
Operating Period—6 days and 6 nights.
State Aid—1940, \$4,275; 1939, \$4,275.
Cash Premiums Paid—1940, \$18,000; 1939, \$16,373.

Exhibitors—1940 records not completed in time for recording here. Commercial-Industrial—1939, 146; 1938, 118; 1937, 138; 1936, 114. Livestock—1939, 402; 1938, 378; 1937, 382; 1936, 360. Agricultural Products—1939, 704; 1938, 687; 1937, 614; 1936, 589. 4-H Club (including Negro)—1939, 403; 1938, 369; 1937, 381; 1936, 304.
Grandstand—Price Scale—55c and 75c day, 55c night. Saturday Afternoon—75c, \$1. Attendance—Day and night, 1940, 33,614; 1939, 45,099; 1938, 44,326; 1937,

46,261; 1936, 39,723. Fireworks—8 nights.
Auto Racing—1 day. Thrill Drive.
Music—Daily concerts. Organized Midway. 1/2-mile track.
Acreage—60. 2 1/2 miles from city.
Annual Meeting—Second Monday January.
1941 Dates—September 22-27.
Clyde H. Ratcliff, president; Charles A. Somma, secretary-general manager; C. T. Riddick, superintendent of building exhibits.
IAFE Member—22 years.
Delegate to IAFE—Charles A. Somma.

CHIPPewa FALLS, WIS.

Northern Wisconsin District Fair

.....Organized 1878
ATTENDANCE
1936102,000 1938110,000
1937120,000 1939115,000
1940120,000
Gate Admission—25c day and night.
Operating Period—6 days and nights.
State Aid—1940, \$4,000; 1939, same. Cash Premiums Paid—1940, \$5,300; 1939, \$5,600.

Exhibitors — Commercial-Industrial—1940, 192; 1939, 190; 1938, 95; 1937, 1938, 74. Livestock—1940, 74; 1939, 1938, 64; 1937, 72; 1936, 58. Agricultural Products—1940, 110; 1939, 123; 1938, 1937, 105; 1936, 84. 4-H Club—1940, 1939, 298; 1938, 264; 1937, 250; 1936, 248. Others—1940, 234; 1939, 262; 1938, 261; 1937, 254; 1936, 221.

Grandstand—Price Scale—40c day and night. Attendance—Day, 1940, 11,247; 1939, 7,467 and 9,894; 1938, 6,934 and 9,178; 1937, 7,143 and 9,214; 1936, 6,992 and 9,214. Thrill Drive—Fireworks—8 nights. Music—Band grounds. Horse Show—1 day. Horse Racing—2 days; 1/2-mile track. Radio Talk Organized Midway.

Acreage—80. 3/4 mile from city.
Annual Meeting—Second Wednesday November.
1941 Dates—August 6-10.
L. J. Vaudreuil, president; A. L. Putnam, secretary-director grandstand attractions; Bert Skogmo, superintendent of concessions and building exhibits.
IAFE Member—Since 1920.
Delegate to IAFE—A. L. Putnam.

Congratulations to the IAFE

From the Fairs of the Lone Star State
THE TEXAS ASSOCIATION OF FAIRS
SALUTES YOU ON YOUR GOLDEN JUBILEE

FAIRMEN — SHOWMEN — ATTRACTION MEN

You Are Cordially Invited To Attend the Annual Meeting of the

TEXAS ASSOCIATION OF FAIRS

At the
ADOLPHUS HOTEL, DALLAS, TEXAS
JANUARY 30 TO FEBRUARY 1, INCLUSIVE

PETE H. SMITH, Secretary
PLAINVIEW, TEXAS

Congratulations, IAFE, and Best Wishes

PANHANDLE
SOUTH PLAINS FAIR

MEMBER IAFE
LUBBOCK, TEXAS

Financially Successful Each of Its 17 Years

AVERAGE ANNUAL ATTENDANCE 131,317
Actual Count for Past Five Years

Visited by people from 15 to 20 Counties with agricultural exhibits from those districts. Plant valuation \$175,000—the result of operating profits and some WPA improvement during the last three years.

A. B. DAVIS

MANAGER

MILWAUKEE, WIS.

Wisconsin State Fair, Organized 1851

ATTENDANCE

1938429,445	1938624,411
1937602,436	1939630,954
1940537,291*		

Gate Admission—25c day and night.
Operating Period—9 days and nights.
State Aid—1940, \$62,062; 1939, \$38,181.
Cash Premiums Paid—1940, \$77,500; 1939, \$70,423.

Exhibitors—Commercial-Industrial—1940, 176; 1939, 174; 1938, 170; 1937, 167; 1936, 154. Livestock—1940, 482; 1939, 475; 1938, 440; 1937, 435; 1936, 430. Agricultural Products—1940, 188; 1939, 170; 1938, 162; 1937, 158; 1936, 150. 4-H Club—1940, 1,411; 1939, 1,393; 1938, 1,361; 1937, 1,350; 1936, 1,322. Others—1940, 1,271; 1939, 1,204; 1938, 1,175; 1937, 1,150; 1936, 1,143.

Grandstand—Price Scale—50c-75c day and night. **Independent Midway, Auto Racing**—3 days. **Thrill Day**—1. **Fireworks**—9 nights. **Dance Bands**—Ballroom: State bands daily. **Horse Show**—5 nights. **Horse Racing**—4 days; mile track. **Acreeage**—147.6 miles from city. **Annual Meeting**—None held. **1941 Dates**—August 16-24.

Ralph E. Ammon, manager-director of agriculture; A. W. Kalbus, associate manager and superintendent of exhibits; George Anthony, superintendent of concessions; R. E. Ammon, director of attractions.

IAFE Member—Since organization. **Delegates to IAFE**—R. E. Ammon, A. W. Kalbus, and Gordon Crump. *Includes night attendance as follows—1940, 118,204; 1939, 107,263; 1938, 124,883; 1937, 120,488; 1936, 90,184.

REMARKS—The first Wisconsin State Fair was held in Janesville, 1851, and conducted at various times thereafter in Madison, Watertown, and Fond du Lac. Milwaukee drew the event in 1870 and the present grounds have been in use since 1892. The early fair was operated by an agricultural society but has been owned and managed by the State for about 35 years. Attendance has doubled since the gate admission was reduced from 50 cents to 25 cents in 1933. Plant is used for other purposes throughout the year. A permanent amusement park is operated from May 15 to September 10 in each year. Other uses are for professional football, auto racing, harness meetings, thrill shows, roller derbies, circuses, and other sports and amusements.

WISCONSIN, STATE ASSN.

Wisconsin Association of Fairs
Officers—J. F. Malone, Beaver Dam, secretary; Ralph E. Ammon, Milwaukee, director Department of Agriculture.

Attendance—Paid 839,564.

Receipts—1939 total, \$856,392. Gate—\$207,771; grandstand—\$95,688; space and privileges—\$131,052; stall entry fees—\$13,826; speed entry fees—\$11,822; advertisements—\$17,677; State aid—\$159,436; county aid—\$49,811; other aid—\$6,371; loans—\$78,385; collections from previous years—\$56,853.

Disbursements—1939 total \$810,988.14, divided among major groups as follows: Premiums—\$212,059; speed purses—\$52,013; special acts, etc.—\$131,208; police, gate, etc.—\$55,148; advertising and publicity—\$30,324; maintenance—\$40,830. (Total disbursements figure includes repayment of loans, plant and equipment, and expenses of previous years.)

In 1938 total receipts (76 fairs) from all sources were \$778,324, contributed by major groups as follows: Gate—\$197,840; grandstand—\$85,541; space and privileges—\$123,503; advertisements—\$17,596; State aid—\$134,107; county aid—\$42,378; loans—\$51,445; previous years' collections—\$64,813.

Major disbursements in 1938 were as follows: Premiums—\$191,543; speed purses—\$49,752; acts, etc.—\$126,934; advertising and publicity—\$26,327; maintenance—\$38,945; repayment on loans—\$62,855; on plant and equipment—\$33,340. Total disbursements came to \$760,596.

Figures for previous years follow:

	1937	1938	1939
Receipts	\$805,410	\$747,951	\$816,797
Disbursements	\$737,279	\$188,093	\$562,039
Paid Attendance	616,471	733,298	912,028
Average Annual Receipts	805,410	747,951	816,797
Average Annual Disbursements	737,279	188,093	562,039
Average Annual Attendance	616,471	733,298	912,028

CANADA

CALGARY, ALBERTA, CAN.

Calgary Exhibition and Stampede
..... Organized 1886

ATTENDANCE

1936213,450	1938223,425
1937220,554	1939240,035
1940244,849		

(Continued on next page)

HERE'S THE NEWEST, MOST EXCITING GAME GOING!!
A SURE-FIRE MONEY-MAKER

Skeeter Trap




Real Trap Shooting in Miniature. Brings 'Em Back Again and Again! Easy to Set Up... Inexpensive to Operate. Use Indoors or Outdoors.



KEETER TRAP shooting has an all-around, popular appeal. Flying clay targets offer a new thrill to excitement seekers at fairs, carnivals and amusement places. A test of skill that will prove a real challenge to sporting blood, brings 'em back again and again! KEETER TRAP shooting requires only a small space. Indoors, 65 feet is sufficient, with a 2-foot ceiling. The SKEETER TRAP (target throwing device) is quickly set up. Simple to operate. It is made by the makers of the famous "Black Diamond" traps which have been used many times at the Grand American & British Championships. Will give long, dependable service.



Keeps Operating Costs Down to a Minimum

KEETER TRAP provides all the fun of big time trap shooting, but at a fraction of the cost. The KEETER Targets are moderately priced. The ammunition costs, too, are surprisingly low, since inexpensive .22 LONG RIFLE SHOT cartridges are used. The .22 rifles with miniature target smooth boring cost little more than a regular .22 rifle. Everyone can afford to shoot SKEETER TRAP!

Write for Free Circular

BLACK PRODUCTS COMPANY
123 Calumet Avenue, Chicago, Ill.

The Great OHIO STATE FAIR

Offers You

A cross-section of the whole United States. The greatest sheep, swine, draft horse and cattle shows in America. Seven days and seven nights of agriculture and industry on parade. Entertainment, instruction and inspiration.

To exhibitors the Ohio State Fair offers premiums, purses and prizes exceeding \$130,000.

To concessionaires and entertainers the Ohio State Fair offers discriminating adult crowds plus its own distribution of free tickets to each of Ohio's 1,250,000 school children.

Working With This Great State Fair Are 92 County and Independent Fairs in Ohio.

CONCESSION MEN

You Will Find
COURTESY CROWDS CASH
At The

OHIO STATE FAIR, August 23 to 29, 1941

John W. Bricker Governor John T. Brown Dir. of Agriculture Win H. Kinnan State Fair Manager

COLUMBUS, OHIO

GREETINGS IAFE 50th Anniversary

INSURANCE

SPECIALIZING IN CONTRACTS COVERING

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AMUSEMENT PARKS, FAIRS AND CARNIVALS

Personal Service - - - Complete Coverage

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Congratulations IAFE



LOUIS AND NED TORTI

OF THE

Wisconsin DeLuxe Corporation
OF
Milwaukee, Wisconsin

"You have done a swell job for the past fifty years. We hope you accomplish as much during the next fifty years. See us and we will get you 'lit' up reasonably. Complete line of electric bulbs, very latest in lighting for your Fair Grounds, business office and home."

FAIR SECRETARIES:

While at the Sherman Hotel during the meeting—
Visit our Display Room

Gate Admission—25 cents day and night. **Operating Period**—6 days. **Total Gate and Grandstand Receipts**—1940, \$94,615; 1939, \$91,260. **Local Aid** (donations)—1940, \$2,486; 1939, \$2,492. **Cash Premiums Paid**—Not reported.

Exhibitors—Not reported. **Grandstand Scale**—50c-81 days; nights, 50c-75c. **Horse Racing**—7 days. $\frac{1}{2}$ -mile track. **Stampede**—6 afternoons. **Chuck Wagon Races**—6 evenings. **Fireworks**—2 nights. **Organized Midway**.

Acreege—85 $\frac{1}{2}$ mile from city. **Annual Meeting**—October 31, 1940. **1941 Dates**—July 7-12.

J. Charles Yule, president; E. L. Richardson, secretary (retired recently after 38 years' service and is in advisory capacity to Mr. Yule, secretary-manager); Archie McTeer, superintendent of concessions and building exhibits and director of attractions.

IAFE Member.
Delegate to IAFE—J. Charles Yule.

1940 **INCOME**—\$166,902. **Disbursements**—\$159,219 (latter figure filed originally). **Sources of Income**—Gate and Grandstand—\$94,615; exhibits and concessions—\$30,051; parl-mutuels—\$22,783; building rentals—\$9,263; stampede entry fees—\$3,363. **Major Disbursement Groups**—General Prizes—\$13,948; race purses—\$17,050; stampede prizes—\$12,725; stampede expenses—\$13,211; music and attractions—\$10,646.

EDMONTON, ALTA., CAN.

Edmonton Exhibition. Organized 1879

ATTENDANCE

1936	127,994	1938	151,180
1937	116,887	1939	150,626
1940	144,973

Gate Admission—50c day, 25c night. **Operating Period**—6 days and nights. **Provincial Aid** (for judges)—1940, \$200; 1939, \$200. (Provincial government permits exhibition to retain percentage of parl-mutuel tax in lieu of \$8,000 maximum grant.) **Cash Premiums Paid**—1940, \$13,464; 1939, \$14,105.

Exhibitors—Records kept on exhibits only as follows—Commercial-Industrial—1940, 150 in paid space and about same number (mostly machinery) in free space. **Livestock**—1940, 1,277; 1939, 1,460; 1938, 1,410; 1937, 1,327; 1936, 1,382. **Agricultural Products** (entries)—1940, 140; 1939, 1,933; 1938, 2,081; 1937, 1,591; 1,274. **Future Farmers**—1939-38, 27; 60 each year. **Others**—1940, 4,801; 1939, 4,801; 1938, 4,801; 1937, 4,801; 1936, 4,801.

Grandstand—Price Scale—50c day, \$1 night. **Organized Midway.** **Fireworks**—2 nights. **Music**—Dance concession limited to one; also free concerts. **Afternoon Horse Show**—4 days and nights. **Horse Racing**—6 days; $\frac{1}{2}$ -mile track.

Plant Valuation—Grounds and buildings about \$500,000.

Acreege—85 3 miles from city. **Annual Meeting**—December 30.

1941 Dates—Not given.

G. E. Wilson, president; P. W. Abbott, managing director; G. G. Wilson, secretary; J. H. Ogilvie, and J. H. Wildman, trustees; J. H. Wildman, chairman of concessions; J. H. Wildman, chairman of building exhibits; D. A. Grouit, superintendent of building exhibits.

IAFE Member—About 18 named.

Delegates to IAFE—Not named.

REMARKS—Grounds and buildings valued at about \$500,000; owned by city of Edmonton, which pays maintenance costs. Association has spent over \$100,000 the past three years on permanent improvements, including grading, graveling, curbing, street lighting system, ornamental gates, fountain and painting. City appoints 13 of 25 directors, and the shareholders elect 12. Mayor and city commissioners are ex-officio members. Exhibition was held in a few rooms of the Edmonton Port (Hudson Bay Company) and has been operated continuously since 1880, although several reorganizations have taken place during that period. Operates as non-profit undertaking of a joint stock company.

LONDON, ONT., CAN.

Western Fair. Organized 1879

ATTENDANCE

1936	154,805	1938	148,000
1937	111,681	1939	127,000
1940

Gate Admission—25c day and night. **Operating Period**—6 days and nights. **Federal and Provincial Government**—1939, \$4,984. **Cash Premiums Paid**—1939, \$25,777.

Exhibitors—Commercial-Industrial

America's
Finest
Motorized Show

Season's
Greetings
to All
Our
Friends
and
a
Happy
Birthday
to the

IAFE

FUZZELL'S UNITED SHOWS

ALWAYS presenting the newest and latest in carnival entertainment, Fuzzell's United Shows will again open in 1941 with new presentations, novel ideas, latest in rides, shows and concessions — really and truly . . . America's Finest Motorized Show.

**FAIR SECRETARIES,
CELEBRATION COMMITTEES**

Send for a detailed report on what our show will be for next season. Arrange for your dates now.

NOW BOOKING 1941 SEASON

"SEE US AT THE FAIR MEETINGS OR WRITE"
WINTER QUARTERS
Route 4, Box 225
North Little Rock, Ark.
T. A. FUZZELL, Manager
ROY GOLDSTONE,
Concession Manager
512 Orange St., Hot Springs, Ark.

Congratulations, IAFE,
from the Newest Carnival Show

WORLD of TODAY SHOWS

PHIL LITTLE, Sole Owner

NEW IN 1941!

This is the Big News for next year! A new carnival . . . new in ideas, operation, and design, as well as shows, attractions and rides. All equipment will be new with modern lighting effects. Fair secretaries, celebration committees and sponsoring groups who are looking for the unusual and different in carnival entertainment . . . a reliable, responsible company . . . get in touch with us now. We promise to make available an entirely new, but proven, idea in midway operation destined to help fairs conduct profitable events.

To the Showmen with ideas of merit—we can and will book a wide variety of attractions. If you think you have something that will fit in with our plans, write today.

**NOW BOOKING 1941
WINTER QUARTERS
WORLD OF TODAY SHOWS
BOX 1080, HOUSTON, TEXAS**

Permanent Address:
PHIL G. LITTLE, 802 NEWELL STREET, DALLAS, TEXAS

144; 1938, 133; 1937, 146; 1938, 136.
 Stock—1939, 453; 1938, 479; 1937, 467;
 534. Agricultural Products—1939,
 1938, 215; 1937, 188; 1936, 202. Jr.
 and Jr. Women's Institute—1939,
 1938, 226; 1937, 198; 1936, 233.
 1939, 274; 1938, 226; 1937, 188;
 23. Grandstand—Price Scale—25c
 day and night. Organized Midway
 Day—1. Fireworks—2 nights. Music
 bands daily. Horse Show—4
 days. Horse Racing—4 days; 1/2-mile
 track.
 Range—45 1 mile from city.
 Annual Meeting—Third Wednesday in
 July. Dates—"War situation may again
 make exhibition impossible."
 H. Saunders, president; W. D. Jack-
 son, secretary; F. E. Harley, director of
 attractions.
 IAFE Member—22 years.
 Delegates to IAFE—Not appointed.
 REMARKS—London's Western Fair
 ran uninterrupted since 1868, with
 the exception of this year, when the
 exhibition was canceled, the plant and
 equipment being required for military
 purposes.

OTTAWA, ONT., CAN.

Central Canada Exhibition
 Organized 1887
 ATTENDANCE
 1938 299,000 1938 336,000
 1937 299,000 1939 230,845
 1917,000 (9 days)
 1940 (Canceled to allow
 militia unhampered use of
 grounds and buildings.)
 Date Admission—25c day and night.
 Operating Period—6 days and nights.
 Provincial Grant—1939, \$4,000. Provincial
 grant—\$1,016. County Grant—1939, \$65.
 Premiums Paid—1939, \$21,474.
 Exhibitors—Commercial-Industrial—
 1938, 244; 1938, 230; 1937, 221; 1936, 212;
 Livestock—1939, 317; 1938, 320; 1937, 324;
 1936, 353. Agricultural Products—1939,
 1938, 349; 1937, 374; 1936, 386. 4-H
 Club—1940, 357 (Junior Agricultural
 Club activities held at near-by Rich-
 mond county fair); 1939, 449; 1938, 420;
 1937, 435; 1936, 413. Others—1939, 1,035;
 1938, 1,026; 1937, 1,117; 1936, 1,216.
 Grandstand—Price Scale—50c day, 50c-
 61 night. Attendance—1939, day, 11,
 817; night, 37,180. 1938, day, 12,602;
 night, 37,862; 1937, day, 10,110; night,
 33,136. 1936, day, 14,519; night, 36,950.
 Midway Days—6. Fireworks—6 nights.
 Music—Dance bands, admission; also
 concert bands. Horse Show—5 nights.
 Horse Racing—5 days; 1/2-mile track. Or-
 ganized Midway.
 Range—75. 2 1/2 miles from city.
 Annual Meeting—Third Wednesday in
 July. Dates—Uncertain—"to be pub-
 lished later."
 P. C. Elford, president; H. H. McElroy,
 secretary-manager.
 IAFE Member—20 years.
 Delegate to IAFE—H. H. McElroy.
 REMARKS—Previous to 1887 the only
 fair held in Ottawa was a provincial
 fair which moved from town to town.
 In 1887 a group of public-spirited men
 organized the Central Canada Exhibition
 Association, and the first exhibition was
 held in 1888. Since then it has grown
 to become one of Canada's largest
 exhibitions.

TORONTO, ONT., CAN.

Canadian National Exhibition
 Organized 1879
 ATTENDANCE
 1938 1,603,000 1938 1,658,000
 1937 1,302,000 1939 1,626,000
 1940 1,642,000
 Date Admission—25c day and night.
 Operating Period—14 days and nights.
 Provincial Premiums Paid—1940, \$125,000;
 1939, \$125,000.
 Exhibitors—Commercial-Industrial—
 approximately 1,200. Livestock—Approx-
 imately 600 showing 5,000 head of stock.
 Grandstand—Price Scale—25c-50c day,
 \$1.50 night. Own Midway. Thrill
 Ride—11. Fireworks—13 nights. Music
 bands; orchestras; also British or
 American brass bands, free. Horse Show—7
 days and nights. Other Attractions—
 about 20 professional and amateur
 exhibits.
 Range—350. Heart of city.
 Annual Meeting—February 26, 1941.
 Dates—August 22-September 6.
 Wm. Millar, president; Elwood A.
 Jones, general manager; T. G. Dalglish,
 secretary; C. W. Ross, director of at-
 tractions; J. H. Stanford, superintendent
 of building exhibits.

IAFE Member—25 years.
 Delegates to IAFE—Edwood A. Hughes,
 T. G. Dalglish, and C. W. Ross.

QUEBEC CITY, QUE., CAN.

Provincial Exposition. Organized 1912
 ATTENDANCE
 1936 97,875 1938 108,000
 1937 120,000 1939 116,100
 1940 125,000
 Operating Period—7 days and nights.
 Federal Aid—1939, \$6,000. Provincial Aid
 —1940, \$12,000; 1939, \$12,000. Cash Pre-
 miums Paid—1940—\$13,500; 1939, \$17,982.
 Exhibitors—Commercial-Industrial—
 1940, 85; 1939, 102. Livestock—1940, 197;
 1939, 252. Agricultural Products—1940,
 58; 1939, 47. 4-H Club—1939, 125. Photog-
 raphy and Fine Arts—1940, 59; 1939, 132.
 Handicrafts—1940, 155; 1939, 258. Lady
 Farmers' Clubs—1940, 79; 1939, 97.
 Grandstand—Day only; Coliseum, 5c-
 night only. Price Scale—35c-50c day, 35c-
 75c night. Attendance—1940, 13,553;
 1939, 18,216; 1938, 14,045; 1937, 12,274;
 1936, 12,901. Coliseum Attendance—1940,
 20,435; 1939, 16,109; 1938, 20,213; 1937,
 9,750; 1936, 10,508. Independent Midway.
 Auto Racing—2 days after fair. Music—
 Brass bands. Horse Racing—7 days; 1/2-
 mile track.
 Range—150. 1 1/2 miles from city.
 Plant Valuation—Land, buildings, and
 equipment valued at \$1,500,000.
 Annual Meeting—Not given.
 1941 Dates—First week in September.
 Lucien Borne, mayor, president; Emery
 Boucher, secretary and director of at-
 tractions; Eliezer L. Heureux, superintend-
 ent of concessions and building exhibits.
 IAFE Member—Since organization.
 Delegates to IAFE—Not appointed.
 REMARKS—Quebec City Fair plant
 comprises grandstand, built in 1916;
 Industrial Hall, 1923; Coliseum, 1931;
 Fine Arts, Handicraft Pavilion, and 25
 other buildings. Regional agriculture ex-
 hibition in connection with fair up to
 1940, when, with federal grants canceled,
 regional end was eliminated, accounting
 for decrease in 1940 exhibitors. Further
 exhibitor decline due to fact that other
 regional fairs in province were canceled.
 Event under municipal control, operated
 by a commission.

REGINA, SASK., CAN.

Regina Agricultural and Industrial
 Exhibition Assn., Ltd.
 Organized 1884
 ATTENDANCE
 1936 101,338 1938 111,216
 1937 105,832 1939 109,941
 1940 128,876
 Operating Period—6 days and nights.
 Provincial Aid—1940, \$2,600; 1939, \$2,500.
 Cash Premiums Paid—1940, \$6,686; 1939,
 \$11,701.
 Exhibitors—Commercial-Industrial—
 1940, 60 (approximately the same num-
 ber in 1939, 1938, 1937, and 1936). Live-
 stock—1940, 911; 1939, 1,415; 1938, 954;
 1937, 1,057; 1936, 1,077. Agricultural
 Products—1940, 501; 1939, 759; 1938,
 1,143; 1937, 788; 1936, 700. Others—1940,
 10,922; 1939, 11,877; 1938, 10,662; 1937,
 9,262; 1936, 7,847.
 Grandstand—Attendance—1940, 16,136
 day, 53,317 night. Price Scale—50c day,
 50c-75c night. Organized Midway. Music
 —Junior band competition. Horse Racing
 —6 days; 1/2-mile track.
 Plant Valuation—\$1,500,000.
 Range—110. 3/4 mile from city.
 Annual Meeting—Before December 10
 in each year.
 1941 Dates—July 28-August 2.
 W. F. Fuller, president; D. T. Elderkin,
 secretary; Nate Andre, superintendent of
 concessions; N. T. Gardner, director of
 grandstand attractions; Harry Malby,
 superintendent of commercial exhibits.
 IAFE Member—About 15 years.
 Delegates to IAFE—None.
 REMARKS—Regina Exhibition was
 organized when the locality was a
 hamlet. Thus it has grown with the
 community it serves. Plant valuation—
 \$1,500,000. Seating capacity of grand-
 stand is 14,000.

SASKATOON, SASK., CAN.

Saskatoon Industrial Exhibition
 Organized 1886
 ATTENDANCE
 1936 72,071 1938 78,807
 1937 68,350 1939 67,492
 1940 76,465
 Operating Period—6 days and nights.
 Dominion Aid—1940, none; 1939, \$4,000.
 (Continued on next page)



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 The Billboard
 On Their Convention Number**

**Again Presenting Four of the Largest,
 Finest Musical Productions for the Fair
 Season 1941. We Have Contracted Also
 Some of the Most Outstanding Attractions
 for 1941 Fair Season.**

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 CONVENTION AT THE SHERMAN HOTEL,
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Selden
**THE STRATOSPHERE
 MAN**
 TRADE MARK
 WORLD'S HIGHEST
 AERIAL ACT

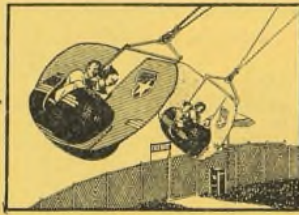
CONGRATULATIONS, IAFE

SEASON'S GREETINGS TO ALL

THANKS, Fair Men—Park Men—Cole-
 bration committees, for another solidly
 booked season—the BEST in my
 career! For actual pictures of the large
 crowds that witnessed my performance—

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 Regular Billboard Now!**

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 Care of The Billboard, Cincinnati, Ohio



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HAVE YOU SEEN THE PROVEN LEADER IN FLYING RIDES? THE TEN CAR, TWENTY PASSENGER RIDE THAT GROSSED \$22,559.60 IN 56 DAYS ON SAME LOCATION? \$1,320.00 IN A SINGLE DAY. THE RIDE THAT ALL FLYING SCOOTER OWNERS SAY WILL NEVER LOSE ITS POPULARITY.

THE ONE AND ONLY ORIGINAL FLYING SCOOTERS. NOW STREAMLINED.

Portable, 8 Car—16 Passengers
Stationary, 10 Car—20 Passengers

For details, write.

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5441 SO. COTTAGE GROVE CHICAGO, ILL.

Provincial Aid—1940, \$2,600; 1939, same. Cash Premiums Paid—1940, \$7,600; 1939, \$11,864.

Exhibitors—Commercial-Industrial—1940, 125; 1939, 120; 1938, 115; 1937, 118; 1936, 116. Livestock—1940, 771; 1939, 1,237; 1938, 636; 1937, 978; 1936, 1,335. Agricultural Products—1940, 742; 1939, 1,063; 1938, 1,214; 1937, 1,232; 1936, 1,001. Future Farmers—1940, none; 1939-'38-'37-'36, 400 each. Others—1940, 3,460; 1939, 3,689; 1938, 2,699; 1937, 2,254; 1936, 1,899.

Grandstand—Price Scale—50c day; night, same. Horse Racing—6 days; 1/2-mile track. Music—Local band. Organized Midway.

Acres—80, 2 miles from city.

Annual Meeting—December 12, 1940.

1941 Dates—July 21-26.

Robert B. McLeod, president; Sid W. Johns, secretary; John A. East, director of concessions; A. M. McIntyre, director of attractions; A. M. Eddy, director building exhibits.

IAFE Member—25 years

Delegate to IAFE—Sid W. Johns

VANCOUVER, B. C., CAN.

Canada Pacific Exposition

(After 4 requests fair has fallen

furnish information as requested

The Billboard.)

IAFE 1940 Officers

L. B. HERRING JR., Beaumont, Tex., president.
CHARLES W. GREEN, Sedalia, Mo., vice-president.
FRANK H. KINGMAN, Brockton, Mass., secretary-treasurer.

DIRECTORS

SID W. JOHNS, Saskatoon, Sask., Can.
ROY RUPARD, Dallas, Tex.
P. T. STRIEDER, Tampa, Fla.
HAROLD DePUE, Great Falls, Mont.
MRS. ETHEL MURRAY SIMONDS, Muskogee, Okla.
HERBERT H. McELROY, Ottawa, Ont., Can.
HARRY G. TEMPLETON, Indianapolis, Ind.

PAST PRESIDENTS' CLUB

C. E. CAMERON, Iowa; A. L. Sponsler, Kansas; S. N. Mayfield, Texas, and Fred Chapman, Michigan, all deceased.

T. H. CANFIELD, Minnesota—retired from fair business and operating hotel in Glendale, Calif.

SENATOR F. D. FULLER, Tennessee—retired because of ill health.

E. G. BYLANDER, Arkansas—inactive at fair for a number of years, engaged in civic work.

E. L. RICHARDSON, Alberta—retired from fair business this year.

J. W. RUSSWURM, Tennessee—retired because of ill health.

ACTIVE

CHARLES A. NASH, Massachusetts.

W. R. HIRSCH, Louisiana.

F. W. ABBOTT, Alberta.

A. R. COREY, Iowa.

ELWOOD A. HUGHES, Ontario.

RAYMOND A. LEE, Minnesota.

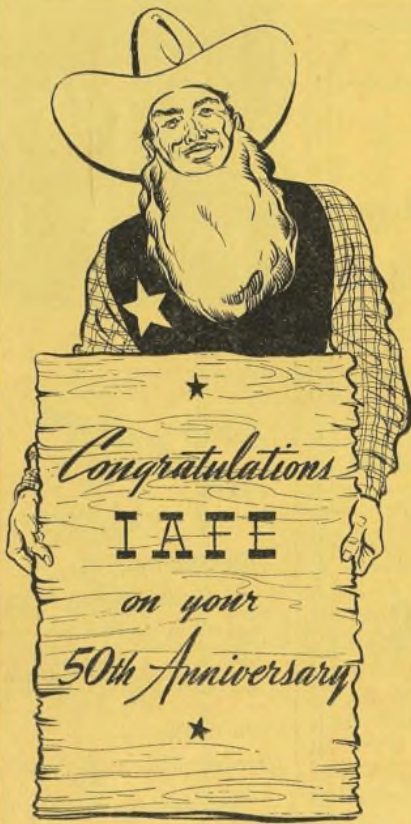
MAURICE W. JENCKS, Kansas.

RALPH AMMON, Wisconsin.

SID W. JOHNS, Saskatchewan.

1940 CONVENTION

Sherman Hotel, Chicago, December 2, 3, and 4.



MERRY CHRISTMAS
and
HAPPY NEW YEAR
To all our Friends



OPENING OUR 1941 SEASON AT HOUSTON, TEXAS, HOUSTON FAT STOCK SHOW — FEBRUARY 5-12
FT. WORTH FAT STOCK SHOW — MARCH 7TH

THANKS TO THE FAIRS AND CELEBRATIONS OF TEXAS
OUR CONGRATULATIONS TO OUR 1940 FAIRS

Now Booking for 1941 Fat Stock Shows and Balance of Season: Shows, Rides, Concession People in All Departments, Let Us Hear From You.

BILL HAMES SHOWS, INC.

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"The Mighty Monarch of the Tented World"

SHOWDOM'S GREATEST 'NAME'

ADDS NEW LAURELS TO ITS ANNALS OF PROGRESS

As the mantle of Autumn once again descends upon the collective amusement field, and "home coming" is the chief topic of conversation among showmen and fair officials, those who pause to review the past achievements of the midway and exposition world are so confronted with the outstanding record of the Johnny J. Jones Exposition that others by comparison pass into obliteration. For once again America's "household name," backed by the greatest midway of its career, has proven itself the outstanding show in reputation and meritorious attractions. We have successfully followed the trend of public favor, as is proven by our history making 1940 season. In so doing we have forged ahead into leadership on the entire North American Continent.

COMPLIMENTS OF THE SEASON

To the many fair, exhibition and "still date" committees and executives, through whom we have enjoyed one of the greatest seasons in our history. Thanks to each and every one for their help and confidence, but for which our organization could not have enjoyed such a record shattering year . . . Our appreciation to the fair and exhibition officials who have expressed their willingness to contract the Johnny J. Jones Exposition for 1941. And to the many prominent fairmen who honored us with their visits to our midway in 1940.

FOR OUR 1941 SEASON

We will not be content to even "pause" at the stage where our organization now rests. On the contrary we are already busy formulating plans to introduce innovations not heretofore seen in the portable amusement field. Nothing will be left undone to make the Johnny J. Jones Exposition a midway of satisfying quality . . . creating a new era in the outdoor amusement world. Add to this the most famous of all carnival "names" . . . one that has earned the public's confidence and respect after 41 years of meritorious offerings and square dealings and you have the one incomparable midway!!

- 8 GIANT DIESEL LIGHT PLANTS
- 14 MAMMOTH ELECTRIC TOWERS
- 20 MARVELOUS TENTED THEATRES
- 22 NEWEST, LATEST RIDES
- 40 ALL STEEL DOUBLE LENGTH R. R. CARS

Visiting Fair and Exhibition officials and showmen are cordially invited to make our rooms their headquarters while attending the meetings of the International Association of Fairs and Expositions. Here they will find the true Johnny J. Jones Exposition hospitality which has been a traditional "highlight" of the Chicago meetings since their beginning. Here they will find relaxation in a genuine "social atmosphere" together with a cordial invitation for a discussion of business.

Suite 222, HOTEL SHERMAN, Chicago, DECEMBER 1-2-3-4

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511 C STREET N. E.
WASHINGTON, D. C.

*"The Modernistic
Show Beautiful"*

WINTER QUARTERS
DE LAND, FLORIDA



Congratulations—International Association of Fairs and Expositions

AGAIN IN 1940, MILLIONS AT THE NEW YORK WORLD'S FAIR AND 179 STATE, COUNTY AND REGIONAL FAIRS SAW AND PROCLAIMED

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LYNCH

AND HIS DEATH DODGERS

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WE ARE READY NOW
WITH THE GREATEST GALAXY

FOR A BIGGER 1941
OF DRIVING STARS ON EARTH



BOB MAYNARD



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FLASH!

THE DEATH DODGERS FOR 1941 WILL BE ALL NEW! NEW THRILLS NEW CARS NEW IDEAS

COMBINED WITH THE GREATEST EXPLOITATION CAMPAIGN OF ALL TIME

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MEET US AT THE SHERMAN IN CHICAGO DEC. 26

"When Greater Automobile Thrill Shows Are Built JIMMIE LYNCH WILL BUILD THEM"



GEN. MASON, Agent



IRISH MORAN, Exploitation Director



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