

A SPECIAL SECTION OF

The Billboard



NOVEMBER 27, 1943

Cavalcade of Fairs
featuring
FAIRS SHARE IN VICTORY



**WE'RE ALL STILL
BLASTING AWAY
FOR VICTORY!**



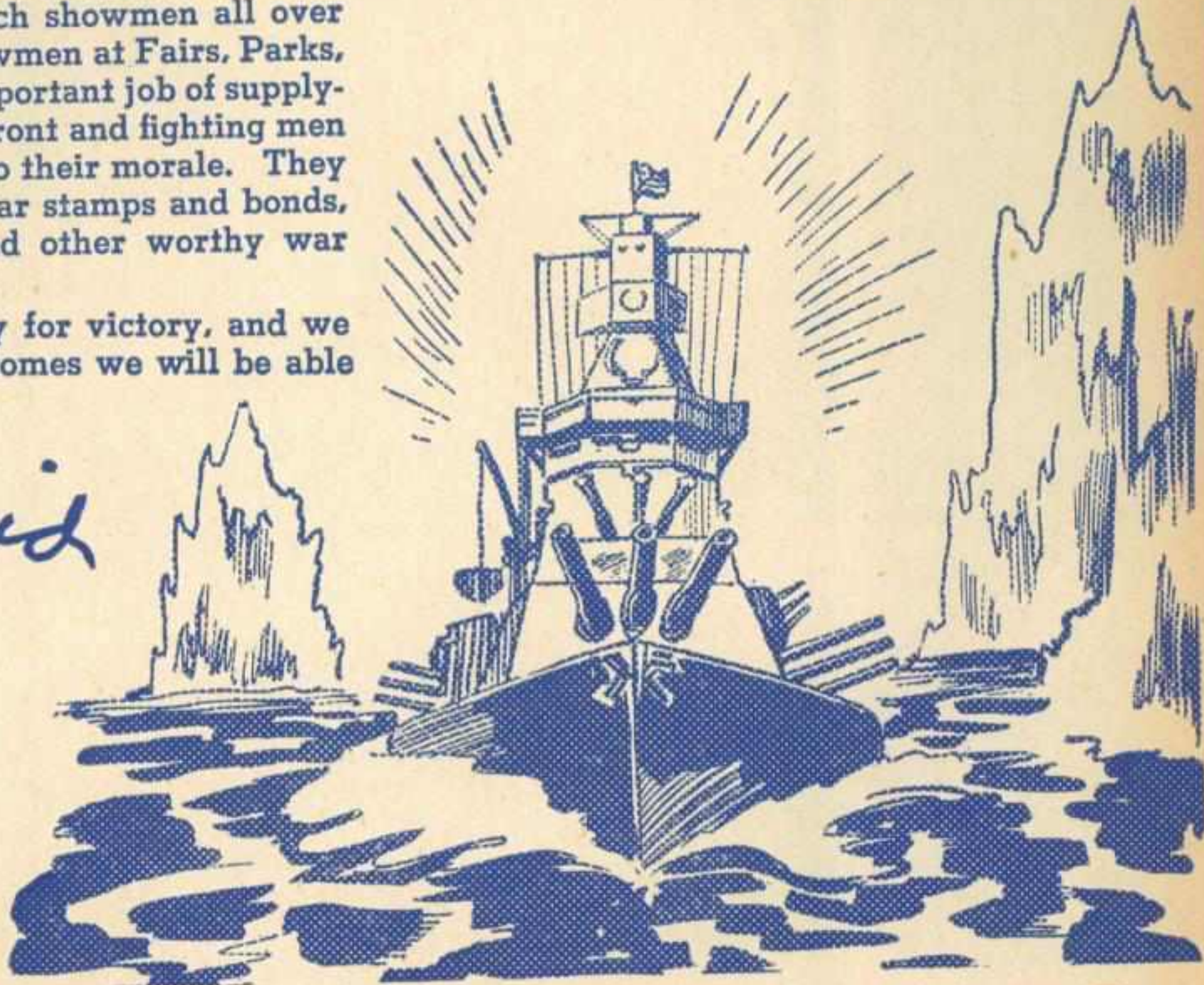
The boys on our fighting fronts, on the land and the sea and in the air, are blasting away tirelessly to speed the day of victory. And all of us here at George A. Hamid, Inc., are blasting away, too. We know that the most we can do is little enough when we consider the sacrifices they are making, the risks they are taking.

★
Yes, the least we can do is our best! And that's what we're doing. Not only we here at George A. Hamid, Inc., but all of summer show business. I spent more time on the road this summer than I've ever spent before. I experienced the handicaps, met the obstacles which showmen all over the country were meeting. These showmen at Fairs, Parks, Carnivals and Circuses all did their important job of supplying weary war workers on the home front and fighting men with the entertainment so necessary to their morale. They all did the important job of selling war stamps and bonds, helping the USO, the Red Cross and other worthy war charities.

★
Show business is truly blasting away for victory, and we know that when the day of victory comes we will be able to say that we, too, did our share.

George Hamid

FAITHFULLY SERVING
AMERICAN and CANADIAN
FAIRS FOR 22 YEARS



GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

HAMID'S MILLION DOLLAR PIER
ATLANTIC CITY, N. J.



NEW JERSEY STATE FAIR
TRENTON, N. J.



WHITE CITY PARK
WORCESTER, MASS.

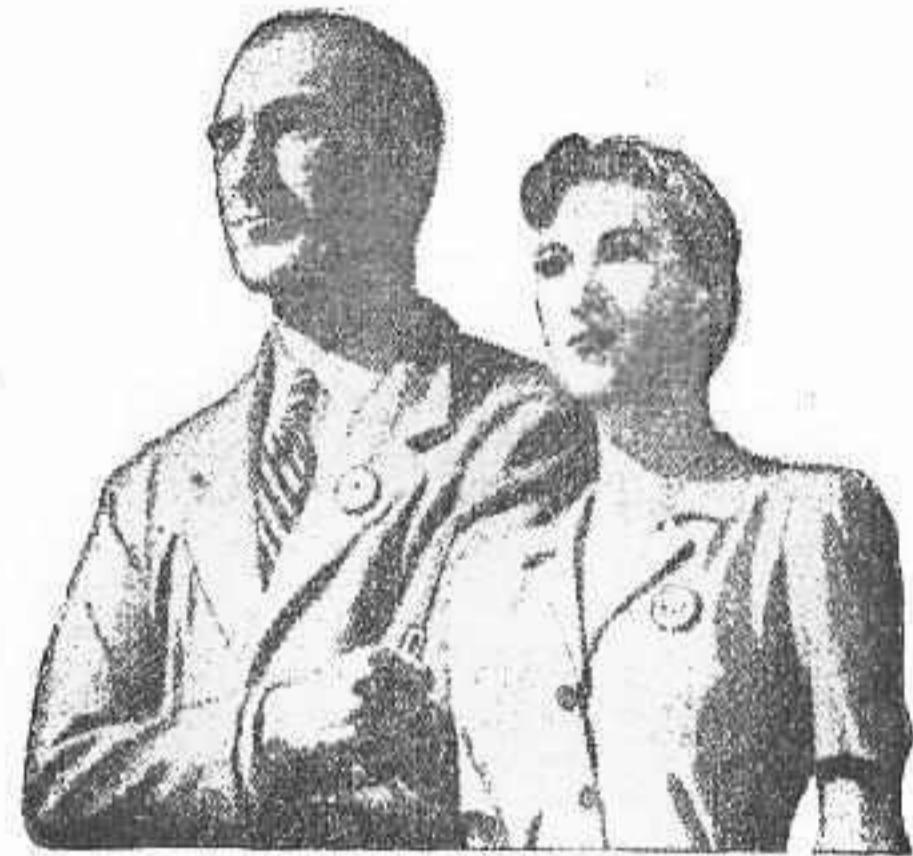


**At Home or Abroad . . .
In the Services or Civilian Life**

“MORALE”

(And It Must Be High)

**IS NECESSARY TO
CARRY ON AND WIN**



Just as our Army, Air Force and Navy must have high morale and the “Spirit to win” . . . we must be determined to see them through . . . with more and more production on the home front. With a cheerful outlook we must buy more and more War Saving Certificates, Defense Stamps and Bonds, and Victory Bonds . . . back up to the limit the Red Cross and the many appeals necessary for the successful conduct of the war.



TO THOSE SERVING THE ARMED FORCES

We congratulate the Fair and Exhibition boards who have devoted their premises to the prosecution of the war and were unable to operate this year—but did a grand job of helping the Allies on their way to Victory.

We hope to serve them again—when their wartime job is completed—at

- The Canadian National Exhibition
- The Ottawa Exhibition
- The Edmonton Exhibition
- The Sherbrooke Exhibition
- The Peterboro Exhibition
- The London Exhibition



Entertainment . . . “The Army Show” . . . “The Navy Show” . . . Theatres . . . Camp Programs . . . U. S. O. . . . Sports . . . all are contributing vital factors in the building of morale. It is with pride that again this year we have shown to thousands of service men and war workers, giving them good, clean entertainment . . . and in a small way contributed to their relaxation and the enjoyment of their leisure hours.



FAITH IN THE PAST AND THE FUTURE

Conklin's Shows have been built on keeping FAITH with those responsible for the successful operation of Fairs and Exhibitions. We wish to thank them for the FAITH they placed in us during 1943—at

- The Brandon Exhibition
- The Saskatoon Exhibition
- Calgary Exhibition and Stampede
- Regina Exhibition
- Canadian Lakehead Exhibition
- Quebec Provincial Exhibition
- Belleville Fair
- Lindsay Exhibition
- Leamington Fair
- Kingston Fair

Placing OUR FAITH in the future—we are already building a super “Victory Show” that will surpass any previous efforts in this field of show business.

**To our employees in the Services . . . our FAITH
in you is constant and unwavering . . . we will
welcome your return when VICTORY is achieved.**

CANADA'S FROLIC-LAND and FROL-EX-LAND CONKLIN SHOWS

“THE WORLD'S FINEST” • P. O. BOX 31 • HAMILTON, CANADA

SORRY! I CAN'T MAKE IT! **SORRY!**

INDOORS and OUTDOORS
The World's Highest Trapeze Act
120 ft.—no nets

THE GREAT
KNOLL

Currently Closing Sunbrock's
RODEO

THRILL SHOW and CIRCUS

Pittsburgh, Pa., This Week

Turning 'em away here, too! Same as we did
 at Montreal and Washington!

THANKS TO: CHARLES ZEMATER
 AL MARTIN
 GEORGE HAMID
 CHARLES SASSE

For a Long Season, Still Going!

I DIDN'T MAKE IT!

I COULDN'T MAKE IT!

I WON'T MAKE IT!

SORRY!

SORRY!

A SPECIAL SECTION

The Billboard
CAVALCADE
 OF
FAIRS

NOVEMBER 27, 1943

CONTENTS

FAIRS CO-OPERATED!
 Theodore R. Gamble, National Director War Finance Division, Treasury Department, Washington, D. C. 6
 THEY'RE HUGE WAR BOND MARTS 8
 FOOD FIGHTS FOR FREEDOM AT FAIRS 10
 STATISTICAL DIRECTORY OF FAIRS 17

INDEX TO ADVERTISERS

Alamo Exposition Shows 14
 American Fireworks Co. 16
 Barnes-Carruthers Fair Booking Association 5
 Barnett, Chester (Bobo) 25
 Brockton (Mass.) Fair 4
 Buckeye State Shows 35
 Calgary (Can.) Exhibition & Stampede, Ltd. 26
 Casey Shows, E. J. 36
 Conklin Shows 3
 Crescent Amusement Company 28
 Dodson's World's Fair Shows 27
 Eastern States Exposition, Springfield, Mass. 35
 Exposition Provinciale, Quebec, Can. 37
 Fidler United Shows 29
 Fosnough, Ernie 25
 Globe Poster Corp. 4
 Gold Medal Shows 36
 Gooding Amusement Co., P. E. 16
 Gregoresko, The Great 23
 Great Lakes Exposition Shows 33
 Greater United Shows 31
 Guice & Co., Walter 24
 Hamid, Geo. A. 2
 Illinois State Fair, Springfield 28
 Jones Exposition, Johnny J. 39
 Kansas Fair Association 36
 Kansas Free Fair, Topeka 29
 Kansas State Fair, Hutchinson 31
 Kirks, Cycling 24
 Knoll, The Great 4
 Louisiana State Ass'n of Fairs 38
 Louisiana State Fair, Shreveport 38
 Marion, Sensational 25
 Marks Shows, John H. 38
 Marlene, Princess 23
 Minnesota State Fair, St. Paul 37
 Mississippi State Fair, Jackson 32
 Missouri Association of Fairs & Agricultural Exhibition 36
 Oklahoma State Fair, Oklahoma City 38
 Ozark Empire District Fair, Springfield, Mo. 30
 Peppers All State Shows 18
 Phillmore, Eric 24
 Polo, Eddie 32
 Reynolds & Wells Shows 40
 Rocky Mt. Ass'n of Fairs 36
 Rollini 24
 Rubin & Cherry Shows 19-22
 Saginaw (Mich.) County Fair 32
 Scott Exposition Shows 30
 Seaside Amusement Park 18
 Selden, the Stratosphere Man 13
 Sheesley Midway, Mighty 38
 Simms, Roy 24
 Snapp Greater Shows 26
 Strates Shows, James E. 12
 Thomas Shows, The Art B. 34
 Tidwell Shows, T. J. 34
 Triangle Poster Printing Co. 15
 Virginia Greater Shows 37
 WLW Promotions, Inc. 13
 Wade Shows, W. G. 34
 Weer Shows, J. C. 35
 Western Canada Ass'n of Exhibitions 37
 Wisconsin State Fair, Milwaukee 34
 Woolfolk, Boyle 15
 World of Pleasure Shows 30
 York, (Pa.) Interstate Fair 33
 Zemater, Charlie 23-25

BROCKTON FAIR

MASSACHUSETTS



The Shoe Fit Us Last Year!

IT STILL FITS US!



BROCKTON . . .

U. S. and International Headquarters for the manufacture of those multiple millions of shoes worn by members of the Armed Forces. . . . The very shoes that are delivering the kick to Hitler's and Hirohito's marauders. . . . The shoes that are changing "Heil Hitler" to "Heel Hitler."

BROCKTON FAIR . . .

1943 devoted to
 1944 planning



IN INTENSIVE PREPARATION

1944 VICTORY FAIR

SEPTEMBER 10 TO 16



HAROLD G. MORSE
 PRESIDENT

FRANK H. KINGMAN
 SECRETARY



MEMBER
INTERNATIONAL ASSN.
OF FAIRS
AND
EXPOSITIONS

GLOBE POSTER CORPORATION

The Leading
POSTER PRINTERS
 for the
MIDDLE-WEST
PAPER FOR ALL EVENTS
 Write for
1944 DATE BOOK

DATES OUR SPECIALTY

2 COMPLETE POSTER PLANTS 2

633 S. PLYMOUTH COURT 1531 WASHINGTON AVE.
CHICAGO ST. LOUIS

FOOD IS WINNING THE WAR AND FAIRS ARE BOOSTING ITS PRODUCTION

When the time comes to hand out medals to civilian organizations for helping to win the war, FAIRS will be right up at the front of the line. For the heroic efforts of the farmer, the county agents and their staffs, and all others fighting in the battle for more food, are unified and stimulated at the 2,000 State and County Fairs.

Farmers came to the FAIRS this year to plan for greater food production in 1944 and to shake off a few hours the worries and pressure of the past season by having fun.

Fun at a Fair is just as important as fun in the Army Camps and on the fighting fronts. It's the escape valve for trouble and toil.

That's why greater crowds witnessed our streamlined productions

"Let Freedom Ring"—"On To Victory"

and others at Fairs this year. Not only were they entertained, but they were made conscious of the need to buy bonds, to do all that is necessary and a little more than is required when a country is defending its right to a free, independent existence.



Providing Fairs and Celebrations with finest in stage shows has been our job for nearly four decades. In these times particularly, we believe these long years of experience to be invaluable to every buyer of the type of attractions we produce, book and present. Thruout show business, Barnes and Carruthers is known as THE NATION'S TALENT MART

for the best in

REVUES
RODEOS
BANDS

STAGE, TRACK
AND INFIELD ACTS
THRILL SHOWS

CIRCUS ACTS
RADIO STARS
MUSICAL EXTRAVAGANZAS

BARNES-CARRUTHERS

Fair Booking Association

121 N. CLARK STREET

CHICAGO 1, ILLINOIS

Now Booking for 1944 Season



THEODORE R. GAMBLE
National Director, War Finance Division,
Treasury Department, Washington, D. C.

FAIRS CO-OPERATED

By **THEODORE R. GAMBLE**

THROUGHOUT in the East and Far West many of the State, county and regional fairs found it necessary to discontinue their activities for the duration, the Central and Southern States have been able to carry on in something approximating the traditional fashion. Fairs that were open during the Third War Loan Drive gave most complete co-operation to the local War Finance Committees, with the result that in every instance fair managers report that the War Bond activities and the Army-Treasury sponsored exhibits of captured enemy equipment were chief attractions.

Managers Maurice W. Jencks, of Kansas Free Fair, Topeka, and Sam Mitchell, of Kansas State Fair, Hutchinson, concur in the statement that "The Treasury exhibits were, by all

odds, the highlight attractions" of their annuals. At the Topeka Fair about \$500,000 in War Bonds and Stamps were sold at the captured equipment exhibit alone. Bond selling booths, separate from this exhibit, were in daily operation by members of the Junior Chamber of Commerce and the Women's Division of the local War Finance Committee, where the displays of War Bond promotional material attracted large and interested crowds.

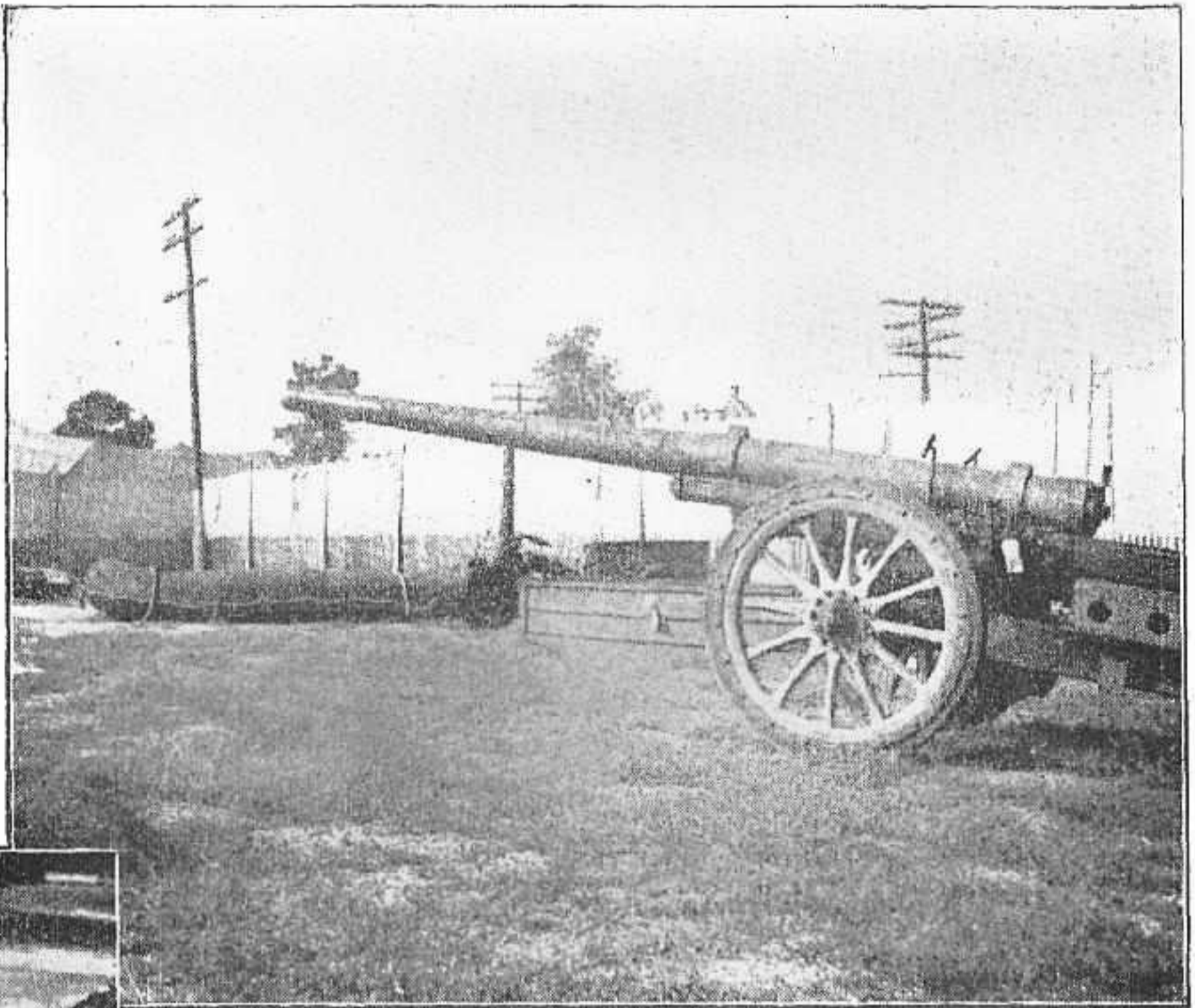
Entertainers Did Bit

Each day during this five-day fair the bands and featured entertainers from the grounds made appearances in the downtown areas, where bonds were sold on the streets. Featured during these periods and during the grandstand concerts were the oppor-

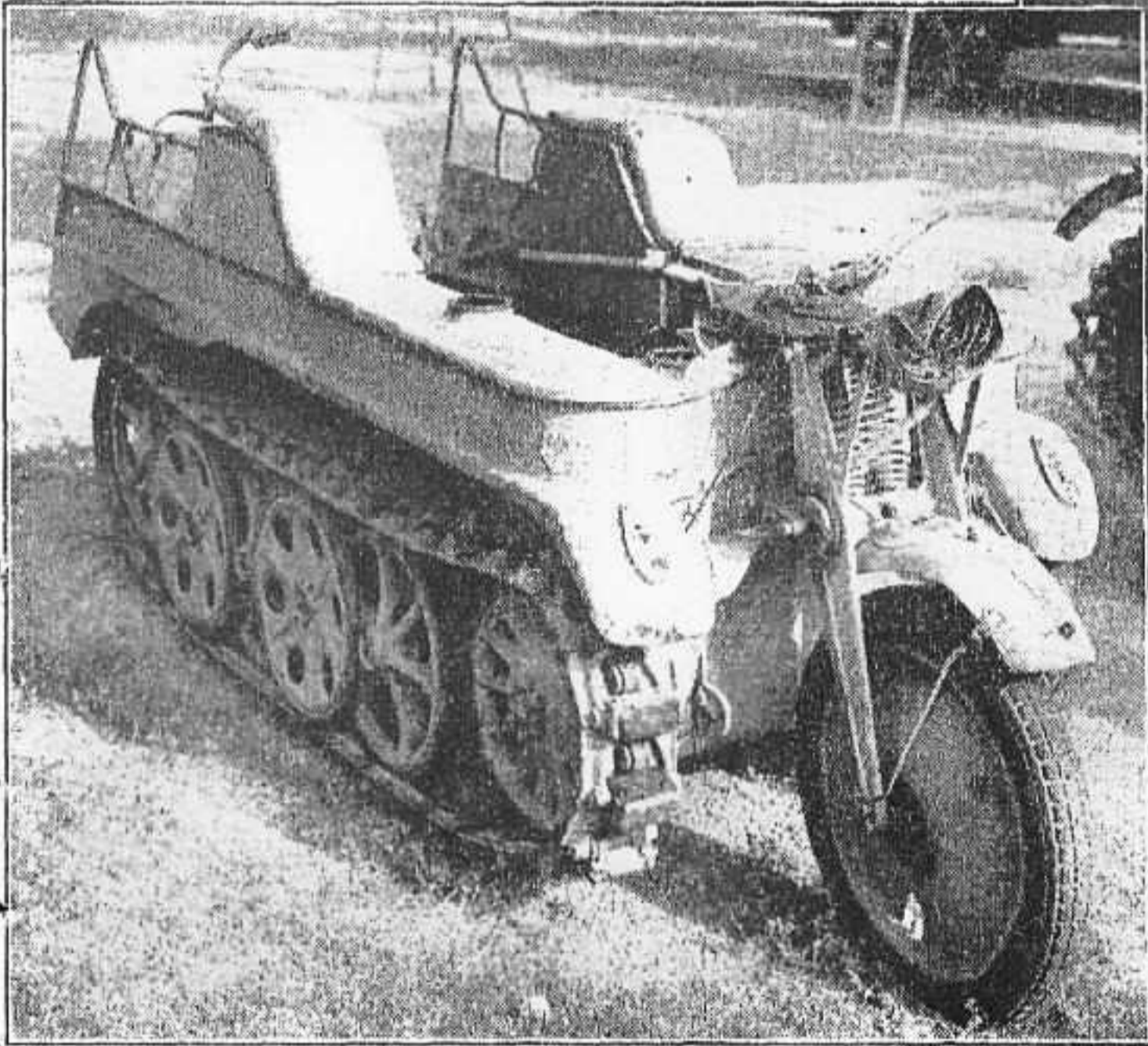
tunities buyers had of riding in an army tank or leading the Fort Riley Cavalry Band after a War Bond purchase had been made. Comparable activities went on during the Hutchinson Fair, where bond sales amounting to \$400,000 were rolled up.

From September 26 thru October 1 the Oklahoma State Fair, Oklahoma City, was in progress with War Bond booths and exhibits. Every hour during the fair some War Bond announcement came over the public-address system and drew the crowds to the booths manned by women of the Civilian Defense organization and to the Treasury exhibits, where veterans from near-by hospitals, servicemen home on furlough and fliers from the Oklahoma City Air Depot and the Douglas plant were in attendance to explain not only the equipment on dis-

JAP 105MM. GUN, with captured German rubber boat in rear. One of the exhibits shown during the fair season and which stimulated sales of War Bonds and Stamps.



GERMAN HALF-TRACK MOTORCYCLE shown with other captured enemy equipment during the Third War Loan Drive, in which fairs participated in an active and creditable degree.



gave complete co-operation to the local War Finance Committee and the manager of the State Fair during their early October showing. Total War Bond and Stamp sales during these five days amounted to \$29,893.15. Marine mothers, navy mothers and WACS were in attendance at the bond booths in the Exhibition Building, and Minute Maids, "the prettiest girls in town," sold War Stamps in the grandstand during the daily musical shows.

Second-Season Accomplishments

Captured enemy equipment shown at these five representative fairs consisted of:

- 1 German armored command car
- 2 German tanks
- 1 German half-track motorcycle
- 1 Japanese motorcycle
- 2 German rubber boats
- 1 Japanese landing boat
- 1 Japanese 105mm gun.

Portions of a Jap Zero plane

These are only a few examples of the splendid co-operation of fairs with the War Bond program that have come to the attention of the Washington office. We realize that fairs of all sizes, in nearly every State, have offered War Bonds as prizes both in contests and exhibits; that bonds and stamps have been used by them as admissions to the grounds and to the grandstands, and that there have been innumerable examples of successful War Bond features during these showings.

And so for the second wartime season the fairs have carried on their biggest attraction and accomplishment—the sale of War Bonds and Stamps!

play but the importance of War Bond purchases to the men on the fighting fronts.

Display Attracts Buyers

Prior to the opening of the Alabama State Fair, Birmingham, a campaign was put on in all schools and industries in Jefferson County, with tickets to the captured equipment exhibit at the fair offered to those who increased their activity in the War Bond and Stamp Drive. Particular stress was put on increases in pay-roll savings in the factories and business organizations and in stamp purchases in the schools. This method of distribution kept a continuous flow of buyers coming to the display thruout the five days of the fair. In addition to these bond and stamp sales, handsome figures were also rolled up at the booth on the grounds operated by the Women's Division of the County War Finance Committee.

Irving Anderson, of the Junior Chamber of Commerce, Jackson, Miss., and the organization which he represented



THEY'RE HUGE WAR-BOND

WAR BONDS and Stamps held a proud spot in the nation's market places as exemplified by State, district and county fairs in 1943. They vied so successfully for the coin of the realm with fairdom's other offerings as to largely relegate the customary fair fare of eats, drinks and souvenirs to a more inconspicuous place than usual—altho pa and ma and the kiddies did not stint themselves to the sorrow of concessionaires.

To the millions of dollars brought to Uncle Sam's war chest thru the aid that outdoor showbiz has extended in the sale of War Bonds the fairs more than held their own in contributory effort. The enthusiasm for the cause which gripped managers and patrons alike has not died down. As long as outlets for the federal wartime securities are sought the fairs will be willing, logical and proved media for their effective distribution. To add good measure, the fairs were never better or more successful. If there are any disappointed boards, they are inarticulate.

Performers Active in Drives

As has been said, War Bonds and Stamps featured most of the summer and autumn annuals. The way that their sale "caught on" with fairgoers, practically all of whom, it is assumed, were already holders of the treasured parchments, was a revelation not only to local campaign committees but to the fair execs themselves. Aid given the sales was provided in divers ways, thru tie-ups with civic bodies active in drives, thru booths on grounds and direct selling on midways and in grandstands, to mention some. Showmen, concessionaires, grandstand performers and producers joined in and canvassed crowds in many places. Revue troupes lent their presence to downtown rallies and to mass meetings. Some remarkable pledges were obtained thru livestock auctions and peppy pitches in grandstands. Youth got behind the drives in 4-H Club, Future Farmers and Boy and Girl Scout movements.

In a canvass of leading fairs held this year it is conclusively shown that one of the activities first in the minds of their officials was how ways and means could be devised to boost the selling and the buying

of bonds and stamps. Not only did fair associations and their directors and stockholders go in, hammer and tongs, as Bondadiers but a heavy percentage of them invested funds of the fairs in War Bonds.

Big and Little Sell and Buy

Taking some of the reports to frame a cross section of the States and Provinces in this regard, it is seen that the fairs which did not boost the bond effort were practically nil. Here are some returns:

Carthage (O.) Fair, a small annual in a Cincinnati suburb, sold \$625,000 worth of War Bonds in its grandstand in four days; Kansas Free Fair, Topeka, \$500,000; Wisconsin State Fair, Milwaukee, \$250,000; Minnesota State Fair, St. Paul, \$100,000; Kosciusko County Fair, Warsaw, Ind., \$108,000, bought \$2,000 worth; Rosebud County Fair, Forsyth, Mont., \$100,000; Steuben County Fair, Bath, N. Y., \$85,000; Ozark Empire District Fair, Springfield, Mo., \$30,000; Sandwich (Ill.) Fair, \$30,000; North Dakota State Fair, Minot, \$13,000; Hillsdale (Mich.) Fair, \$2,500, bought \$5,000 worth; Thayer County Fair, Deshler, Neb., \$1,500; Penn Yan (N. Y.) Fair, \$245; Buncombe County Fair, Asheville, N. C., \$350; Mississippi Free State Fair, Jackson, \$29,893.15; Saginaw (Mich.) Fair, bought \$3,000 worth; Chemung County Fair, Elmira, N. Y., \$12,725, bought \$4,000; Kewaunee County Fair, Luxemburg, Wis., \$3,800, bought \$4,000; Auglaize County Fair, Wapakoneta, O., bought \$2,000 worth; Staunton (Va.) Fair, \$187,500; Nebraska State Fair, Lincoln, bought \$16,000 worth; Ozaukee Free Fair, Cedarburg, Wis., \$59,273; Lee County Fair, Bishopville, S. C., bought \$300 worth.

Good Pitches in Grandstands

Setting a goal of \$10,000, show people at Louisiana State Fair-Junior Livestock Show, Shreveport, sold War Bonds to nearly one third of this amount in the first 15 minutes of the successful drive. In one afternoon the bond sale at Staunton (Va.) Fair totaled \$187,500. At Mississippi Free State Fair, Jackson, the women's board of the County War Finance Committee and WACS aided in selling \$7,000 in War Stamps at their booths and in the grandstand.

EDITORS of Mississippi Press Association formally reviewed the War Exposition at Mississippi Free State Fair, led by Gov.-Elect Tom Bailey, shown at center talking to an ordnanceman. Visitors saw anti-tank and anti-aircraft cannon with Col. H. A. Willis, commanding officer of Mississippi Ordnance Plant; Col. Gunner G. Carlson, commanding officer of MOP's Ordnance Unit Training Center, and Maj. F. H. Doane, public relations officer.



CEN. WILLIAM BRYDEN looks over MOP equipment at Mississippi Free State Fair, Jackson, in the Visual Aids display of OUTC in the War Activities Building. Commander of the Fourth Service Command, Atlanta, he is accompanied by Col. H. W. Willis, commanding officer of MOP.

MARTS

Premium awards were paid in War Bonds and Savings Stamps to a much greater degree this year than in 1942, when the move was first suggested after a large number of fairs had made commitments which could not be changed. A generous proportion of fairs reporting in a survey made on this subject evidences that prizes were largely in stamps and some bonds and that the arrangement apparently did not detract from the anticipated showings of exhibits, commercial and agricultural wartime and labor conditions considered, and that exhibitors co-operated willingly in the changed set-up.

Stamps Pad Award Checks

"We advertised it as a 'Fair Dedicated to the War Effort' and told the public in all our publicity to expect a different fair, and we gave one," said a Middle West manager of a State fair. "Other fairs that co-operated in this aim went over big. Those that did not were not so good."

Another Midwest State fair displayed seven railroad cars of captured war material. Admission was by purchase of War Bonds and Stamps only and 260,000 people attended. "It was the biggest attraction of the fair," remarked the manager. Other State fairs successfully showed equipment captured from the enemy and substantially aided in disposing of bonds and stamps. A fair in Michigan added

(Continued on page 13)

"FERDINAND," prize 4-H Club Aberdeen-Angus steer, which brought \$17,000 in War Bonds at the War Bond auction at Steuben County Fair, Bath, N. Y., on September 18.



FOOD FIGHTS FOR FREEDOM



TYPICAL OF VICTORY GARDENS inside and outside of fairgrounds is this tract in the center field at Auglaize County Fair, Wapakoneta, O. Plot winners in senior and junior garden contests received \$25 War Bonds. Vegetables from the gardens were used in food demonstrations held in the grandstand and witnessed by over 1,000 women. County women have asked that the plan be continued next year. Gardens started with 42 plots, were rained out three times but finished with 28 plots. More ground will be plowed in 1944 and requests have already been made for 46 plots.

FAIRS got several months' jump on the nation's purely agricultural interests and slogan makers by preaching about and prepping for Victory Gardens early last spring. Later this November was designated as Food-Fights-for-Freedom Month in a nation-wide campaign given impetus by the slogan, "Produce and Conserve; Share and Play Square."

Summer plans were carried to a glorious fruition when the harvests from garden plots came in and exhibit buildings on fairgrounds all over the land bulged with the green, red and gold of bumper vegetable crops which had been tenderly brought along by the ministrations of the great American family, from grandma down to the kiddies.

The opportunity offered a veritable field day for the amateur gardeners and they were out in full array. Many a sedate business man, as well as formerly self-centered folks who thought that greens and pumpkins came only from the corner grocery, wielded the cultivator and hoe. They learned about plant pests which the U. S. Department of Agriculture has had down but not out for 10, these many years. They learned that cucumbers do not have to be shaken from trees and that tomato vines will grow as long and just as vicious as a rawhide whip if they are not properly trussed up.

From Hay To Horticulture

It was education. It was exercise and recreation. It was profitable for the home larder. It swelled the nation's storehouses and helped the Allied Nations in a time of bitter need. Displays of produce were nothing new to the fairs. Their very inception was predicated on something of that nature, along with showings of livestock and perhaps a little horse trading on the side. But the Victory Gardens of the communities, besides making the populace food-production-minded, awakened interest

as never before in agricultural and horticultural exhibits at fairs and in the fairs themselves as institutions maybe never before fully appreciated for what they had to offer in knowledge and healthful surcease from manifold burdens of war or peace.

For a number of years some fairgrounds have been utilized in the off months for the growing of forage. There are many acres, where the turf has not been worn bare, where bountiful crops of hay have been of benefit to fair associations and their immediate environs. In several localities where experiments were more or less gingerly made in the last decade lusty growths of alfalfa have been garnered from the infields in the weeks when the pennants were not flying, the trotters and pacers and dirt-track racing autos were not doing their stuff and the checkered flag and the starter's word, "Go!" were only memories of an autumn before.

'44 Gardens Goal 22,000,000

Paul C. Stark, president of the National Victory Garden Institute, declares that war gardeners in 1943 raised as much produce for food as did commercial gardeners. He announced that a goal of 22,000,000 Victory Gardens had been set for 1944.

So fairs again will have the cherished opportunity to play an additional heavy role on the home front. And results in 1943 indicate that there can be no doubt that they will accept it as a challenge to surpass the efforts of this year on the home front all during summer as well as during fair weeks.

At the winter meetings of associations of fairs this doubtless will be one of the paramount topics for discussion, with the thought of getting a stronger and earlier start on Victory Garden projects and tie-ups than was possible this year. Regardless of whether their gardeners

AT FAIRS

can qualify for the Agricultural Department "A" pennant, comparable to the Army-Navy E award, to be presented for food processing and excellence in food production—they can continue to accelerate the interest. More cash prizes and awards of War Bonds and War Savings Stamps certainly are warranted and this will be realized by civic and business leaders as well.

Projects Thrive Far and Wide

Representative of the hundreds of fairs which had Victory Gardens on their grounds, had garden tie-ups with other efforts or held food demonstrations with the produce are the following, which made special reports in a national survey:

Wisconsin State Fair, Milwaukee; Minnesota, St. Paul; Kansas, Hutchinson; Mississippi Free State, Jackson; South Carolina, Columbia; New Jersey, Trenton; Jefferson (Wis.) County Fair; Kewaunee County, Luxemburg, Wis.; Auglaize County, Wapakoneta, O.; Chemung County, Elmira, N. Y.; Thayer County, Deshler, Neb.; Lincoln County, North Platte, Neb.; Mahoning County, Youngstown, O.; Hillsdale County, Michigan; Oceana County, Hart, Mich.; White County, Carmi, Ill.; Buena Vista County, Alta, Ia.; Rush County, Rushville, Ind.; La Porte County, Indiana; Sandwich, Ill.; Harrison County, Corydon, Ind.; Rosebud County, Forsyth, Mont.; Greene County, Xenia, O.; Showhegan (Me.) Fair; Mineral District Free Fair, West Mineral, Kan.; North Iowa Fair, Mason City; Saginaw (Mich.) Fair and Farm Products Show, Spartanburg (S. C.) Fair; Fond du Lac (Wis.) County Fair; Van Wert County (O.) Fair; Sandusky (Mich.) 4-H Fair; Exposition Provinciale, Quebec City; Anoka (Minn.) County Fair; Kutztown (Pa.) Fair; Houston County, Caledonia, Minn.; Utah State Fair, Salt Lake City.

Ohio Early on the Ground

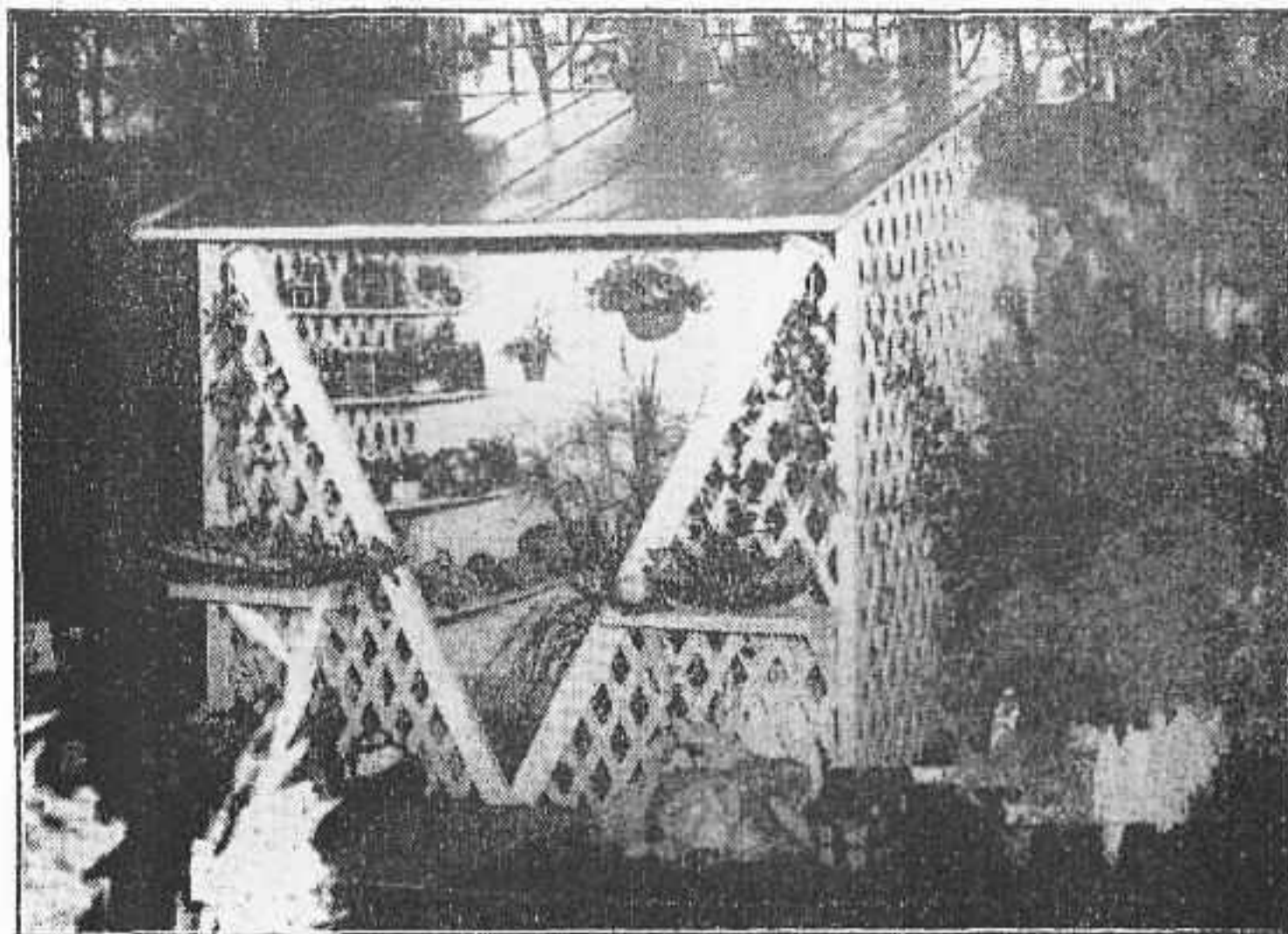
Ohio was one of the States that got away early in the garden movement at its Columbus annual meeting last January. Fair managers then began laying plans for tie-ups, distribution of lots for planting and for produce displays and demonstrations. All member fairs were urged to join the campaign and fairs in other States were contacted for ideas and suggestions.

"At Auglaize County Fair, Wapakoneta, O.," reported Secretary Harry Kahn, "we laid out gardens in the center field. We started with 42 garden plots, were rained out three times and finished with 28. Winners in senior and junior contests each received a \$25 War Bond. Part of the vegetables were used in food demonstrations held in the grandstand Monday and Tuesday mornings of fair week and attended by over 1,000 women. Preparation of food to aid in the war was demonstrated and 24 valuable prizes were awarded by the fair board. This was such a success that women of the county have asked the board to repeat the program in 1944.

Amusement To Achievement

"Some people did not take the gardens seriously when they were started. But potatoes and tomatoes taken from the plots won first prize at the fair. State Director of Agriculture John T. Brown and Manager B. P. Sandles, of Ohio Junior State Fair, were presented with baskets of premium produce during the fair. It is planned to plow more ground next year, as 26 plots have already been applied for."

Victory Gardens tie-ups with La Porte (Ind.) County Fair were successful, Secretary James A. Terry said. "Our fair does not cater to anything outside the confines of the county," he said, "except for some race horses and entertainment which appears necessary to attract our public. Under this plan we have built up a very favorable improvement in livestock development, 4-H Club growth and agricultural interest. This line of development has sold the fair to our people so completely that it has become one of the necessary institutions of a large and wealthy county."



↑ ONE OF THE NUMEROUS DISPLAYS OF VICTORY GARDEN PRODUCTS shown at Staunton (Va.) Fair, which was successful beyond expectations in attendance and receipts. Secretary Charles B. Ralston declared that the annual, geared to war activity, had a War Bond sale on one afternoon amounting to \$187,500, which he believes to be a record for a fair of its class.



↑ ILL AND INJURED SERVICEMEN AND A SERVICE GIRL were strong enough to heft some prize produce at 4-H Club exhibits when they arrived from Lawson General Hospital to visit the Southeastern World's Fair in Atlanta. Fair President Mike Benton reported unprecedented interest and an all-time attendance record at the war-tuned annual.

L. C. MERCHANT, chief proofreader of the newspaper, The State, proudly shows his three-year-old daughter the sweepstakes ribbon awarded to him by South Carolina State Fair, Columbia, for a devil's food cake he made and entered. On each side of the devil's food cake are a pound cake and a coconut cake, both of which won the grand prize in their divisions. ↓





GREETINGS

JAMES E. STRATES SHOWS



INC.

JAMES E. STRATES, Gen. Mgr.

WILLIAM C. FLEMING, Gen. Agt.

DICK O'BRIEN
ASSISTANT MANAGER

KEITH BUCKINGHAM
PURCHASING AGENT

EDDIE JACKSON
PUBLICITY

NICK BOZINAS
TREASURER

ABE RUBENS
SECRETARY

WILLIS JOHNSON
BILLPOSTER

MIKE OLSEN
TRAINMASTER

JAMES YOTAS
GENERAL SUPERINTENDENT

WAYNE KINGSLEY
CHIEF ELECTRICIAN

35 RAILROAD CARS

35 RAILROAD CARS

AMERICA'S BEST AND MOST PROGRESSIVE MIDWAY



Thankful Not Only for Our Most Successful Season But Also That We Could and Did Do Our Share in Helping Every War Effort.



I Wish To Thank the Various Committees, Fair Associations and the Entire Personnel of My Organization for Their Co-Operation in Making the Past Season a Very Successful One and Extend to Each and Every One of Them My Sincerest Wishes for a Continuation of Our Relations.
James E. Strates



NOTICE

NOTICE

Will Finance Any Reputable Showman With New and Novel Ideas, Capable of Producing and Managing Same for Our 1944 Presentation. We Have the Equipment and Loading Space on Our 35-Car Train. Will Book Any Ride That Doesn't Conflict, Furnishing Wagons for Same.



WANT

WANT

For Winter Quarters at Mullins, S. C., Blacksmiths, Painters, Carpenters, Builders and Mechanics. Useful Carnival Help, Get in Touch With Us.



FAIR SECRETARIES AND LOCAL COMMITTEES, WE ARE ENLARGING OUR ORGANIZATION. KINDLY CONTACT OUR GENERAL AGENT, WILLIAM C. FLEMING.

Address JAMES E. STRATES, Mullins, South Carolina

THEY'RE HUGE WAR BOND MARTS

(Continued from page 9)

20 per cent in War Stamps to every premium check sent out, which was a hefty boost toward bringing in exhibits.

Scrap and Fats at Gates

In some spots "days" were set aside, generally the final day of the fair, on which admission thru the outside gates was by War Bonds or Stamps only. The scrap drive was accentuated in some localities where grounds admissions required the bringing of scrap or purchase of bonds or stamps. Patriotic pageants at a segment of fairs lent strong support to speakers and workers in bond drives. Kitchen fats and scrap were accepted at other annuals which also granted admissions by bond and stamp pledges. One growing fair in the West without permanent grounds had such a tremendous response to its wartime program that the board is readying to purchase land and erect buildings. Its heretofore meager exhibits were swollen under a policy of awarding 25 per cent of premiums in War Stamps.

Army and navy days were popular and many fairs contributed by various means to the Red Cross, USO and Russian and China relief, replies to questionnaires showing that a preponderance of such efforts were in behalf of the Red Cross and USO, the latter being preferred.

Post-war plans of fair associations are in the making, reports indicating a certain comprehensive grasp of what will be needed at least in the physical attributes of the plants. Some of the work is being tentatively laid out with the need for providing work looming large in the projects, which range from road construction to completion of unfinished structures, such as grandstands, and erection of additional buildings. In the educational departments some boards are pondering on the future of plastics, synthetic rubber, aviation, radio and agriculture.

The advantages of the effect of tremendous attendances to the United States Treasury thru accrued taxes was generally emphasized. Much publicity on this angle was put out. Some day the exact figures on what fairgoers have contributed to the national exchequer will be released—and they will be amazing. "Taxes To Help Beat the Axis" appeared on some literature and billing, stressing the 10 per cent that would go to the war coffers. Bigger gates meant more tax money, and a majority of fairs increased their remittances greatly over those of 1942.

Gates Up; Gas Ban On

It seems a paradox that, while a big majority of fairs reported the belief of their officials that attendances had been adversely affected by gasoline rationing and the curb on tires, gates were up all over the country as against the turnstile counts of '42. This situation is accounted for by the fact, fair analysts hold, that people wanted to attend their fairs, had money to spend and managed to get there. Scores of managers

(Continued on page 15)

Selden - THE STRATOSPHERE MAN -

CONGRATULATIONS, FAIR MEN —
YOU'VE DONE A GREAT JOB **SELLING BONDS AND AIDING THE WAR EFFORT!**
THANKS FOR THE OPPORTUNITY TO HELP.
I'LL BE IN **CHICAGO** AT THE **SHERMAN-SEE YOU THERE!** HAVE YOU SEEN MY CARTOON STORY ON THE **INSIDE FRONT COVER OF THE BILLBOARD'S CHRISTMAS SPECIAL THIS WEEK? TURN TO IT NOW!**



BOOKING NOW
For Indoor Shows
and 1944 Events

WRITE FOR DETAILS

1943 Was Our Greatest Fair Year in History

WLW

**BOONE COUNTY
JAMBOREE
ON PARADE
BARN DANCE**

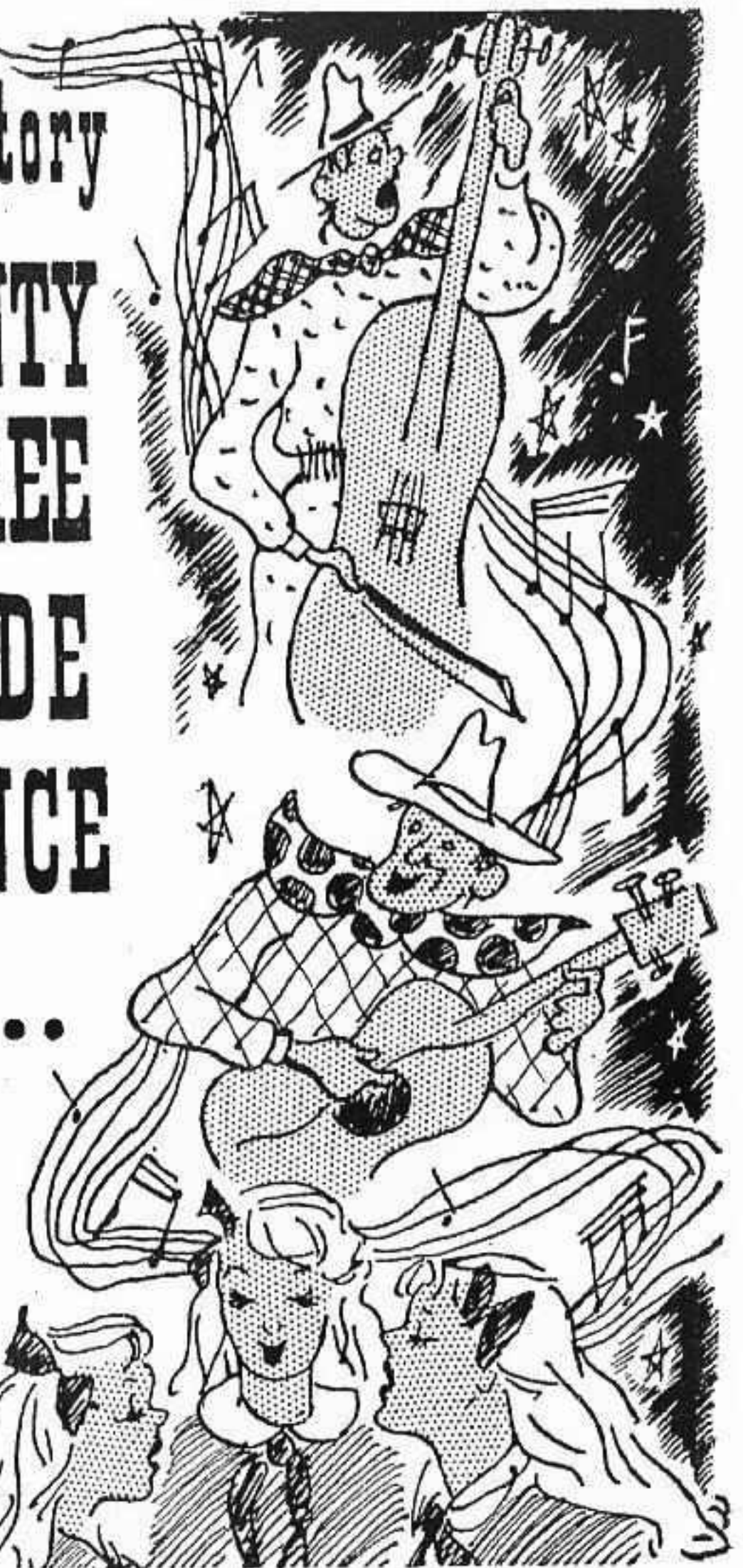
NOW BOOKING for 1944...

WRITE,
WIRE OR PHONE
BILL MCCLUSKEY

WLW PROMOTIONS, Inc.

140 W. NINTH ST.
CINCINNATI 2, OHIO

Buy War Bonds and Stamps—
and Write to Boys in Camps





JACK RUBACK
OWNER AND GENERAL MANAGER
ALAMO EXPOSITION SHOWS

**HIGHER
 THAN
 EVER**

ENJOYED OUR BIGGEST SEASON THIS YEAR
 BIGGER AND BETTER FOR OUR 1944 VICTORY TOUR

NOW BOOKING FOR 1944

FAIR SECRETARIES AND CELEBRATION COMMITTEES

Get in Touch With Us for Your Next Event

14 RIDES—10 SHOWS—ALWAYS A SENSATIONAL FREE ACT

Winter Quarters and Permanent Address:

2240 EAST HOUSTON ST., SAN ANTONIO, TEXAS

EXECUTIVE STAFF FOR JACK RUBACK

LOUIS RINGOL
 General Agent

JACK TURNER
 Special Agent

EVELYN TURNER
 Publicity

MRS. ROSE RUBACK
 Secretary

ALBERT R. WRIGHT
 Public Relations

LOUIS McNEECE
 Supt. of Transportation

BILL TANK
 Front Gate Tickets

BOB MAYES and ANDY TWINNING — Electricians

MERRY CHRISTMAS AND HAPPY NEW YEAR TO ALL OF OUR FRIENDS

WHITEY REED — BILL CARR — RED HUGHES — TOM WALL — AL STEFFENS

Ride Boys Who Have Been With It 10 Years Or More And Still For It

Season's Greetings
Richie and Gay—Marasco
 Original and Originator
 NAIL STORES Get Rich With
 Richie — ALWAYS — Richie

Thanks, Jack and Rose, for the Privilege of
 Helping Yours to Be the Finest Show
 on the Road

Martha Rogers & Jack Runnels

TONY KITTERMAN

BLANKET WHEEL
 With it ten years and improving with age
 My Best Season

JOE AND ETHEL
ROSEN
 With the Grandest Show on Earth

Mr. & Mrs. Ben Hyman

BINGO
 17 Years of Success
 With It and For It

**Joe & Babe Ulcar and
 Daughter, Betty**

Thanks for a Grand Season

Thanks, Jack, for the Good Year
BILLY MILLER

Robt. Vogt—Don Vogt
 Razzle-Dazzle
JIMMY ALLEN
 Had a Good Season. Thanks, Jack.

HANK McALLISTER
 "BLOWER"
 Cecil Brown & Bill Morgan
 Thanks for a grand season

Bill (Bing) Venable
 ADD-A-BLOCK
 Ray Barbee & Groobers
 Also Had a Big Year

Ted — Maybelle
 Andy and Beatrice
CUSTER
 For It Always. Thanks, Jack.

**Whitey & Katherine
 LEIBLIE**
 Grab and Juico
 Thanks for Five Good Years Here

H. LIVINGSTON BILL FRENCH
W. C. DENEKE
 Pet Shop and Roll Down
 R. C. McPEAK — JERRY O'BRIEN

Chief Rain in the Face
 Greetings to All. Thanks, Jack.
 Hope to be with you next year

SEASON'S GREETINGS
 TO ALL
 Will Be Here Next Season
JOE L. KING
 Thanks for a Grand Season

Tommy Davis—Sophie Mullins
 BEST WISHES
 Always a Good Season
 Joe Stegal — Georgie Bond
 Jackie Dondlinger — Hazel Brown

Mr. & Mrs. M. O. Williams
 and
Bruce and Georgene
 Cane Rack and Cigarette Gallery
 Fourth Happy Season

Mr. and Mrs. Bill William
 Hollywood Monkey Circus
 Been With It Twelve Years Featuring
 "JERRY," the Trained Chimpanzee.

THEY'RE HUGE WAR BOND MARTS

(Continued from page 13)

who had record and near-record crowds maintain that their attendances would have been much larger had travel by private passenger cars, busses and railroads been under normal conditions.

Some of their findings: Patrons kept from coming long distances because of transport problems were more than offset by local people seeking fair-time amusement. In the polio belt youngsters were kept at home, but at one State fair cars were checked from 49 counties. Where attendance drops occurred they were accounted for by bad weather. Parking lots in general held fewer cars but more passengers came per car. Some school and other attendance was lost thru bans on school busses and chartered motor vehicles. Night attendances were not as large as had been anticipated in some centers of war production. Many exhibitors pooled their products and brought them in on fewer trucks than usual.

FAIR FOR BRITAIN

A GAIN one of the greatest Canadian aids to the war cause was the Fair for Britain promotion in Toronto. The elaborate fair, a sensation when first staged in 1942, was doubly sensational this year.

It was terrific for Canada's leading and continuous fund, the British War Victims' Fund. The BWVF is fathered by The Toronto Evening Telegram and sponsored by the Toronto District Business Men's Council with the blessing and support of the Lord Mayor of London and hosannas from the United Kingdom.

It was conceived and first promoted last year by J. W. (Patty) Conklin who, with his brother, Frank R., provided attractions with the Conklin Shows and other contingents of entertainment. The "Days" build-up for the fair (with sections of Toronto in parentheses) was:

- August 13—Preview and Business Men's Day.
- " 14—Opening and Warriors' Day. (North Toronto.)
- " 15—Sunday (Closed).
- " 16—Children's Day.
- " 17—Navy Day. (St. Clair-Yonge.)
- " 18—Scottish and Crippled Children's Day.
- " 19—Radio Day and Jamboree.
- " 20—Showmen's Day.
- " 21—War Workers' Day. (Beaches.)
- " 22—Sunday (Business Men and Servicemen).
- " 23—Children's Day. (Dundas-Brockton).
- " 24—Royal Canadian Air Force. (Bayview-Seaside.)
- " 25—Reserve Army.

For the **BEST—**

TYPE
AND
PICTORIAL **POSTERS**

TO PROPERLY ADVERTISE

**INDOOR CIRCUS
CARNIVALS—FAIRS**

Contact

JAKE SHAPIRO

GENERAL MANAGER

**TRIANGLE
POSTER PRINTING**

MAIN
OFFICE **PITTSBURGH, PA.**

... Food for Victory—

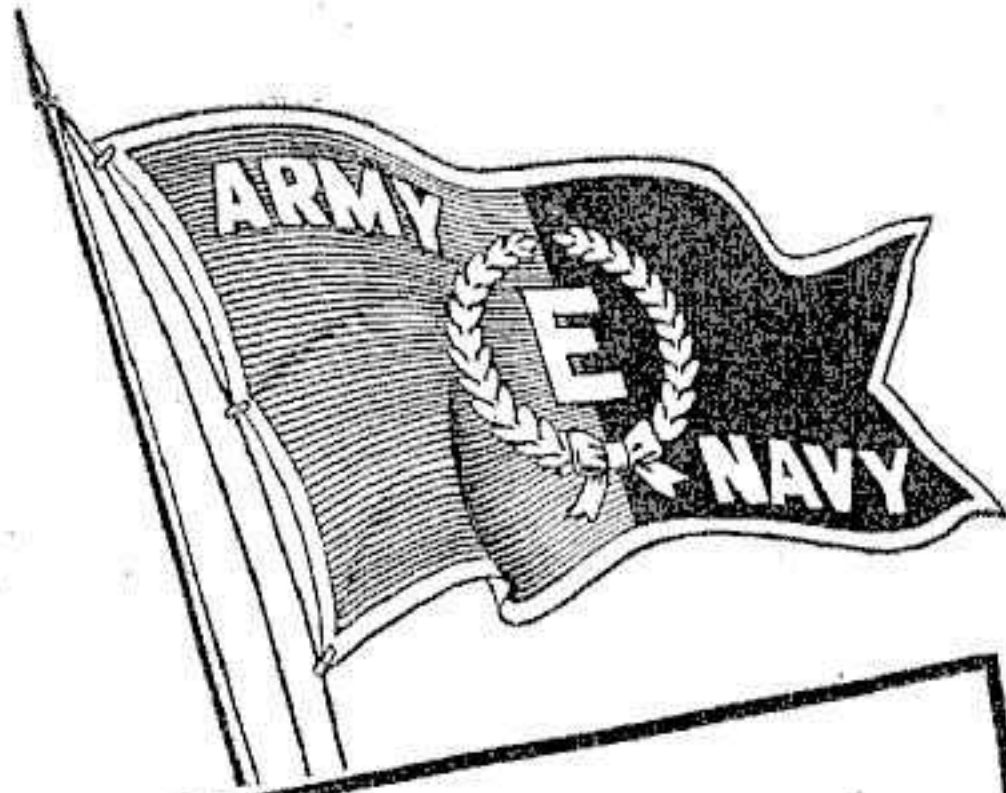
Food for Thought ...

**BOYLE WOOLFOLK
AGENCY**

203 N. WABASH AVE.

CHICAGO 2, ILL.

The Fastest Growing Fair Booking Agency in the U. S.



DEPARTMENT OF THE NAVY
OFFICE OF THE UNDER SECRETARY
WASHINGTON

27 September, 1943.

Mr. Henry L. Rapp, President
American Fireworks Co. of Massachusetts
Randolph, Massachusetts

Dear Mr. Rapp:

This is to inform you and all employees of the American Fireworks Co. of Massachusetts at Canton that the Army and Navy are conferring upon your plant the Army-Navy "E" Award for outstanding production of war materials.

The award consists of a flag to be flown above your plant and a lapel pin which every man and woman in your plant may wear as a symbol of high contribution to American freedom.

This award is your nation's tribute to your effort and to your great work in backing up our soldiers on the fighting fronts. I have full confidence that your present high achievement is indicative of what you will do in the future.

Sincerely yours,

James Forrestal

★ FOR OUTSTANDING
PRODUCTION OF
WAR MATERIALS . . .

. . . The Men and Women of "American" Are Justly Proud of the Recognition of Their Efforts in Receiving the

—ARMY-NAVY "E" AWARD

. . . Recognition That What They Produced Was of the Highest Quality—In Maximum Quantity—Produced When Needed—Real Partners of Our Fighting Men.



American Fireworks Company

OF MASSACHUSETTS

RANDOLPH

MASS. ★

"IN WAR—Our Job Is Ammunition"

"IN PEACE—Manufacturers of Outstanding Fireworks Displays"

- " 26—Mary Pickford and Ladies' Day. (Gerrard.)
- " 27—Horse Show and Sportsmen's Day. (Forest Hill.)
- " 28—Civilian Defense Corps and Closing. (Bloor.)

Fact-Figures Behind Fair
TWO-YEAR COMPARISON

	1942	1943
Attendance	327,000	337,000
Gate	\$ 30,611	\$ 36,479
Fun Bowl	2,727	4,127
Concessionaire donations, midnight show, draws, radio quiz, etc.	6,507	11,992*
Donations	2,844	3,403
Total to Fund	\$ 42,689	\$ 56,001**

*This figure includes donations received at special Fair-for-Britain attractions such as War Exhibit, Navy Exhibit, United Kingdom Exhibit, Ontario Government Exhibit, Clinton Buehlman's radio broadcasts and miscellaneous shows.

**In addition to this sum, which was a direct donation to The Evening Telegram's British War Victims' Fund (largest single contribution since the fund was established two years ago) another \$10,000 was realized from the widely exploited "Mary Pickford Bungalow Project," staged by the Lions' Club of Ontario and the Gerrard Business Men's Association. The bungalow was donated by Toronto-born Mary Pickford, and proceeds were awarded to various Canadian war charities, with \$10,000, representing 40 per cent, allocated to the War Victims' Fund. The draw was made by Ontario Premier George Drew at the nerve-center Fun Bowl, an improvised 5,000-seat arena built for the second year by the Conklins.

On the spacious grounds of Riverdale Park were booths for the sale of War Savings Stamps which were manned by various civic organizations. The sale of stamps, plus other revenue derived for the war effort, amounted to \$19,003.

Thus the grand total, including receipts from Fair-for-Britain attractions, gate and concessions, contributions to the war effort and kindred relief projects, amounted to a spectacular \$85,004.24.

HOLIDAY GREETINGS

★ to ★

FRIENDS, EMPLOYEES,
FAIR ASSOCIATIONS,
COMMITTEES, SHOW-
FOLKS AND BUSINESS
ASSOCIATES.

THANKS FOR THE
GREATEST SEASON
EVER. YOUR SUPREME
LOYALTY AND CO-
OPERATION MADE
THIS POSSIBLE.

★ To Those in Service ★

Greetings and Kind Thought. We Shall Forever Be Grateful for the Sacrifice You Are Making To Preserve Our American Way of Life. During Your Absence the Show Will Go On, for We Are Sure You Want It That Way.

BACK THE ATTACK

BUY BONDS FOR VICTORY

F. E. GOODING AMUSEMENT CO.

GOODING GREATER SHOWS

AMERICAN EXPOSITION SHOWS

Largest, Best, Most Reliable

PERMANENT ADDRESS:

1300 NORTON AVE.

COLUMBUS, OHIO

VISIT OUR OFFICE AND WINTER QUARTERS—FINEST IN SHOW BUSINESS

STATISTICAL DIRECTORY OF FAIRS

ILLINOIS

Greenup Cumberland County Fair

Greenup, Ill.

Attendance:
1943—60,000 total; 40,665 paid.

General Information:
State Aid, 1943—\$5,500; 1942—\$4,900.
Total Cash Premiums Paid,
1943\$10,156.00
1943 Improvements, \$1,100 repairing barn and grandstand.

Receipts:
1943—\$8,153 Gate; \$2,870 Grandstand; \$1,146 Carnival; \$1,400 Space; \$3,450 Net Profit; \$8,500 entry and miscellaneous.

Expenditures:
1943—\$6,563.04 Grandstand, Victory Parade.

Attractions:
Vaudeville, Revue, Special Attractions, Band, Circus, Horsepulling Contest, Harness Racing (4 days), Organized Carnival, Carnival Gross, 1943—\$6,510; Fair's Share, 1943—\$1,146.

Administration:
Ernest Sedgwick, president; W. E. Freeman, secretary and director of attractions; Roy Nichols, superintendent of concessions and space; Fred Wylde, racing secretary.
Annual Business Meeting—November 3, 1943, Greenup, Ill.
1944 Fair Dates—Not set.
1944 Operation—Yes.

INDIANA

Gibson County Fair

Princeton, Ind.

Attendance:
25 per cent greater than 1941. Fair was not held in 1942.

Receipts:
Grandstand, 25 per cent lower than 1941.

Expenditures:
Grandstand, 1943\$5,960.00

Attractions:
Revue, Gertrude Avery Revue, 40-piece band, Harness Racing (4 days), Organized Carnival, Carnival Gross, 1943, 25 per cent higher until rain on Friday and Saturday.

Administration:
W. W. Sipp, president; H. W. Reinhardt, secretary; Clifford A. Steele, director of attractions; Charles A. Steele, superintendent and manager of concessions and space; Henry Embree, racing secretary.
1944 Fair Dates—August 29-September 3.
1944 Operation—Yes.

La Porte County Fair

La Porte, Ind.

Attendance:
1943—50,000 total paid attendance.

General Information:
No State Aid.
Other aid, 1943\$2,000.00
Total Cash Premiums Paid,
1943 6,392.00
1943 Improvements: Repairs, repainting, etc. 2,500.00

Attractions:
Revue, Vaudeville, Music, Harness Racing, Organized Carnival.

Administration:

E. O. Craft, president; J. A. Terry, secretary, director of attractions, superintendent of space; Robert Morse, superintendent of concessions; A. Gordon Taylor, racing secretary.
Annual Business Meeting—Location, 1st National Bank Bldg., Room 572.
1944 Fair Dates—Not yet set.
1944 Operation—Yes.

IOWA

North Iowa State Fair

Mason City, Iowa.

Attendance:
1943—Free gate; 799 automobiles; 1942—41,367.

General Information:
State Aid, 1943\$2,000.00
1942 805.00
Other Aid, 1943 6,050.83
Total Cash Premiums Paid,
1943 867.04
1942 3,939.50
1943 Improvements 893.10
(Concrete floor in Merchants Building.)

Receipts:
1943 1942
\$ 199.75, Parking.....Gate, \$ 7,388.02
1,403.53.... Grandstand 8,054.65
175.41..... Carnival 1,738.63
1,080.16..... Space 1,228.00
3,895.42... Total Receipts ... 23,799.80
Other Receipts: Stall and Pen Rent, \$239.50; Other Sources, \$45.85.

Expenditures:
Grand Stand, 1943.....\$1,322.59
1942 6,928.34

Attractions:
Attendance, 1943, 17,176; 1942, 41,367.
Night receipts, 1943, \$771.82; 1942, \$4,062.30. Day receipts, 1943, \$631.71; 1942, \$3,992.35. Revue—Fair's share in rides, 1943, \$175.41; 1942, \$1,738.63.

Administration:
C. W. Gasswint, president; Harold S. Palmer, secretary.
Annual Business Meeting—November 10, 1943, YMCA, Mason City, Iowa.
1944 Operation—Yes.

KANSAS

Kansas Free Fair

Topeka, Kansas

Attendance:
1943—263,000 total.

General Information:
State Aid, 1943.....\$7,500.00
1942 7,500.00
Total Cash Premiums Paid,
1943\$20,150.00
1942 18,000.00
Receipts: Not available at this time.

Attractions:

Army Show, Bands, Harness Racing (7 days.) Organized carnival, Carnival grosses, 1943, \$43,600; 1942, \$38,000.

Administration:

D. E. Ackers, president; Maurice Jencks, secretary, director of attractions; L. B. Brain, superintendent of concessions; Bus Brain, superintendent of space; Dean Yingling, racing secretary.
Annual Fair Meeting—December 7, 1943.
1944 Fair Dates—Week of September 10.
1944 Operation—Yes. Fairs that did not operate this year made a mistake.

Kansas State Fair

Hutchinson, Kansas.

Attendance:
1943—185,000; 1942—200,000.

General Information:
State Aid, 1943\$21,500.00
1942 21,500.00
Total Cash Premiums Paid,
1943\$24,900.00
1942 29,708.00
1943 Improvements: Roof repairs and painting constituted the principal improvements.

Expenditures:
Grandstand, 1943\$19,500.00
1942 17,900.00
Other attractions: Revue (6 nights), Fireworks (6 nights), Circus (3 afternoons), Harness and Running Races (3 afternoons).

Attractions:
Fireworks, Revue, Army and Navy Air Shows, Harness Racing (3 days), Organized carnival.

Administration:
Dr. O. O. Wolf, president; S. M. Mitchell, secretary; E. Hutton, superintendent of space and concessions; Carl Hipple, racing secretary.
Annual Business Meeting—January 14, 1944, Topeka, Kans.
1944 Fair Dates—September 17-22 (tentative).
1944 Operation—Yes.

LOUISIANA

South Louisiana State Fair

Donaldsonville, La.

Attendance:
1943—45,000 total; 35,000 paid. 1942—no fair held.

General Information:
State Aid, 1943.....\$3,500.00
Total Cash Premiums Paid,
1943\$4,817.00

1943 Improvements, \$10,500.00 for repairs and improvements consisting of concrete floors in the following buildings: Agricultural, Poultry, Restaurant and Dance Pavilion.

Receipts:

1943—\$20,155 Gate; \$2,745 Grandstand; \$2,541 Carnival; \$450 Space; \$25,891 Total Receipts; \$2,743 Net Profit.

Expenditures:

1943—Grandstand, \$2,648.

Attractions:

Vaudeville, Dance Bands (3 days), Brass Band, Organized Carnival.

Administration:

L. A. Borne, president; R. S. Vickers, secretary.
Annual Business Meeting—Not Set.
1944 Fair Dates—October 5-8.
1944 Operation—Yes.

MAINE

Skowhegan State Fair

Skowhegan, Maine.

Attractions:

We confined our efforts to one day, old-fashioned fair, with bicycle racing, horse pulling, movies in the evening and built around a 4-H Day. It was a day primarily to keep our continuity unbroken; namely, 123 years of fairs. We had a small carnival but this year's fair could hardly be classed as one of our regular 8-day events.

Administration:

George M. Davis, president; Clayton E. Eames, secretary; Matthew J. Greene, superintendent of concessions; Wilfred P. Caonette, racing secretary.
Annual Business Meeting—November 4, 1943, Skowhegan, Me.
1944 Fair Dates—August 13-19.
1944 Operation—Yes. To make up for lack of one this year.

MICHIGAN

Hillsdale County Agricultural Society

Hillsdale, Mich.

General Information:

State Aid, 1943\$3,600
1942 3,500
Total Cash Premiums Paid,
1943\$7,154.50
1942 6,824.20
1943 Improvements, \$1,818.10 roofing and paint. Labor and material not available.

Receipts:

1943 1942
\$15,478.78..... Gate\$12,473.87
7,162.43... Grandstand ... 4,847.85
8,995.03..... Space 7,273.95
2,739.28... Federal Tax ... 2,163.65
46,808.50... Total Receipts .. 37,080.11
13,364.57... Net Profit 3,482.26
Other Receipts: 1943, \$480.74, baseball; 1942, \$314.41, baseball; 1943, \$2,777.45, auto parking; 1942, \$2,110.85, auto parking. Balance, miscellaneous receipts.

Expenditures:

Grandstand, 1943\$9,309
1942 9,614
Other Expenditures: 1943, \$640, heavy and lightweight horse-pulling contest; 1942, \$740, heavy and lightweight horse-pulling contest; 1943, \$720, baseball; 1942, \$720, baseball.

Attractions:

Grandstand Baseball, Vaudeville, Re-

About the Directory

THIS alphabetical list by States incorporates facts and figures on size and attendance. Numerous large fairs are missing, of course, because governmental use of grounds has caused the annuals to lapse for the duration. Some fairs were not held last year, which accounts for lack of figures for 1942 in these instances. Some smaller fairs appear in the list for the first time, as many of them have made remarkable showings, and their growth can be considered significant in the fair picture of the nation. An article on the splendid showing made by fairs as aids in selling War Bonds and War Savings Stamps appears in this issue in a separate article. There is also a round-up of the Victory Gardens projects which fairs promoted and with which they were tied in.

"ON THE OCEAN"

SEASIDE AMUSEMENT PARK

VIRGINIA BEACH, VA.

Art Lewis

Jack L. Greenspoon

Charles Lewis

Owners and Operators

THE PREMIER BEACH ON THE ATLANTIC SEABOARD! OPENING EARLY IN APRIL COMPLETELY REMODELED AND REDECORATED WITH THE FINEST FACILITIES AVAILABLE AT ANY PARK. EXCELLENT TRANSPORTATION! LOCATED IN THE HEART OF THE LARGEST CONCENTRATION OF NAVAL AND DEFENSE ACTIVITY IN THE EAST.

CAN PLACE . . . Experienced Manager for well-established ballroom. Want experienced amusement park help in all departments. Openings for carpenters, painters and workmen to start work January 15th. Good opportunities for experienced restaurant help, including griddle men, counter men, cashiers, etc. Porters and bathhouse attendants wanted. Ride foremen and second men—no tear downs. Excellent accommodations available.

CONCESSION AGENTS wanted for stock wheels, color games, flashers, etc. Also experienced bingo help.

WILL BOOK OR BUY—Flying Scooter, Fly-O-Plane. Would like to buy Water Skooter tubs.

Extending a cordial invitation to friends, park men, showmen and all members of the trade to visit us during the Chicago meetings at the HOTEL SHERMAN.

PERMANENT ADDRESS—

ART LEWIS, Director General
Suite 259, Monticello Hotel
NORFOLK, VA.

vue, Orchestra, High School Band from county, Military Band and Army Show. Harness Racing (5 days). Independent Rides.

Administration:

John Southworth, president; H. B. Kelley, secretary; George Rogge, superintendent of concessions and space; Andy Adams, racing secretary.
Annual Business Meeting—Not set.
1944 Fair Dates—September 20-30.
1944 Operation—Yes.

**Saginaw Fair—Michigan Farm
Products Show**

Saginaw, Mich.

Attendance:

1943—154,000; 1942, 174,000.

General Information:

State Aid, 1943.....\$7,000.00
1942 7,000.00
Total Cash Premiums Paid,
1943\$13,430.00
1942 11,896.00
1943 Improvements: Filling in grounds,
packing field and improving drain-
age, \$1,680.

Receipts:

1943	1942
\$21,357.00..... Gate	\$23,426.36
12,426.00.... Grandstand	13,000.46
7,380.00..... Carnival	5,000.40
8,769.00..... Space	12,526.50
49,938.00.. Total Receipts ..	54,853.72
Other Receipts	3,017.80

Expenditures:

Grandstand, 1943\$12,650.00
1942 13,400.00

Attractions:

Matinee Circus, Revue, Organized Carnival.

Administration:

John M. Brooks, president; Clarence Harnden, secretary, directory of attractions; B. B. Sawyer, superintendent of concessions and space.
Annual Business Meeting—Saginaw Fair Office, in January.
1944 Fair Dates—September 10-16.
1944 Operation—Yes.

MINNESOTA

Minnesota State Fair

St. Paul, Minn.

Attendance:

1943 438,815 paid
1942 585,334 paid

General Information:

State Aid, 1943\$25,000
1942 30,000
Total Cash Premiums Paid,
1943\$27,866.56
1942 93,462.03
No showings of livestock in 1943,
therefore no livestock premiums were
paid.

Receipts:

1943	1942
\$113,384.85..... Gate	\$158,450.44
68,855.21... Grandstand ..	91,150.11
73,098.25... Concessions ..	89,597.40
4,642.50..... Space	7,950.00
Not determined... Net Profit ..	27,888.06

Expenditures:

Grandstand, 1943\$56,000
1942 64,200

Attractions:

Night receipts, 1943, \$45,657; 1942, \$61,736. Day receipts, 1943, \$21,197, 1942, \$29,364. Rodeo, Vaudeville, War Show on Race Track, Bands and Orchestras, Display of Captured Enemy Equipment, Allied Nations Exposition, Food Preservation Exhibit, Soybeans at War Exhibit, etc. Harness Racing (4 days). Organized carnival.
Carnival Gross, 1943, \$106,000; 1942, \$120,000. Fair's share, 1943, included in concession receipts.

Administration:

A. H. Dathe, president; Raymond A. Lee, secretary; Harry J. Frost, superintendent of concessions and space; Al Sheehan, director of attractions; J. G. Goodspeed, racing secretary.
Annual Business Meeting—St. Paul, January 12-14, 1944.
1944 Fair Dates—August 28-September 4.
1944 Operation—Yes, subject to war conditions.

(Continued on page 26)

PEPPERS
All State SHOWS

THEY'RE REALLY
Hot

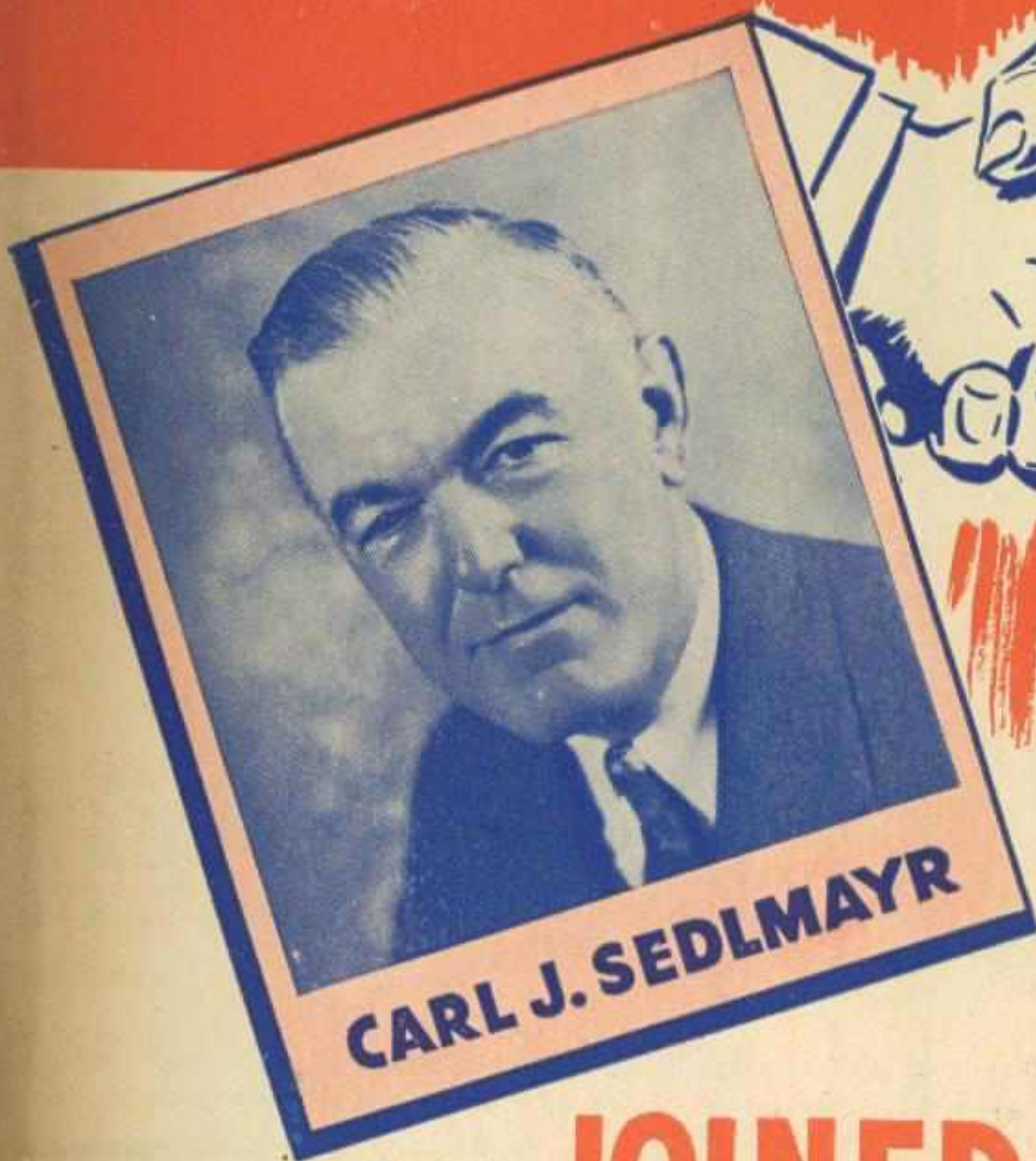
WE SINCERELY WISH
A MERRY CHRISTMAS
AND
A HAPPY NEW YEAR

To all committees and fair associations and the entire show world. We also wish to thank everyone connected with the show for their fine co-operation in making 1943 a most successful season.

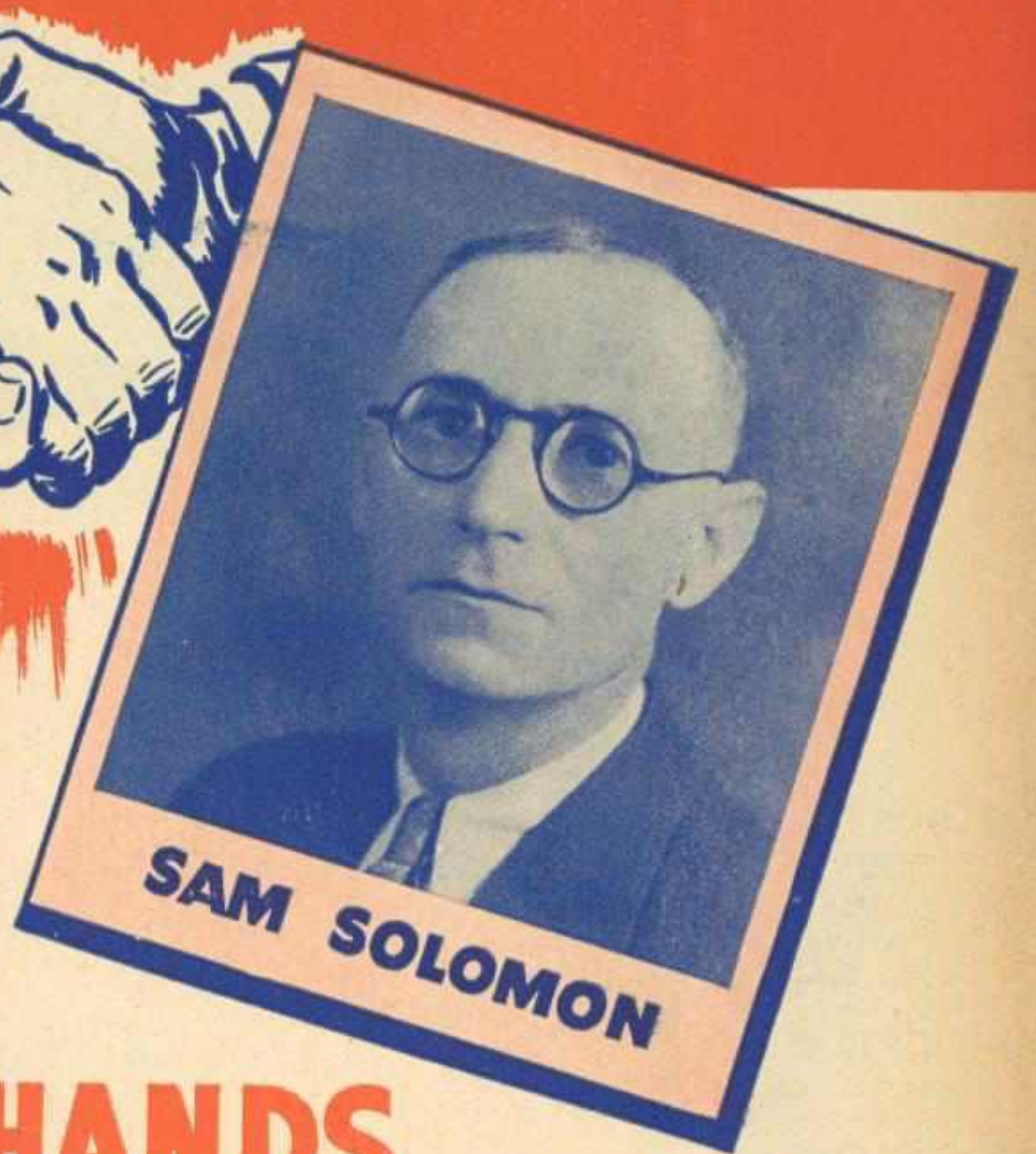
F. W. PEPPERS, Mgr.
Care The Billboard, Cincinnati 1, O.

"THE SALT
OF
THE EARTH"

TWO OF THE BIGGEST NAMES
IN CARNIVAL BUSINESS.



CARL J. SEDLMAYR



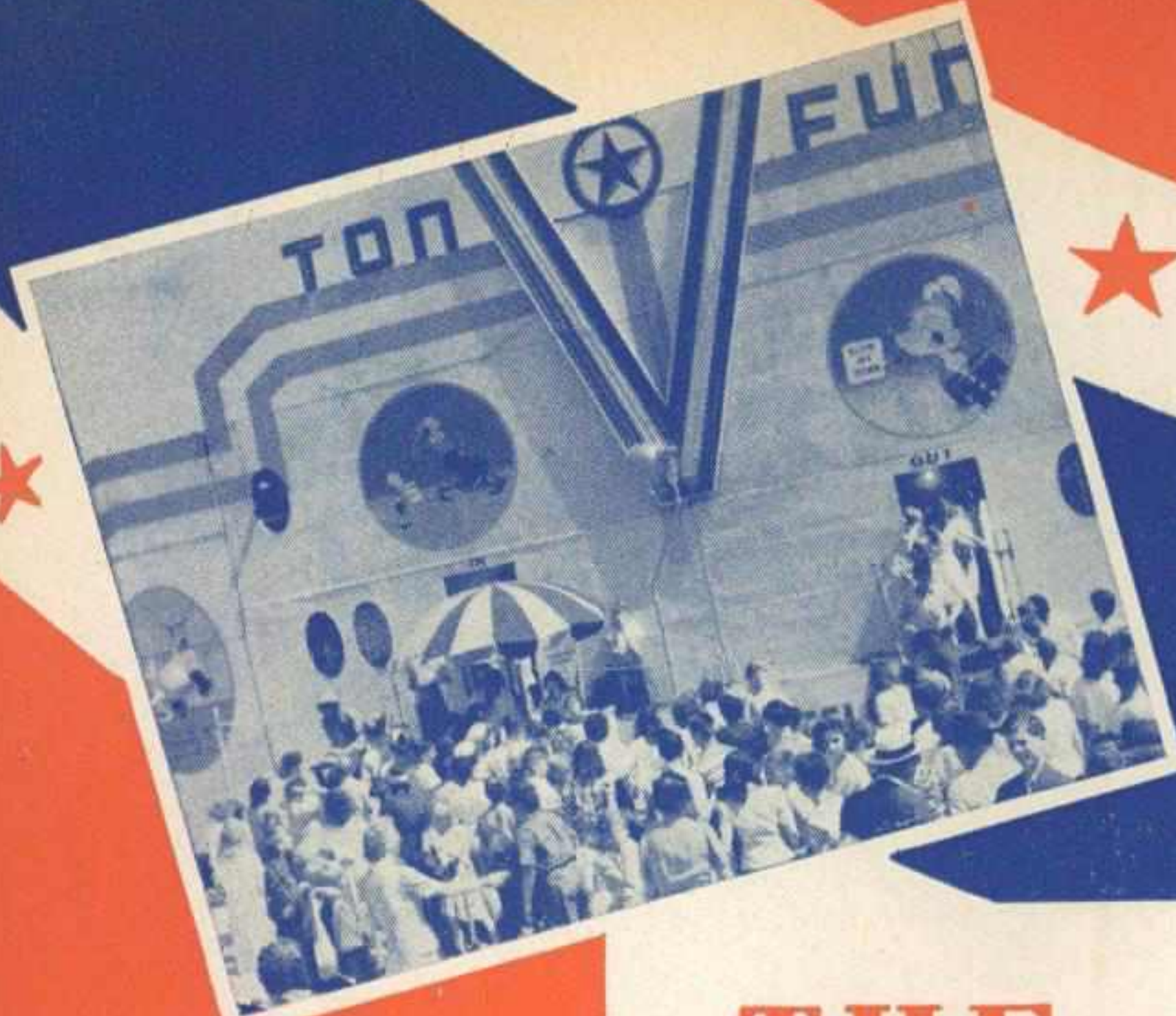
SAM SOLOMON

**JOINED HANDS
TO GIVE MID-WESTERN FAIRS
THE FINEST, MOST MODERN
WAR-YEAR SHOW!**

IN TWENTY-EIGHT WEEKS WE PLAYED SIXTEEN ENGAGEMENTS (EVERY ONE OF THEM A RECORD BREAKER!) IN NINE OF THE NATION'S GREATEST "BREAD-BASKET" STATES TO THE TUNE OF MORE THAN TEN MILLIONS OF SATISFIED CUSTOMERS! DESPITE LABOR SHORTAGES, MATERIAL SHORTAGES AND DIFFICULT RAILROAD MOVES, WE MADE EIGHTY PER CENT OF THEM ON TIME! WE MOVED SIXTY CARS, AN ARMY OF NEARLY ONE THOUSAND PEOPLE, EXCELLENT SHOWS THAT WON PUBLIC APPROVAL, EFFICIENTLY OPERATED RIDES, A SCORE OF SPECIAL FEATURES AND OUR OWN COMPLETE ILLUMINATING FACILITIES. IT WAS THE GREATEST YEAR IN CARNIVAL HISTORY. NOW WE ARE GETTING READY FOR 1944.

RUBIN & CHERRY
RUBIN & CHERRY
EXPOSITION





1943 FAIRS

MINNESOTA STATE FAIR
Minneapolis-St. Paul

KANSAS FREE FAIR
Topeka, Kan.

KANSAS STATE FAIR
Hutchinson, Kan.

OKLAHOMA STATE FAIR
Oklahoma City, Okla.

ALABAMA STATE FAIR
Birmingham, Ala.

MISSISSIPPI STATE FAIR
Jackson, Miss.

NORTHERN WISCONSIN DISTRICT FAIR
Chippewa Falls, Wis.

LA CROSSE INTERSTATE FAIR
La Crosse, Wis.

S. E. MISSOURI DISTRICT FAIR
Caruthersville, Mo.

THE WORLD'S G SETS NEW PEAK AT NATION'S MO

OUR 1943 tour of Midwestern States was nothing short of phenomenal. Our gross business at each of the events at which our midway appeared during this turbulent war year will stand as a goal, both for ourselves and all others, for the future. Now that it is ended and our equipment is being readied for another great adventure in 1944 we look into the future both with optimism and confidence, fully expectant that even bigger and better achievements await our efforts next season.

With this preamble we want to extend a hearty handshake to every delegate and visitor at the 1943 conventions of the International Association of Fair Secretaries, the Showmen's League of America and all others taking part in the glamorous events of the current week.

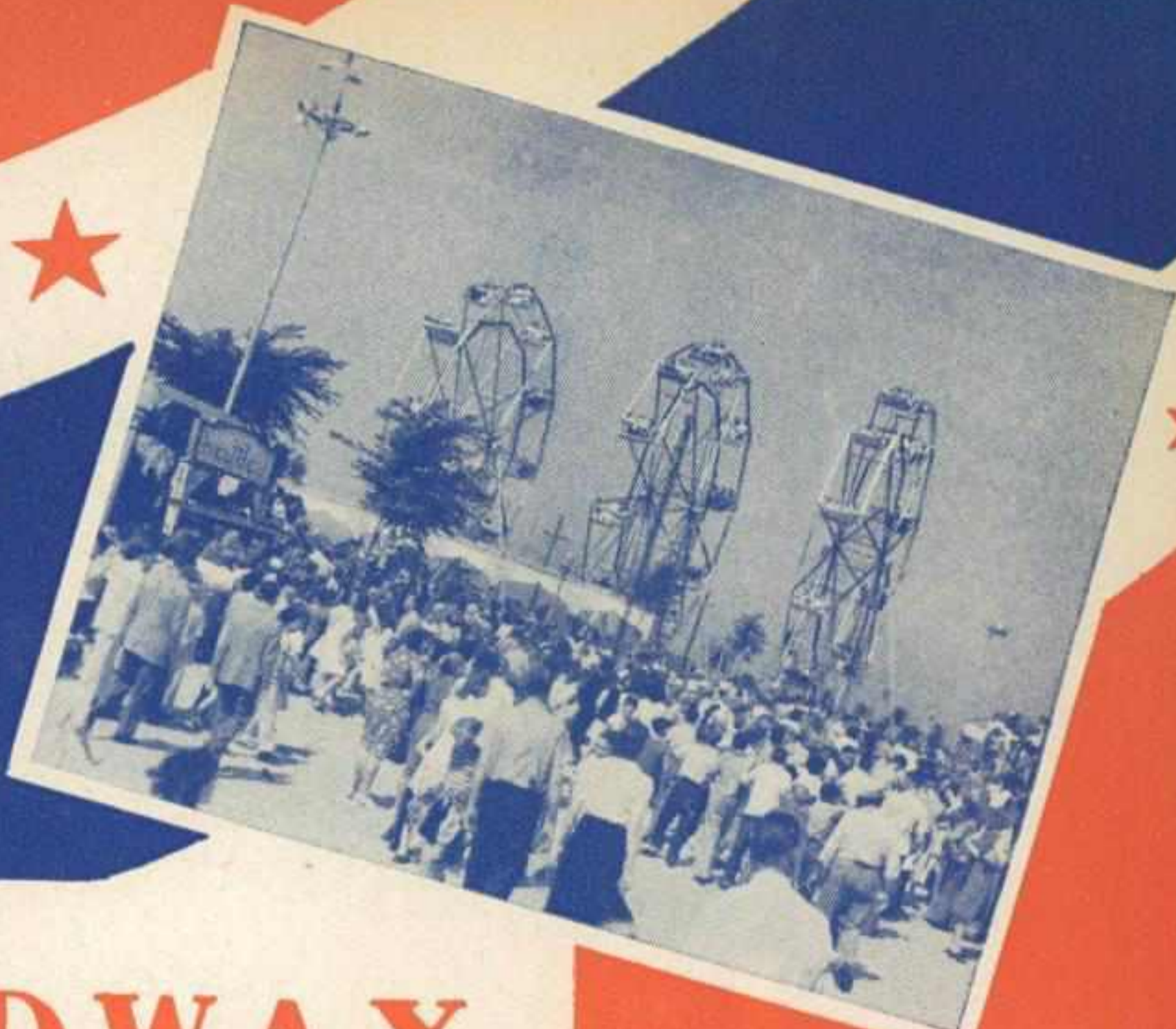
We want to thank, with pride and full-hearted pleasure, each of those fair executives with whom we have worked this year . . . each of those show managers and producers, personnel, workmen and performers with whom we were associated . . . each of those officials who welcomed us to their festivals and celebrations . . . and all others who helped us "do our bit" for the American Way of Life. In many instances their efforts were nothing short of heroic.

Ours is an institution—an American institution—that dates back through many turbulent and trying years. For us to believe that this one was "more trying" and "more turbulent" than many of the others would be unfair. Yet this one certainly was different. It possessed many conditions over which no one of us had any control.

60 Railway Cars —

★ RUBIN & S

E X P O S



GREATEST MIDWAY GROSS RECORDS AT FAMOUS FAIRS!

It had the usual rain and the usual mud. It played host to high winds and bitterly cold nights. It saw everything that every other year witnessed. It also saw a terrifying shortage of help . . . a severe lack of performers at times . . . heart-breaking delays of a kind never before experienced.

Despite these problems, however, it saw great crowds of red-blooded, fun-loving people whirling giddily on our rides, arm-in-arm on our wood-chip carpeted avenue of entertainment; awed at the quality of our attractions. It saw—amazingly—the greatest grosses known to midway history; not at one or two scattered events—at every one we played!

We are especially grateful for outstanding co-operation to Raymond A. Lee, secretary-manager, and Harry Frost, assistant manager, of the Minnesota State Fair; Maurice Jenks, secretary of the Kansas Free Fair; Sam Mitchell, secretary of the Kansas State Fair; Ralph Hemphill, secretary of the Oklahoma State Fair; Nat Rogers, secretary of the Alabama State Fair; Rex McGee, manager of the Mississippi State Fair; Archie Putnam, secretary of the Northern Wisconsin District Fair; Joe Frisch, secretary of the La Crosse Interstate Fair, and Harry Malloure, secretary of the Southeastern Missouri District Fair.

If we have been helpful in building up the morale of the millions of war workers who sauntered through our exhilarating Land of Enchantment . . . if we helped speed up their production of guns and planes and tanks and ships, then we will have had a full measure of success in 1943 . . . and we will look toward 1944 hopeful that our readjustment to war conditions will in the coming year be of material aid in maintaining the American Way of Life!

1943 STARS

ROSE MIDGET REVUE
Mrs. Ike Rosa, Producer

WORLD FAIR FREAKS
Lorow Bros., Producers

FRENCH CASINO
Laura Manos, Producer

PERRY LION MOTORDROME
Bob & Marion Perry, Producers

MONSTERS-ALIVE
Clif-Freda Wilson, Producers
Chas. Fogle, Manager

DODSON MONKEY CIRCUS
Mrs. Margaret Dodson, Producer

DAUGHTERS OF EVE
Moe Eberstein, Producer

BARRELS OF FUN
Doris Kimmerer, Manager

THE BUG HOUSE
Clover Fogle, Manager

An Army of People

CHERRY

I T I O N

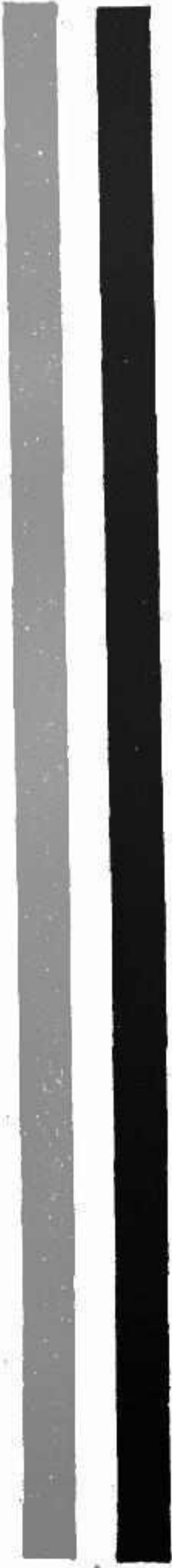




Again

IN 1944

RUBIN & CHERRY EXPOSITION



AGAIN in 1944 the Rubin & Cherry Exposition offers the most meritus . . . the largest . . . the finest . . . and most satisfying midway to top-flight Fairs and Expositions.

In winter quarters we are maintaining a full crew of efficient workmen for the purpose of overhauling, redecorating and rebuilding for the coming year.

While we have had the best attractions available to the industry this year, we are ambitious—with our wartime experience—to improve, enlarge, expand. We offer a circuit for 1944 that guarantees earning ability to capable producers of high-class shows. We want to surround ourselves with efficient and capable people in every department and we are always eager to discuss new ideas for standout features.

**To Fairmen we guarantee but one thing:
WE'LL BRING TO EVERY FAIR WE PLAY THE BEST
THAT'S AVAILABLE TO THE MIDWAY INDUSTRY!**



Write



Carl J. Sedlmayr, general manager
5959 LaGorce Dr., Miami Beach, Fla.

Sam Solomon, business manager
P. O. Box 223, Caruthersville, Mo.

(Winter Quarters - Caruthersville, Mo.)

BOOK EARLY! so that transportation can be arranged



THE GREAT GREGORESKO

THE ONE AND ONLY MAN WHO HANGS HIMSELF
AND

LIVES TO TELL THE TALE

MOST SENSATIONAL ACT IN SHOW BUSINESS

Featured Now With POLACK BROS.' CIRCUS
America's Greatest Fraternal Circus

THE ONLY ACT IN THE WORLD NOBODY CAN DUPLICATE

**ACTUAL PLUNGE OF 70 FEET WITH A
HANGMAN'S NOOSE AROUND HIS NECK**

THE NEWEST AERIAL FEATURE!

NOVEL DIFFERENT

PRINCESS MARLENE

(Formerly of Rupert and Marlene)

HEAD AND HAND BALANC-
ING ON A REVOLVING POLE
120 FEET IN THE AIR.

NO NETS.

LOOP WALKING IN AN UN-
USUAL MANNER CLIMAXED
BY A SENSATIONAL 500-
FOOT SLIDE FOR LIFE SUS-
PENDED BY HER TEETH.

EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

I DELIVER ONLY WHAT I REPRESENT

The Gentleman on the Dancing Roller

KURT ROLLINI

A SENSATIONAL CONTINENTAL NOVELTY

JUST COMPLETED

Hotel Last Frontier, Las Vegas, Nev.
Hotel Hollenden, Cleveland, Ohio
St. Charles Theater, New Orleans, La.

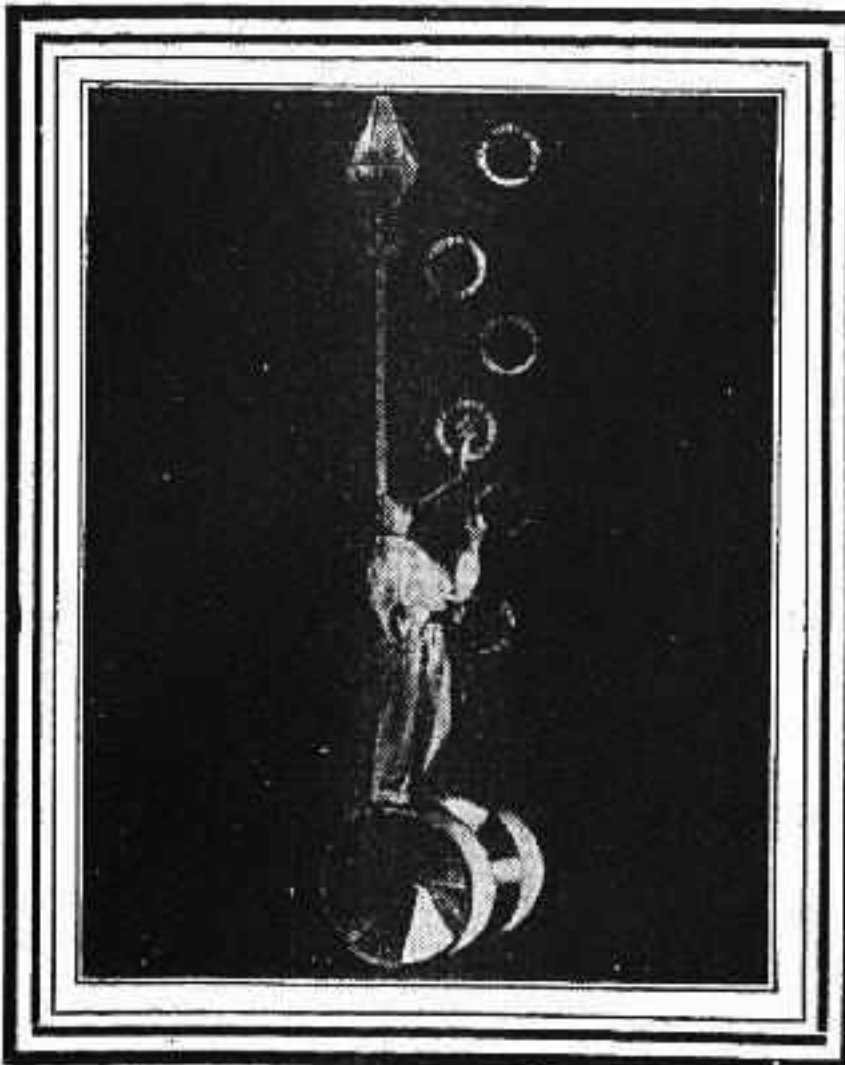
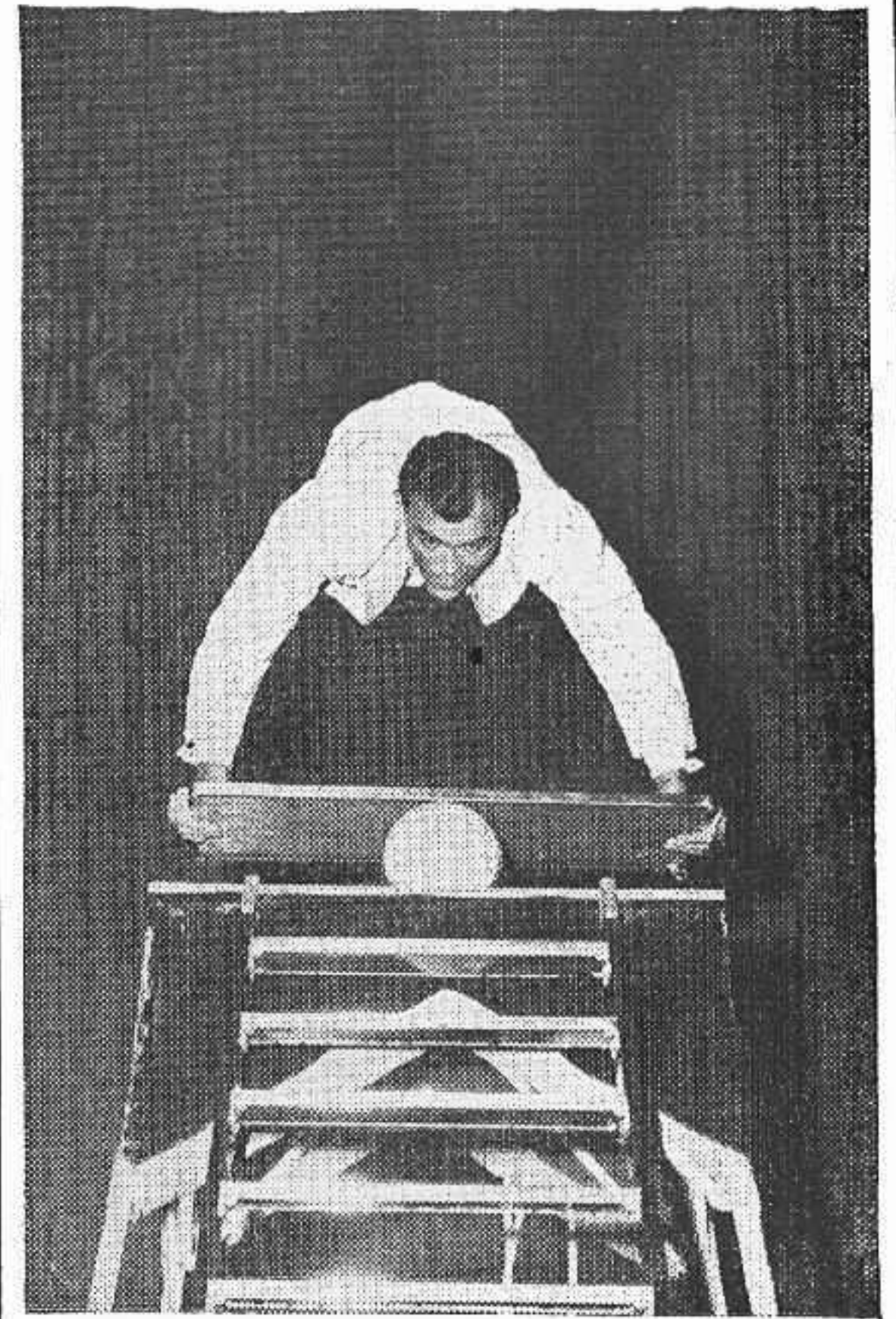
CURRENTLY

Supper Club, Fort Worth, Texas

(Thanks to Hogan Hancock, MCA)

Personal Representative

CHARLES ZEMATER, 54 W. Randolph Street, Chicago



THE WORLD'S FOREMOST JUGGLER

ERIC PHILMORE

HOLDS AUDIENCES SPELLBOUND • WITHOUT COMPARISON



The Act That's
DANGEROUSLY
DIFFERENT

CAPT. ROY SIMMS

Booked With Geo. A. Hamid, 1944 Season

WALKING ON THE SKY . . .
UPSIDE DOWN 85 FEET
ABOVE THE GROUND
NO NETS

WALTER GUICE & CO.

AMERICA'S ONLY TRAMPOLINE
COMEDY BAR ACT

Thrills — Spills — Chills

UNPARALLELED STUNTS

AMERICA'S GREATEST
CYCLING TROUPE

THE CYCLING KIRKS

Now Booking 1944 Dates. Contact CHARLES ZEMATER
or Permanent Address, 818 Leland, Sheboygan, Wis.

EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

TOPS IN HIGH ACTS • SUPER GROUND ACTS

SENSATIONAL MARION

"JUST A SLIP OF A GIRL WITH COLOSSAL NERVE"

Featuring

THE ORIGINAL "BREAKAWAY POLE"

AMERICA'S FOREMOST THRILL ATTRACTION

SOLID BOOKINGS

FROM

APRIL 15 to NOVEMBER 28, 1943

'THERE MUST BE A REASON''



120 FT.

NO NETS

NOW BOOKING INDOOR AND OUTDOOR DATES FOR 1944



PROFESSOR

CHESTER "BOBO" BARNETT

Bachelor of Buffoonery College of Humor
and his

CAPTIVATING CANINES

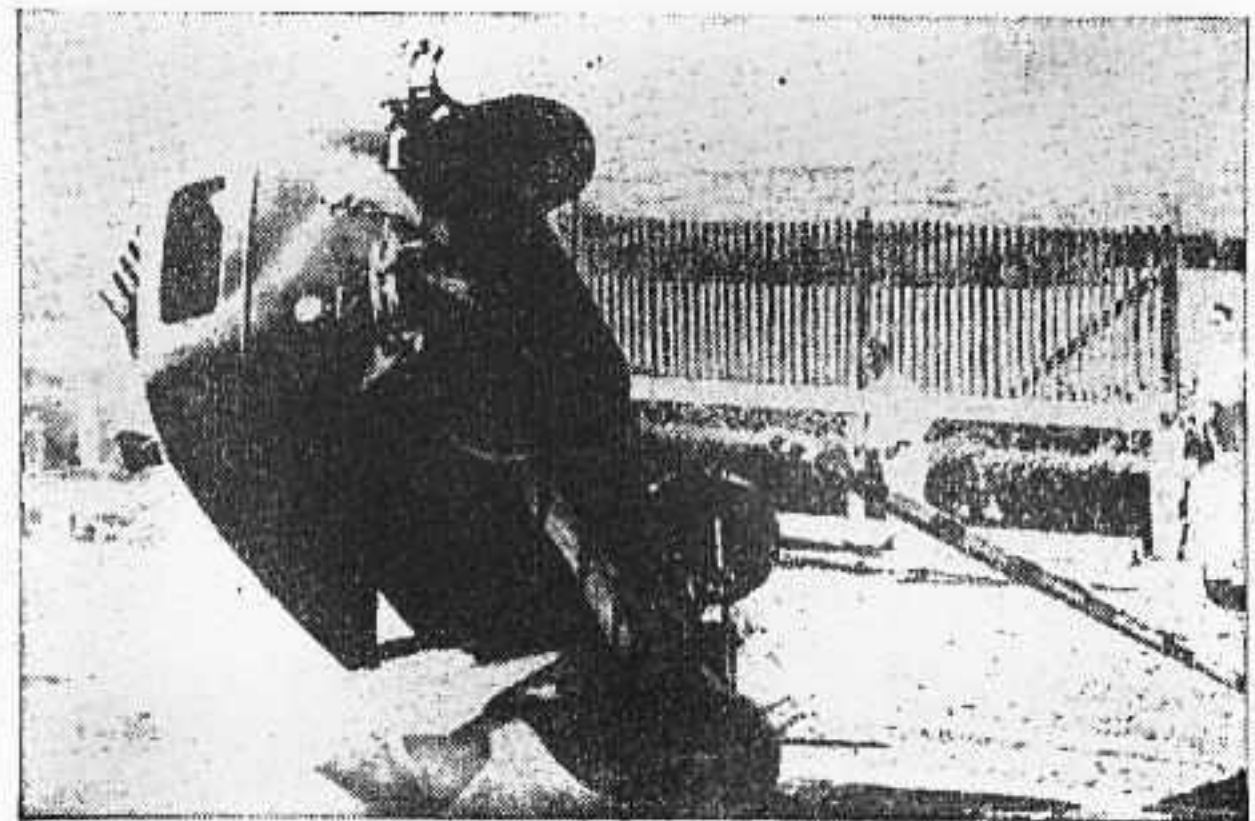
Acclaimed by the public as the world's greatest canine comedians. Funny dogs that really produce screams galore.

BOOKED SEASON 1944

40 WEEKS WITH POLACK BROS.' CIRCUS

AMERICA'S GREATEST FRATERNAL CIRCUS

ERNIE FOSNAUGH'S HOLLYWOOD RODEO & THRILL SHOW



NOW BOOKING **1944** SEASON
A STREAMLINED AND WAR GEARED

RODEO-AUTO THRILL SHOW

WRITE NOW FOR BEST DATES

EXCLUSIVE REPRESENTATIVE

CHARLES ZEMATER, 54 West Randolph Street, Chicago

HIGHER &
HIGHER

A
RECORD
YEAR

We are happy to announce that 1943 has been a record-breaking year in every department of our activities.

Attendance 265,852 for 6 days. Pure bred live stock sales under our auspices broke every existing record and totaled \$700,000.

JULY 10 TO 15, 1944

T. A. HORNIBROOK J. CHAS. YULE
President Manager

CALGARY
EXHIBITION *and*
STAMPEDE, LTD.
CALGARY-ALBERTA-CANADA

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 18)

MISSISSIPPI

Mississippi Free State Fair

Jackson, Miss.

Attendance:

Free gate—No estimate.

General Information:

No State Aid, Other Aid, 1943, \$1,300.00
Total Cash Premiums Paid,
1943 \$3,500.00
1942 3,500.00

Receipts:

Free gate; Grandstand, 25 per cent increase; Carnival, 25 per cent increase; Space, 16 per cent increase.

Attractions:

Revue, two Army Bands, one Seabee Band, Army Ordnance Department Demonstrations Daily.

Administration:

Mayor Walter A. Scott, president; Rex B. Magee, general manager; H. L. Loflin, superintendent of concessions; J. H. Martin, director of attractions; J. P. Stevens, superintendent of space. 1944 Fair Dates—To be set sometime in early October.

1944 Operation—Yes.

MISSOURI

Ozark Empire District Fair

Springfield, Mo.

Attendance:

1943—104,000; 1942—98,000, total; 1943—87,000; 1942—80,500, paid.

General Information:

County Aid, \$7,000.
Total Cash Premiums Paid,
1943 8,300
1942 10,874
1943 Improvements—The county completed more than a mile of hard surface streets at a cost of approximately \$6,000. The fair spent approximately \$2,500 in repair, painting, roofing, etc., with additions being out this year.

Receipts:

1943 1942
\$17,044.77 Gate \$17,191.52

15,852.56... Grandstand ... 6,720.16
4,558.78... Carnival ... 3,359.52
4,206.26... Space ... 4,061.85
54,378.55... Total Receipts ... 42,385.86
4,500.24... Net Profit ... 3,954.17 loss
Other Receipts: Premium list advertising, \$1,045; county appropriation, \$7,000; entry fees, stall and pen rentals, notes and miscellaneous, \$4,071.08.

Expenditures:

Grandstand, 1943.....\$5,190.14
1942 9,716.97
Other attractions, 1943, \$11,490.36. 1942, none. This consisted of a rodeo for the first five performances, two nights, three afternoons, finished out the week with acts and running races in afternoon and acts and music in the evenings.

Attractions:

Night receipts, 1943, \$6,034.06; 1942, \$2,936.28. Day receipts, 1943, \$9,818.50; 1942, \$3,783.88. Rodeo, Vaudeville, Horse Show (2 nights), brass pit and school bands; three afternoons running races, 5 races daily; Army Exhibition with Civilian Air Patrol on afternoon of Governor's Day; circus and stage acts; U. S. Treasury Exhibit; State Guard display army equipment, etc. Organized carnival. Fair's share of carnival grosses: 1943, \$4,558.78; 1942, \$3,359.58.

Administration:

H. Frank Fellows, president; G. B. Boyd, secretary and manager; Dorothy Dickman, assistant to the manager; Louis W. Reys, director of attractions; M. R. Walshe, superintendent of concessions and space; Dr. W. A. Delzell, racing director.

Annual Business Meeting—During January in Springfield, Mo.

1944 Dates of Fair—August 13-19, (tentative).

1944 Operation—Yes.

NEBRASKA

Nebraska State Fair

Lincoln, Neb.

Attendance:

1943—70,000 total; 36,234 paid. 1942—145,000 total; 91,195 paid.

You can *Always* depend on—

SNAPP

Greater

SHOWS



Congratulations to the Fairs of America, and thanks to all of you for our Greatest Year During the 1943 Season we broke all previous records at the Fairs in Wisconsin and at our stellar route of Celebrations and Events in Missouri, Illinois and Arkansas.

NOW CONTRACTING SHOWS AND CONCESSIONS FOR OUR VICTORY TOUR IN 1944.

Can place Carpenter who understands building Show Fronts. Also two Ride Foremen.

Fairs and Celebrations, Jack Downs, General Agent, will be at the Convention to greet you. See him before booking for your next event.

PERMANENT WINTER QUARTERS:
118 Joplin St., Joplin, Mo.

to have that **SNAP**

General Information:

State Aid, 1943.....\$	6,500.00
1942	1,500.00
Lincoln Chamber of Commerce, 1943	1,500.00
Total Cash Premiums Paid, 1943	8,747.43
1942	25,374.00
1943 Improvements, \$10,000, new roof and repairs, painting of buildings and general improvements.	

Receipts:

1943	1942
13,712.20..... Gate	\$ 45,223.87
17,860.15... Grandstand ...	25,614.45
3,847.20... Carnival ...	8,894.92
6,454.87... Space	8,889.55
126,029.94... Total Receipts..	155,882.94
29,834.06... Net Profit ...	20,994.76
71,009.34... Pari-Mutuels ..	47,252.75
4,727.30... Horse Show ...	4,204.15

Expenditures:

Grandstand, 1943	\$35,909.25
1942	33,763.52
Horse Show, 1943	3,767.83
1942	3,717.66

Attractions (Grandstand only):

Attendance, 1943—33,400; 1942—60,058. Night Receipts, 1943, \$4,619.45; 1942, \$12,201.80. Day Receipts, 1943, \$13,240.70; 1942, \$13,367.50. Fireworks, Vaudeville, Revue, Free Radio Show, Horse Show (3 days), Organized Carnival, Pari-Mutuels, total, \$545,578. Net Receipts to Fair, \$64,575.11. Carnival Gross, 1943, \$8,717.40; 1942, \$23,203.09. Fair's Share, 1943, \$3,847.20; 1942, \$8,894.92.

Administration:

J. S. Golder, president; E. J. Mille, secretary, director of attractions; J. M. Calder, superintendent of concessions and space; Charles A. Mullaney, racing secretary for the period of the races, then secretary of the board.

Annual Business Meeting—January 25-26, 1944.

1944 Fair Dates—September 3-8. 1944 Operation—Yes. Note: The following explanation by E. J. Mille, secretary, deals with figures between the 1943 and 1942 fairs. The 1942 fair included a full program with 13 days of racing, regular gate with admission at 50 cents plus tax. Each night featured a grandstand show, and Goodman Wonder Shows plus a Horse Show for five nights were among the attractions. The 1943 fair, a partial one only, had 18 days of racing with gate admission for four days only at 25 cents plus tax. A three-night grandstand show was featured, and Reynolds & Wells Shows and a Horse Show for three nights were among the attractions.

NEW JERSEY

New Jersey State Fair

Trenton, N. J.

Attendance:

1943—200,000 total.

General Information:

Total Cash Premiums Paid, 1943

1943 Improvements: \$125,000.00, new mile track, stables and grandstand, paddock, concrete walks, grand stairway, new administration building, reconstructed poultry building and general improvements.

Receipts:

Altho the gate receipts have not been estimated, the following is the per cent of the receipts over that of 1942: Grandstand, 30 per cent; carnival, 40 per cent; total receipts, approximately 20 per cent, and net profit, approximately 20 per cent. Space listed as 25 per cent less than 1942.

Expenditures:

Grandstand, 1943	\$37,500.00
1942	26,000.00
Increase over 1942 due to larger purses for racing because of the staging of the Reading Futurity over new mile track.	

Attractions:

Not estimated. Vaudeville, Revue, Band Concerts, Exhibit Building, Harness Racing (4 days), Organized Carnival.

Administration:

George A. Hamid, president and director of attractions; Harry E. LaBrique, secretary; John McCormick, superintendent of concessions; Norman Marshall, superintendent of space; Ed Leatherman, racing secretary. 1944 Operation—Yes.

NEW MEXICO

New Mexico State Fair

Albuquerque, N. M.

Attendance:

1943—165,000; 1942, 160,000.

General Information:

State Aid, 1943.....\$10,000.00
1942

1943 Improvements, Victory Hall, \$5,200; Agricultural Building, \$3,000; Art Gallery, \$800; Poultry Building, \$1,000.

Attractions:

Fireworks (6 nights), Bands, Educational Free Motion Pictures, Rodeo, Russell Bros. Circus (2 nights), Running Horses (8 days), Pari-Mutuels, total handle, \$628,000.

Administration:

Harold B. Sellers, president; Leon H. Harms, secretary-manager; Curt Brown, superintendent of concessions; Harvey Foster, racing secretary.

1944 Fair Dates—Approximately last week in September.
1944 Operation—Yes.

NEW YORK

Chemung County Agricultural Society

Elmira, N. Y.

Attendance:

1943	63,578
1942	62,498

General Information:

State Aid, 1943

1942

Total Cash Premiums Paid, 1943

1942

1943 Improvements, \$850, new macadam midway road.

Expenditures:

Grandstand, 1943, \$12,128.68; 1942, \$10,912.96. Other Attractions, Revue and Free Acts from George A. Hamid, John Kochman's Thrill Show.

Attractions:

Horse Show, Revue, Thrill Show, Harness Racing (4 days), Organized carnival.

Administration:

Thomas Bowlby, president; H. Ward Kinley, secretary, superintendent of concessions and space; E. L. Hardeman, treasurer; G. Archie Turner, racing secretary; E. L. Hardeman and H. Ward Kinley, directors of attractions.

Annual Business Meeting—December 7, 1943, Board of Supervisors' Rooms. 1944 Fair Dates—August 20-26. 1944 Operation—Positively.

Steuben County Fair

Bath, N. Y.

Attendance:

1943	39,000
1942	40,000



1943 WAS OUR MOST SUCCESSFUL TOUR

40 CARS—ONE OF THE LEADING RAILROAD SHOWS IN AMERICA TODAY—40 CARS
We covered by far more Railroad Miles than any other Railroad Show in 1943.

BRINGING TO THE FAIRS OF THE DEEP SOUTH AND THE MIDDLE AND FAR WEST.

A MIDWAY BEYOND REPROACH
NOW BOOKING 1944 DATES

ALL ADDRESS:

M. G. DODSON, Gen. Mgr.
(WINTER QUARTERS) BEAUMONT, TEXAS

SHOWMEN:

We can always place Showmen with worthwhile attractions. If you have some ideas that need financing, contact us, as we are always interested in new features for our Midway.

RIDE MEN

Reliable and capable Ride Foremen and Ride Men who appreciate good treatment and are interested in a long 1944 season, write.

- Executive Staff for M. G. DODSON**
- CURTIS L. BOCKUS
General Agent and Traffic Mgr.
 - CARL HANSON
Secretary and Asst. Mgr.
 - MRS. CARL HANSON
Assistant Secretary
 - E. A. BRUER
Special Agent
 - H. M. KILPATRICK
Billposter
 - HENRY MCGAULLEY
Supt. Diesel Light Plants
 - HENRY GAMBLE
Lot Superintendent
 - GEORGE (WHITEY) GOLDEN
Superintendent of Concessions
 - BILL STARR
Legal Adjuster

**Inasmuch
as the STATE FAIR
will not be held
during the emergency**

**GOVERNOR GREEN hopes you will take an even
greater interest than heretofore in your
COUNTY FAIR. Illinois Agriculture can
proudly display its efforts in war or in peace.**

ILLINOIS STATE FAIR

DWIGHT H. GREEN, Governor

**HOWARD LEONARD, Director of Agriculture
W. V. (JAKE) WARD, Manager**

General Information:
State Aid, 1943\$8,000
1942 8,000
Total Cash Premiums Paid,
1943\$10,543.26
1943 Improvements, \$1,500, ticket of-
fice, checkroom and rest room.

Receipts:
Not available as yet.

Expenditures:
Grandstand, 1943—\$9,300 (others not
available).

Attractions:
Vaudeville, Revue, Harness Racing (4
days), Carnival Gross, 20 per cent over
last year.

Administration:
N. M. Harrington, president; J. Vic-
tor Faucett, secretary, director of at-
tractions; Harry J. Burlingame, super-
intendent of concessions and of space;
C. G. Carey, racing secretary.
1944 Operation—Yes.

OHIO

Auglaize County Agricultural Society

Wapakoneta, O.

Attendance:
1943—78,000 total, 25,000 paid; 1942—
82,000 total, 29,000 paid.

General Information:
State Aid, 1943\$800
1942 800
Total Cash Premiums Paid, 1943—
premiums, \$4,266; race purses, \$3,800;
1942—premiums, \$3,300; race purses,
\$3,800.
1943 Improvements, \$2,667, remodeling
of fruit hall, all labor cost, no new
material used.

Receipts:

1943	1942
\$5,200.70..... Gate	\$6,453.65
6,745.80.... Grandstand	5,764.85
32,500.00... Total Receipts ...	27,190.00
2,500.00.... Net Profit	2,900.00

Largest amount paid to fair for con-
cession space in 80 years' history of
the fair. All made big money.

Expenditures:
Grandstand, 1943—\$5,100; 1942—
\$5,100. Racing, 1943—\$3,800; 1942—
\$3,800. Horse-pulling contest drew
over 3,000 people on Thursday and Fri-
day mornings of the fair.

Attractions:
Band Concert, 8 Bands, Horse-Pulling
Contests, Harness Racing (3 days).

Administration:
E. W. Laut, president; Harry Kahn,
secretary, superintendent of conces-
sions and space, director of attractions;
Russell Young, racing secretary.
Annual Business Meeting—December
4, 1943, Courthouse.
1944 Fair Dates—Last week in Au-
gust.
1944 Operation—Yes.

Mahoning County Agricultural Society

Youngstown, O.

Attendance:
1943—55,000 total; 1942—65,000 total;
1943—43,446 paid; 1942—49,887 paid.

General Information:
Total Cash Premiums Paid,
1943\$5,878.84
1942 5,860.54
1943 Improvements, \$2,500, painting
seats on grandstand, opening new roads
and resurfacing old roads and midways,
all done by county.
1943 1942
\$31,723.05..... Gate\$24,943.50
11,893.55... Grandstand... 10,369.75
4,300.00..... Space 6,019.00
Estimated Total
40,000.00.... Receipts 44,801.47
Estimated Net
3,000.00..... Profit 7,800.00

Expenditures:
Grandstand, 1943\$11,488.50
1942 11,630.00

Attractions:
Attendance, 1943, 25,691; 1942, 23,140.
Night Receipts, 1943, \$5,505.40; 1942,
\$4,549.10. Day Receipts, 1943, \$6,362.15;
1942, \$5,820.65. Revue, Five Bands,
Horse-Pulling Contest, Crochet Con-
test, Style Show, Harness Racing (1
day), total handle \$30,000.

Administration:
Fred Moherman, president; E. R.
Zieger, secretary; E. W. Travis, director
of attractions; Grover Posnacht, super-
intendent of concessions and of space,
racing secretary.
Annual Business Meeting—Not set
yet.

L. C. McHENRY, MGR.

CRESCENT AMUSEMENT COMPANY

** Always a CLEAN SHOW*

Holiday Greetings... To our many friends in Show Business

OUR SINCERE THANKS to FAIRS, CELEBRATIONS and COMMITTEES—To Eli Bridge Co., Allan Herschell Co., Spillman Engineering Co., Eyerly Aircraft, Smith & Smith Co., Dize Tent Co., Clem Schmitz, International Harvester Co., Ford and Chevrolet Motors, GMC, Southern Poster Printing Co. and THE BILLBOARD. Also to our Personnel, Riders, Concessioners and all others who aided in gaining our goal, we extend SINCERE THANKS.

To those of our personnel who are serving in the Armed Forces and our employees who are "carrying on" at home in war industry—we express our gratitude for their efforts toward the preservation of our democratic ideals.

FAIR SECRETARIES and CELEBRATION COMMITTEES in North and South Carolina and Virginia, we invite you to inspect our Midway at any time. We present only Attractions of Merit, Clean Shows, Modern Rides, Concessions that work for stock and not over 10c. Our REPEAT DATES year after year are proof that The Crescent Shows are wanted in the same localities by Fair Secretaries, City Officials and the paying customers.

NOW CONTRACTING FOR 1944

Capable Ride Help—must be sober and with references, not subject to draft. Will pay best salaries and extend good treatment. Can place first-class, capable Ride Superintendent who can handle men, keep up motors and understands lights. Must be willing to work and keep rides in good condition. We will pay highest salary to right man. Shows with own equipment, Concessions that work for stock and not over 10c—no percentage wanted. WANT to buy portable Scooter, 7-Car Tilt-a-Whirl or 8-Car Whip, No. 12 Wheel. FOR SALE—60 HP 40 KW Fairbanks-Morse Diesel Light Plant, 8-Car Octopus with transportation. Wurlitzer Style 146 Merry-Go-Round Organ, \$500.00.

L. C. McHENRY, General Manager, Box 373, Gastonia, N. C.

1944 Fair Dates—August 31-September 1-4.
1944 Operation—Yes.

General Information:

Total Cash Premiums Paid,
1943\$16,588.80
1942 13,613.59
1943 Improvements, \$7,000 new speed horse barn, water mains and hydrants over grounds for fire-fighting purposes, starting gate, etc.

Receipts:

	1943	1942
\$16,080.12.....	Gate	\$16,557.46
9,421.36.....	Grandstand	8,381.53
8,319.03.....	Carnival	6,914.23
149.00.....	Space	171.00
44,400.00....	Total Receipts ...	44,892.43
	(approximate)	
1,500.00....	Net Profit	6,532.98
	(approximate)	

Other Receipts—Barn rental, reunions, entry fees, electric service and other miscellaneous items which are included in the estimated Total Receipts.

Expenditures:

Grandstand, 1943	\$13,792.00
1942	11,799.76

Attractions:

Attendance—1943, 18,964; 1942, 19,948. Night Receipts, 1943, \$2,878.05; 1942, \$2,990.28. Day Receipts, 1943, \$4,987.75; 1942, \$4,487.65. Box Seats (day and night), 1943, \$1,555.56; 1942, \$903.60. Revue, Special Attractions, Horse Show (1 night), Dance Band, Running Races (1 day), Harness Racing (4 days). Parl-Mutuels, total handle, \$11,000; Net Receipts to Fair, \$464.55. Organized Carnival, Independent Midway. Carnival Gross, 1943, \$8,310.03; 1942, \$6,914.23.

Administration:

Carl DeLong, president; N. E. Stuckey, secretary, superintendent of concessions and space; E. H. Ireland, director of attractions; Russell B. Walters and D. A. Hugh, racing secretaries. Annual Business Meeting—December 27, 1943, Courthouse, Van Wert, O. 1944 Fair Dates—September 4-8. 1944 Operation—Yes.

(Continued on page 31)

FIDLER UNITED SHOWS

Offering the Fairs and Celebrations of the Central States America's Cleanest and Most Up-To-Date Midway.

**OPENING IN ST. LOUIS, MO.,
ABOUT MARCH 15, 1944**

Fair Secretaries and Celebration Committees: We are now arranging our Victory Route thru the States of Missouri, Illinois, Indiana and Michigan, etc. If you are looking for the Best, contact us before booking your 1944 Event.

RIDE FOREMEN AND RIDE HELP

Top Salaries — Good Treatment — Long Season

CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS

All Address:

SAM FIDLER, Mgr., 4217 N. Florissant Ave., St. Louis, Mo.

Stark County Agricultural Society

Canton, O.

Attendance:

1943—80,000 total, 35,000 paid. 1942—95,000 total; 37,000 paid.

General Information:

State Aid, 1943\$ 2,800.00
1942 2,800.00
Total Cash Premiums Paid,
1943 10,069.21
1942 11,492.29

Receipts:

	1943	1942
\$11,213.50.....	Gate	\$13,685.60
6,186.20....	Grandstand	6,118.20
7,095.00.....	Space	3,370.00
37,000.00....	Total Receipts ...	41,529.92
3,055.70....	Net Profit	2,408.00

Expenditures:

Grandstand, 1943	\$9,000.00
1942	9,000.00
Other attractions, 1943	1,500.00
1942	1,500.00

This consisted of schools and athletic events, horse show, etc.

Attractions:

Vaudeville, Revue, Bands, Horse Show (1½ days), Harness Racing.

Administration:

J. E. Holm, president; Ed S. Wilson, secretary and racing secretary; J. P. Rankin, superintendent of concessions and space; Ralph H. Varian, director of attractions. 1944 Fair Dates—Not yet set. 1944 Operation—Yes.

Van Wert County Agricultural Society

Van Wert, O.

Attendance:

1943—148,000 total; 128,000 paid. 1942—155,000 total; 135,000 paid.



**"MORE THAN DESERVING
A PLACE IN THE SUN"**



**KANSAS
FREE FAIR, Topeka**

OUR 1943 FAIR ESTABLISHED A NEW RECORD

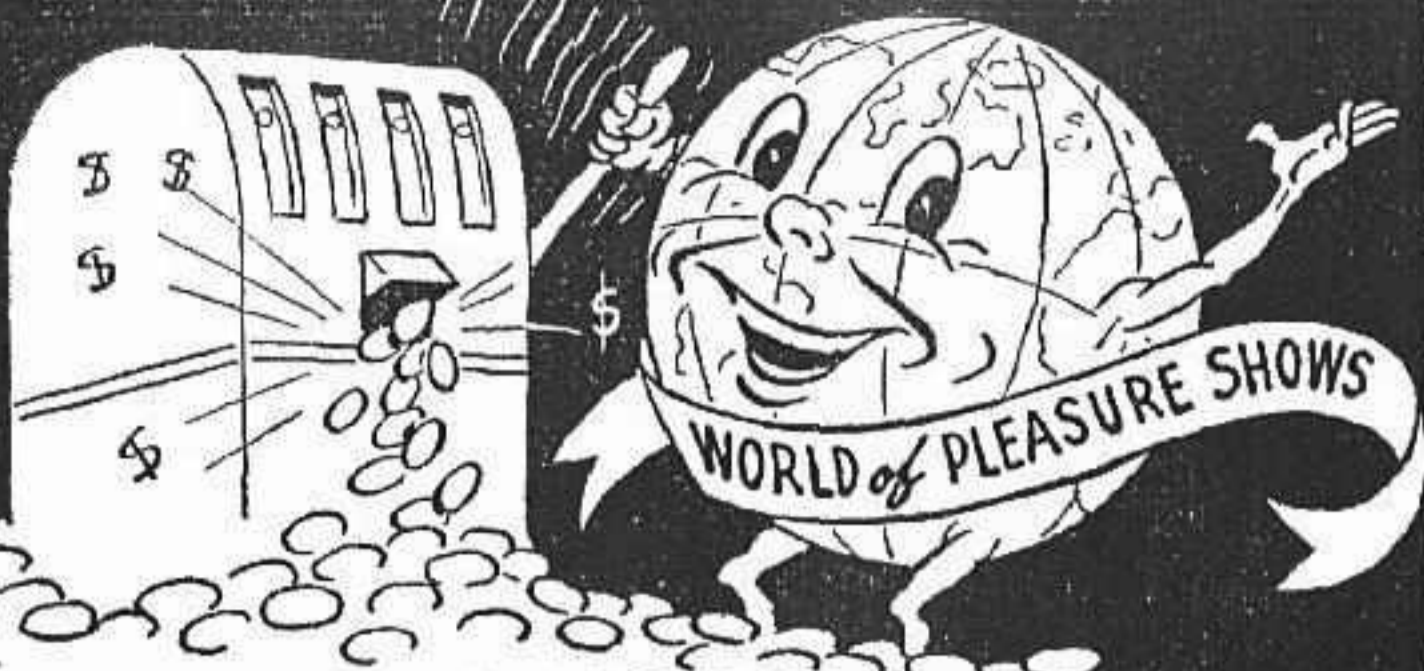
- ★ WE DID OUR PART IN BUILDING THE MORALE OF PEOPLE IN THE COMMUNITY AND STATE.
- ★ WE BUILT A NEW AND BETTER UNDERSTANDING BETWEEN THE CIVILIAN POPULATION AND THE ARMED FORCES OF OUR COUNTRY.
- ★ WE SOLD THE IMPORTANCE OF FAIRS IN WARTIME TO KANSAS PEOPLE.

All in all, we believe now that fairs can do more to help keep up the morale of our farmers and people in our community than ever before.

The Kansas Free Fair Association is now booking concession space for 1944

MAURICE W. JENCKS, Manager, Topeka, Kansas

HITS THE JACKPOT AGAIN



ATTENDANCE AND RESULTS
WORLD OF PLEASURE SHOWS

"A World's Fair on Wheels"

SEASON'S GREETINGS

12 RIDES — 10 SHOWS — 40 CONCESSIONS

NOW BOOKING attractions for the 1944 season

JOHN QUINN
Owner-Manager

100 Davenport St.
Detroit, Mich.

Colossal
ENTERTAINMENT

SCOTT
Exposition Shows



We wish to thank our Fair Associations, Committees, Showmen, Concessioners, Workingmen, The Billboard and our staff for the biggest season we have ever had in our twenty-seven years of operating a carnival.

We have for sale—Tilt-a-Whirl and Loop-o-Plane, both extra rides now erected in Lakewood Park in Atlanta, Ga. Also Kiddie Chair-o-Plane and Kiddie Autos, three-cage Loop-the-Loop; Allan Herschell Two-Abreast 40-Ft. Merry-Go-Round, in excellent condition, new top, good Wurlitzer #146 organ; Smith and Smith Chair-o-Plane. All above mentioned in good shape and in operation this season.

WE ARE NOW BOOKING FOR THE 1944 SEASON

WINTER QUARTERS
SOUTHEASTERN FAIR GROUNDS, ATLANTA, GA.

C. D. SCOTT, Mgr.

OZARK MEMBER IAFE 7 YEARS
EMPIRE DISTRICT FAIR
SPRINGFIELD, MO. "IN THE HEART OF THE OZARKS"



IN SEVEN SHORT YEARS HAS GROWN TO BE ONE OF THE LEADING FAIRS IN THE MIDDLE WEST

DESPITE MANY HANDICAPS, OUR 1943 ANNUAL WAS BY FAR THE MOST SUCCESSFUL IN OUR RECORD-BREAKING HISTORY

More than 110,000 passed thru our gates this year

★ **1944 DATES (TENTATIVE) AUGUST 13-19** ★

H. FRANK FELLOWS
President

DR. W. A. DELZELL
Vice-President

TOM WATKINS
Treasurer

G. B. BOYD
Secretary-Manager

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 29)

PENNSYLVANIA

Kutztown Fair Association

Kutztown, Pa.

Attendance:
1943—30,000; 1942—32,000.

General Information:

State Aid, 1943\$462.95
1942 294.40
Total Cash Premiums Paid,
1943\$462.95
1942 294.40
1943 Improvements, \$200 repairs to
buildings.

Receipts:

1943	1942
none..... Gate	none
\$1,511.05..... Carnival	\$1,427.40
482.10..... Space	223.41
5,173.25..... Total Receipts.....	6,662.36
1,756.75..... Net Profit	1,940.57

Other Receipts, sale of refreshments.

Attractions:

Attendance, 1943—30,000; 1942—
32,000. Organized Carnival. Fair's
Share of Carnival Gross, 1943—\$1,-
511.05; 1942—\$1,427.40.

Administration:

Worth A. Dries, president; Ben
Herman, superintendent of conces-
sions and space; Elmer A. F. Kline,
secretary; L. D. Dunkelberger, racing
secretary.
Annual Business Meeting—Keystone
Hotel, Kutztown, Pa.
1944 Fair Dates—August 14-19.
1944 Operation—Yes.

York Inter-State Fair

York, Pa.

Attendance:

1943—189,862 total; 105,017 paid. 1942
—190,109 total; 106,200 paid.

General Information:

State Aid, 1943\$
1942 1,000.00
Other Aid 100.00
Total Cash Premiums Paid,
1943 11,978.85

1942 13,907.70
1943 Improvements, Undetermined.

Receipts:

1943	1942
\$ 54,759.03..... Gate	\$ 51,740.98
31,761.24..... Grandstand	30,920.93
Flat Price..... Carnival	Flat Price
36,463.45..... Space	31,473.41
127,841.45.. Total Receipts ..	119,887.67
Undetermined. Net Profit	19,351.07

Expenditures:

Grandstand, 1943\$28,643.50
1942 28,285.44

Attractions:

Attendance, 1943—46,917; 1942—
45,305. Night Receipts, 1943, \$13,-
113.69; 1942, \$14,318.90. Day Receipts,
1943, \$16,647.55; 1942, \$16,602.03.
Vaudeville, Revue, Special Attractions,
Harness Racing (4 days), Organized
Carnival. Carnivals Gross, Flat Price.

Administration:

Samuel S. Lewis, president, director
of attractions; John H. Rutter, secre-
tary; William O. Thompson, superin-
tendent of concessions and space;
Harry P. Peeling, racing secretary.
Annual Business Meeting—January
10, 1944.
1944 Fair Dates—September 12-16.
1944 Operation—Yes.

SOUTH CAROLINA

Greater Spartanburg Fair

Spartanburg, S. C.

Attendance:

1943—105,000 total; 75,000 paid, 1942—
110,000 total; 80,000 paid.

General Information:

Total Cash Premiums Paid,
1943\$6,732.00
1942 5,377.00

Receipts:

1943	1942
\$17,554.00..... Gate	\$13,442.00
4,078.00..... Grandstand	4,978.00
8,024.00..... Carnival	6,730.00
5,077.00..... Space	4,178.00
30,000.00.. Total Receipts ..	33,000.00

(Continued on page 33)

KANSAS STATE FAIR

HUTCHINSON

Doing Its Part in the
MARCH TO VICTORY

A successful fair was conducted in 1943, and we
expect to continue the uninterrupted chain of
Thirty-One Consecutive Annuals.

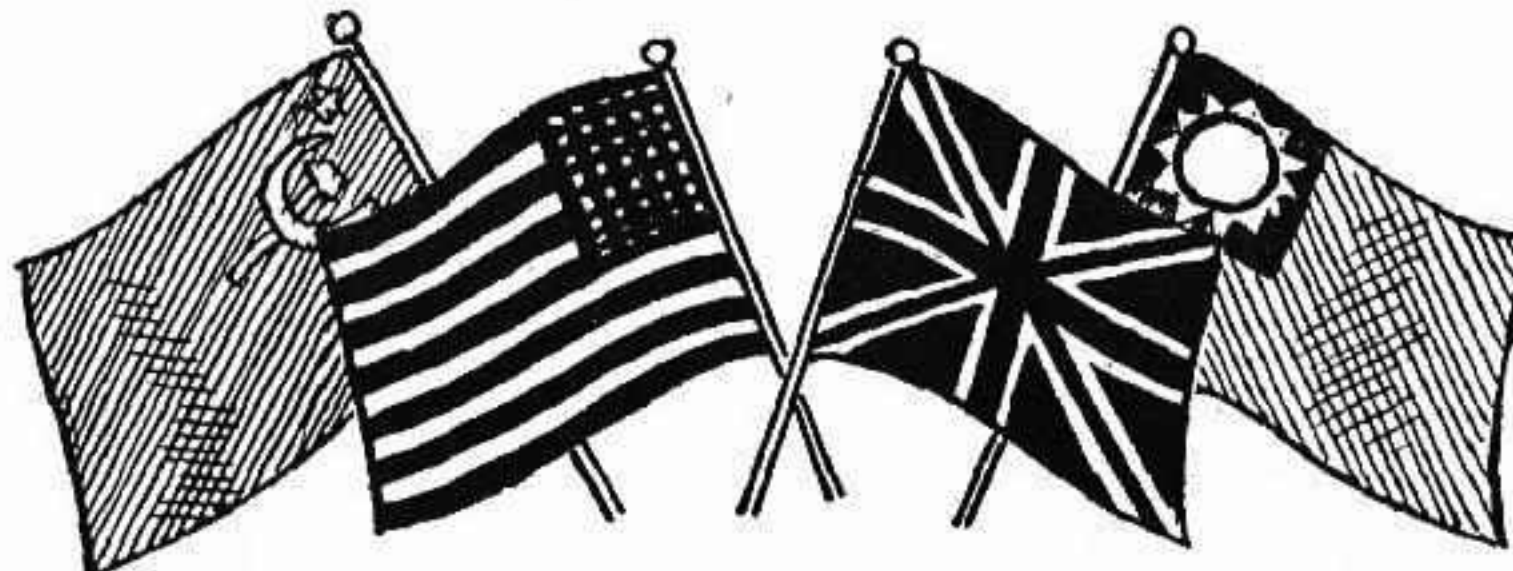
1944 Dates—Sept. 17-22
(Tentative)

O. O. WOLF
President

E. HUTTON
Supt. Concessions

S. M. MITCHELL
Secretary

**A Prosperous
Season**



99TH CONSECUTIVE YEAR

**A Mighty
Success**

Greater UNITED Shows

SHOWMEN

WANT HILLBILLY AND
CIRCUS SIDE SHOW
ALSO HIGH CLASS GIRL
REVUE AND DOG AND
MONKEY SHOW

OPENING DATE

**WASHINGTON BIRTHDAY
CELEBRATION**

LAREDO, TEX.

February 12 to 27
2 Saturdays and 2 Sundays

The Greatest Spring Event in the Nation

CONCESSIONS

CAN PLACE CANDY FLOSS,
SCALES, NOVELTIES,
BUMPER CONCESSION,
HOOP-LA, ETC.

CAN PLACE OCTOPUS, ROLL-O-PLANE, MIX-UP, OR ANY RIDE THAT DOES NOT CONFLICT. ALSO CAPABLE RIDE
HELP. WANT RELIABLE FOREMAN FOR DUO LOOP-O-PLANES.

MRS. JULIENNE WARD

Wants to hear from Billy Baker, Capt. Lewis and Jon Santos.
Excellent Propositions for you.

Write or Wire: J. GEORGE LOOS, Laredo, Texas

THE ATTRACTION
WITH
BOX OFFICE APPEAL



EDDIE POLO

HOLLYWOOD'S MOST FEATURED STUNT ACT
Presents **SUPERMAN'S**
HAIR-DARE DEVILTRY

2
BIG
ACTS

1. **OUTDOOR**—Aerial Slide for Life Hanging by the Hair.
2. **INDOOR**—Strong Man Act. Performing unbelievable Hair-Raising Stunts.

CONTACT YOUR BOOKER OR DIRECT
HOUSE OF TEMPLE 55 E. Wacker Drive Chicago

Dedicated to the Ultimate Victory and Peace
of the Nation

SAGINAW FAIR

MICHIGAN FARM PRODUCTS SHOW

Featuring

A Panorama of Michigan's
Part in the War Effort

TENTATIVE 1944 DATES
SEPT. 10-16

CLARENCE H. HARNDEN, Mgr.
MEMBER IAFE

DOING OUR PART TOWARD VICTORY IN 1944!



WAR EXPOSITION ★ LIVESTOCK SHOW
"BAZOOKAS TO BOOBY TRAPS" "STEAK ON HOOF"

MISSISSIPPI STATE FAIR

JACKSON

MAYOR WALTER A. SCOTT, PRESIDENT REX B. MAGEE, GEN. MANAGER

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 31)

Expenditures:
Grandstand, 1943\$6,400.00
1942 6,600.00

Attractions:
Fireworks, Vaudeville, Trotting, Running Races, Harness Racing (5 days), Organized Carnival. Carnival Gross, 1943, \$31,000; 1942, \$26,000.

Administration:
S. M. Snoddy, president; D. C. Todd, secretary; E. W. Kennedy, racing secretary.
Annual Business Meeting—December 14, 1943, Spartanburg, S. C.
1944 Fair Dates—October 3-8 or October 10-15.
1944 Operation—Yes.

UTAH

Utah State Fair

Salt Lake City, Utah

General Information:

State Aid, 1943\$13,775.00
1942 16,266.07
Total Cash Premiums Paid,
1943 11,422.63
1942 no fair held
1943 Improvements, approximately \$5,000 to improve the Coliseum Building, to house the Industrial Exhibits, Horticulture and Agriculture, Flower Show and Military Service organization exhibits, to take the place of other buildings occupied by the army. Also to remodel former pari-mutuel building to house Civilian Defense, Poultry, Pigeon and Rabbit exhibits, grandstand improvements, and facilities for new cafe.

Receipts:

1943 1941
\$22,203.49. Gate & Grandstand. \$21,524.07
6,148.66..... Carnival 8,592.00

Expenditures:

Grandstand, 1943—\$7,653.50; 1941—\$8,586.29.

Attractions:

Fireworks, Revue, Daily Army Band Concert, outstanding exhibit from Hill

Field, an air base, who furnished daily entertainment in front of tent exhibit, including daily band concert. Independent midway. Carnival gross included in concessions total.

Administration:

David H. Thomas, president; Sheldon R. Brewster, secretary and director of attractions; Ray H. Van Noy, superintendent of concessions; Harold Bowman, superintendent of space.
Annual Business Meeting—Meetings are at the call of the president in Salt Lake City.
1944 Fair Dates—September 2-9 (tentative).
1944 Operation—Yes.

WISCONSIN

Wisconsin State Fair

Milwaukee (West Allis), Wis.

Attendance:

1943—366,948 total; 25,486 paid; 1942—407,589 total; 294,666 paid.

General Information:

State Aid, 1943.....\$19,000.00
1942 42,750.00
Total Cash Premiums Paid,
1943\$31,740.49
1942 47,908.46

Receipts:

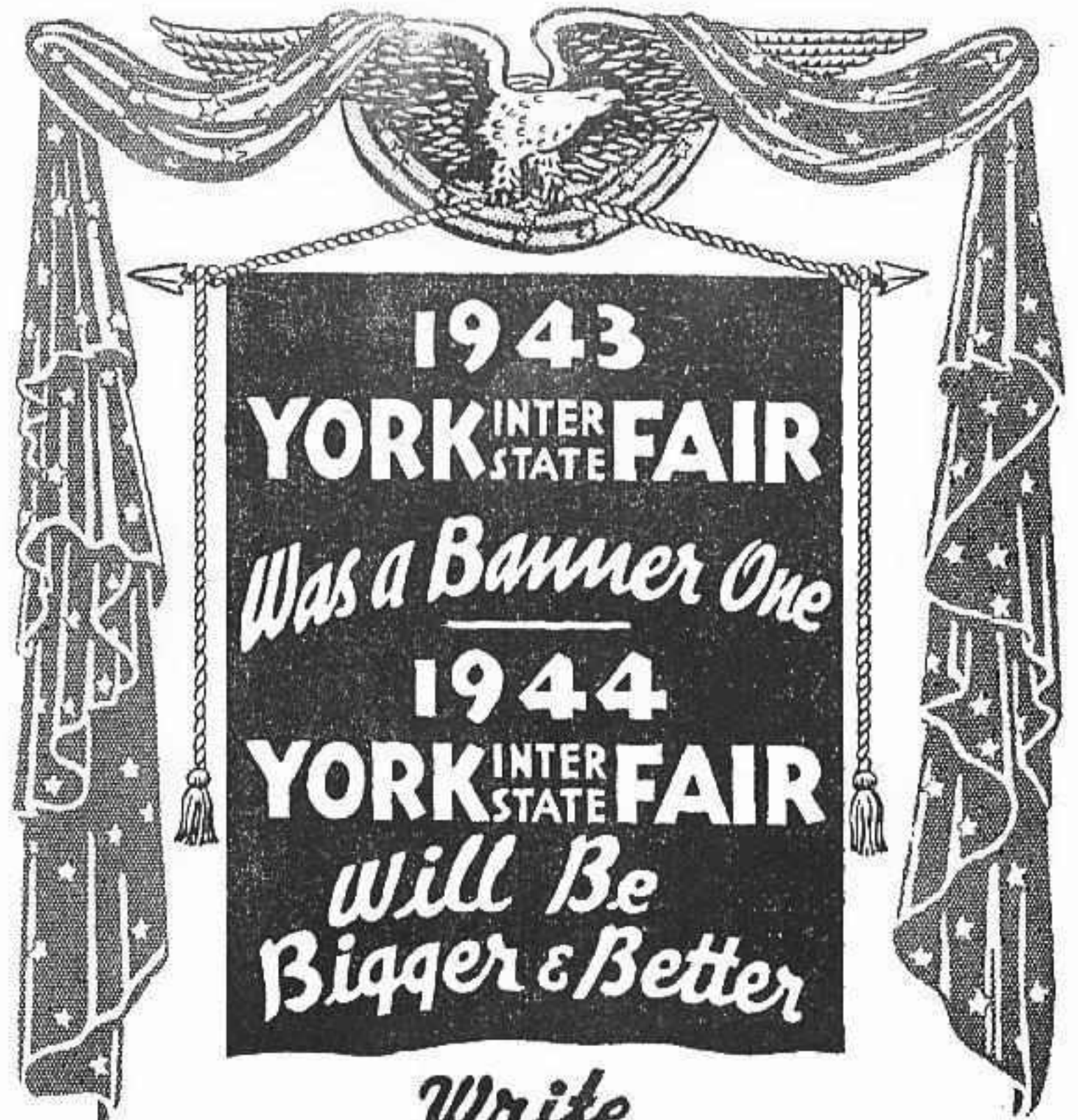
1943 1942
\$ 75,915.56..... Gate\$ 90,146.70
46,688.43... Grandstand... 48,343.79
20,692.46... Amusement Park... 17,836.05
26,247.43..... Space 32,235.49
282,515.58.. Total Receipts .. 305,859.48
57,372.29..... Net Profit 30,899.88

Expenditures:

Grandstand, 1943\$37,260.38
1942 28,579.60

Attractions:

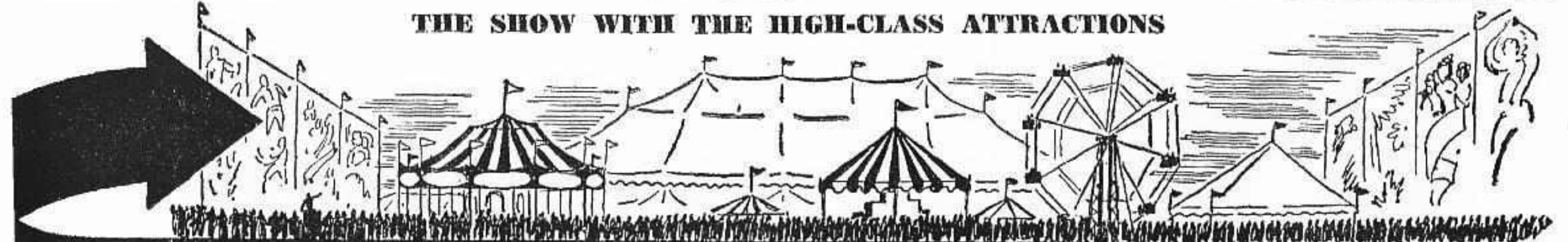
Attendance, 1943, 60,021; 1942, 74,255.
Night Receipts, 1943, \$30,479.66; 1942, \$32,180.15. Day Receipts, 1943, \$16,208.77; 1942, \$16,319.81.
Rodeo (1 day). Revue (7 nights).
Fireworks (7 nights), Vaudeville (7
(Continued on page 35)



Write

YORK INTER STATE FAIR
DAY YORK, PENNA. NIGHT
SEPT. 12-13-14-15-16, 1944

THE SHOW WITH THE HIGH-CLASS ATTRACTIONS



GREAT LAKES EXPOSITION

★ *America's Outstanding Motorized Show*

FAIR SECRETARIES—CELEBRATION COMMITTEES

We Welcome your most careful Investigation, as to our ability to break all Gross Records, offering a Midway of 14 Major Rides, 4 Kiddie Rides, and at least 8 Outstanding Feature Shows.

**CAN PLACE
FOR OUR
1944
VICTORY
TOUR**

- ★ SHOWS OF CLASS, POSSESSING TALENT AND BOX OFFICE DRAWS. BALLY AND GRIND SHOWS WITH REAL FEATURES THAT CAN BE EXPLOITED.
- ★ FREE ACTS THAT ARE SENSATIONAL AND OUTSTANDING. (Can use 3 such type acts, offering a 40 to 44-week season.)
- ★ RIDE FOREMEN AND HELP. Top salaries to competent and capable Men and year-around work.
- ★ TRUCK DRIVERS—CONCESSION AGENTS.



AL WAGNER
Manager

All Address: AL WAGNER, Mgr., Panama City, Florida

WISCONSIN STATE FAIR

AIDS

VICTORY

1943 ATTENDANCE

366,948 for 7 Days

WM. T. MARRIOTT, Manager

A. W. KALBUS, Assoc. Manager

STATE FAIR PARK

MILWAUKEE, WIS.

MR. SECRETARY— IN PLANNING YOUR FAIR FOR 1944

have you given due consideration to—
GOOD 'LAID-OUT' MIDWAYS
BETTER OFFICE EFFICIENCY
BEST OPERATING EQUIPMENT

THE **WADE** ORGANIZATION HAS A UNIT TO SATISFY YOUR OUTDOOR ENTERTAINMENT NEED—

BE IT A **FREE FAIR**

OR A STREET **CELEBRATION**

We are now contracting for the 1944 season and we cordially invite your closest inspection of our terms to furnish your fair a

COMPLETE MIDWAY OR **JUST RIDES**

W. G. WADE SHOWS

Notice of New
PERMANENT ADDRESS
19199 Woodingham Drive
Detroit (21), Michigan

General Offices and
WINTER QUARTERS
457 Seldon Ave.,
Detroit (1), Michigan

May we extend Best Wishes for a happy Holiday Season to all our FAIR ASSOCIATIONS - SHOWMEN - EMPLOYEES - FRIENDS

The ART B. THOMAS SHOWS



ART THOMAS

Again a Successful Past Season

We extend our thanks to the Fair Boards, Businessmen and Show People for the fine co-operation of the past. The show of finer entertainment, featuring a large array of rides, side shows and clean amusements.

We endeavor to please again through the 1944 season.

THE ART B. THOMAS SHOWS

AND PERSONNEL
LENNOX, SO. DAK.

T. J. TIDWELL SHOWS

"A Modern Midway"

THANKS TO THE FAIRS AND COMMITTEES OF THE GREAT SOUTHWEST WHO SPONSORED OUR SHOW THIS YEAR.

**FOR 1944 WE PROMISE YOU
AN EVEN FINER MIDWAY**

Contact us early for your next event, as we are now arranging our route for next season.

THANKS also to our Loyal Personnel and Employees for making the 1943 Season the most successful in our history.

**GREETINGS TO OUR FRIENDS
EVERYWHERE**

**AND TO OUR BOYS IN THE
U. S. ARMED FORCES**

SHOWMEN — RIDE MEN — CONCESSIONAIRES

We are now booking for our 1944 Victory Tour.

All Address:

T. J. TIDWELL, Mgr.
BOX 954, SWEETWATER, TEXAS.

STATISTICAL DIRECTORY OF FAIRS

(Continued from page 33)

days), Horse Show (6 nights), Dance Bands (1 night). Other Attractions; Captured War material show of 7 railroad cars of material. Admission by purchase of War Bonds and Stamps only. It was the biggest attraction of the fair with 200,000 attendance. Harness Racing (4 days), Carnival, their own.

Administration:

William T. Marriott, secretary and manager; George Anthony, superintendent of concessions; A. W. Kalbus, superintendent of space; T. J. Bartel, racing secretary.

Annual Business Meeting—No regular meeting.

1944 Fair Dates—Not set as yet.

1944 Operation—Probably.

CANADA

Calgary Exhibition and Stampede

Calgary, Alberta, Canada.

Attendance:

1943—265,852; 1942—234,281.

General Information:

Total Cash Premiums Paid,
1943\$44,099.50
1942 42,173.77
1943 Improvements: This year's improvements consisted mainly of moving nine buildings to clear out bottlenecks and make way for post-war construction. Funds have already been started for construction of a second story on the Livestock Pavilion, a new Ladies' Building, new lavatories and a paving project. In the meantime these funds have been invested in War Bonds.

Attractions:

Attendance, 1943, 136,756; 1942, 106,916.

Rodeo, Fireworks, Vaudeville, Revue, Special Attractions, Horse Show (2 days), Army Bands, Army and Air Force displays, Running Race (4 days), Organized carnival.

Administration:

T. A. Hornbrook, president; J.

Chas. Yule, secretary; M. Sande, superintendent of concessions and space; A. H. McGuire, director of attractions; N. J. Christie, racing chairman.

Annual Business Meeting—November 30, 1943, tentative.

1944 Fair Dates—July 10-15.

1944 Operation—Yes.

Quebec Provincial Exhibition

Quebec City, Que., Canada.

Attendance:

1943—190,401 total; 164,401 paid. 1942—177,736 total; 151,736 paid.

General Information:

Provincial Aid, 1943.....\$12,500.00
1942 12,500.00
Total Cash Premiums Paid,
1943 (approximate)\$15,000.00
1942 14,173.54
1943 Improvements, Ornamental lights, one horse barn, three horse stables, \$12,000; Coliseum, improvements for conversion into an ice rink, \$100,000.

Receipts:

1943	1942
\$37,246.33..... Gate	\$34,460.00
17,825.78..Grandstand (eve.)..	11,016.00
Coliseum	
13,491.59..Grandstand (aft.)..	10,210.00
Coliseum	
7,101.52..... Carnival	5,550.00
12,878.00..... Space	9,983.00
125,000.00.. Total Receipts ..	112,238.87
(Approximate)	
10,000.00..... Net Profit	7,687.76
(Approximate)	

Expenditures:

Coliseum evening and afternoon grandstand, 1943\$19,665.48
1942 11,710.00

Attractions:

Attendance, 1943—68,104; 1942—57,177. Night Receipts, 1943, \$17,825.78; 1942, \$11,016. Day Receipts, 1943, \$13,491.59; 1942, \$10,210. Vaudeville, Revue, Harness Racing (6 days), Organized Carnival. Fair's Share of Carnival Gross, 1943, \$7,101.52; 1942, \$5,550.

EASTERN STATES EXPOSITION



**STILL IN THE SERVICE OF
UNCLE SAM**

The grounds of the Eastern States Exposition are now one hundred per cent devoted to the war effort, occupied by the Philadelphia Quartermaster Depot of the U. S. Army and by a Military Police Training Center.

BUT PLANS ARE READY!

Ready for that day when our enemies holler "UNCLE!" and Uncle Sam gives us the green light for

THE "VICTORY SHOW"

**Speed the Day—Pave the Way
FIGHT—WORK—SHARE—SAVE!**

BUY MORE BONDS!

EASTERN STATES EXPOSITION

Springfield, Mass.

GEORGE E. WILLIAMSON

Chairman of

Executive Committee

CHARLES A. NASH

General Manager

ANNOUNCING THE NEW SHOW BEAUTIFUL J. C. WEER SHOWS

**America's Finest 20 Car Railroad Show
OPENING NORFOLK, VA., APRIL 1ST, 1944
20 Railroad Cars, Loaded to Capacity With the
Finest of Equipment.**

FAIR SECRETARIES AND CELEBRATION COMMITTEES
See Us Before Booking for Your 1944 Events. We Can Offer
You the Finest in Amusements.

SHOWMEN:

Get on the bandwagon with a Winner. If you have an up-to-date Attraction, or a good idea that needs financing, contact us.

RIDE OWNERS:

We will book any new and novel Rides that do not conflict. Now arranging a splendid route for 1944.

CONCESSIONS:

Will book Legitimate Merchandise Concessions. Tell us what you have, and join the most up-to-date Show for 1944.

RIDE FOREMEN, RIDE HELP, TRAIN HELP, POLERS AND WORKING MEN IN ALL DEPARTMENTS.

Top Salaries, Splendid Treatment and a Long Season.

SEE US AT THE SHERMAN HOTEL IN CHICAGO DURING THE CONVENTION

Permanent Address:

J. C. WEER, Mgr., 390 Arcade Building, St. Louis, Mo.

MICHAEL AND FRIEDA ROSEN AND SAM LE VINE

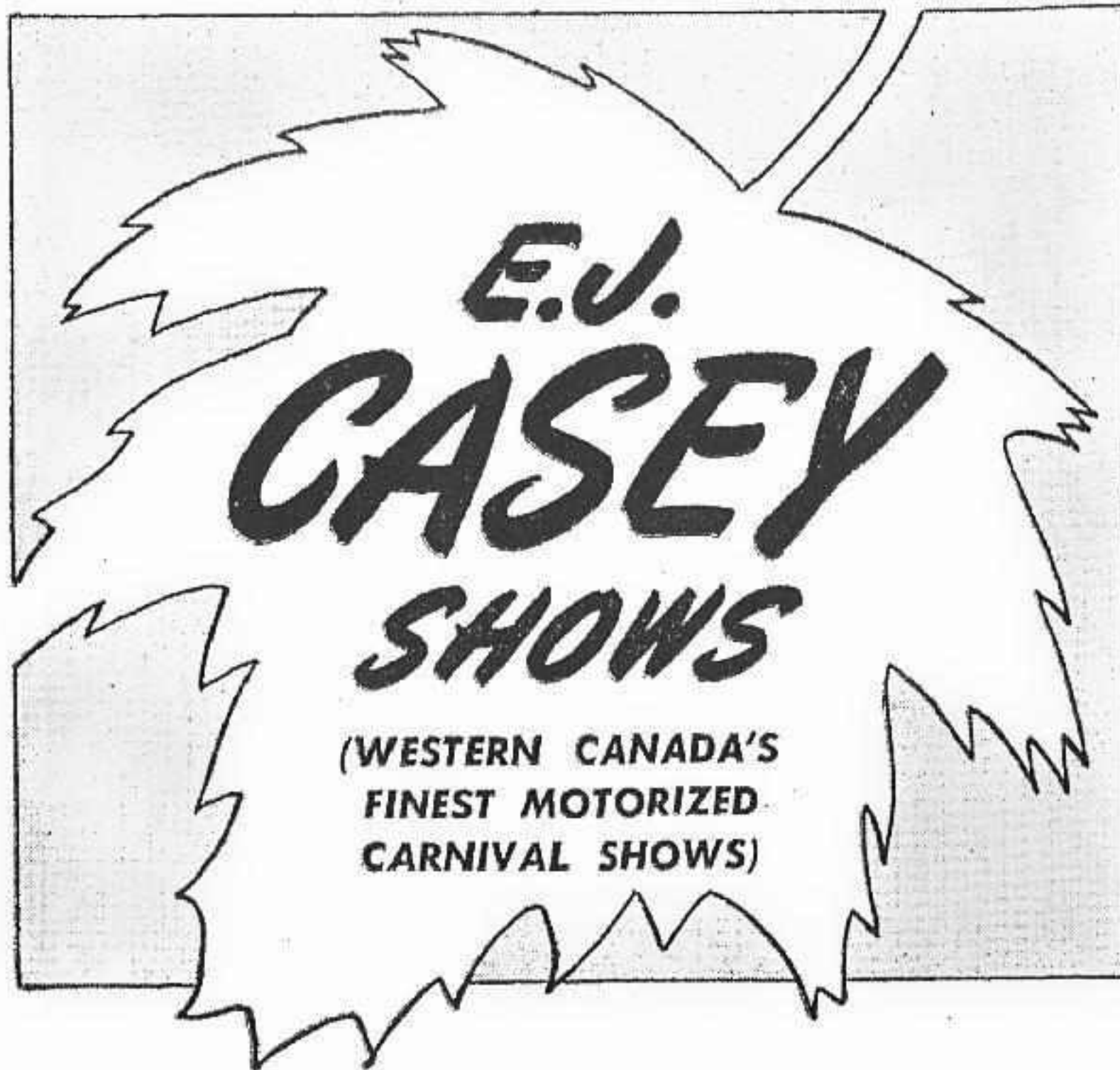
and the entire staff and personnel of the

BUCKEYE STATE SHOWS

Extend their greetings to the 31st Annual Convention, the S. L. A., the I. A. F. E. and to our friends everywhere, also to our employees now serving in the armed forces of our country all over the world.

Correspondence invited

**Winter Quarters: 1111 West 4th St., P. O. Box 310,
North Little Rock, Ark.**



**E.J.
CASEY
SHOWS**

(WESTERN CANADA'S
FINEST MOTORIZED
CARNIVAL SHOWS)

Extend Season's Greetings To All Our Friends

FAIR SECRETARIES, COMMITTEEMEN, SHOWMEN

WE ARE NOW BOOKING OUR 1944 SEASON
WRITE US FOR COMPLETE DETAILS

Permanent Address

E. J. CASEY, Owner-Manager, 79 Crawford Avenue,
Norwood, Manitoba, Canada.

GOLD MEDAL SHOWS

THANKS TO THE FAIR OFFICIALS AND COMMITTEES
WHO SPONSORED OUR ORGANIZATION
THIS SEASON AND TO OUR LOYAL EM-
PLOYEES AND PERSONNEL

FOR YOUR CO-OPERATION
IN MAKING 1943 OUR BANNER YEAR.

WE ARE NOW MAKING PLANS FOR A
Bigger and Better Show for the 1944 Season

SHOWMEN: We are now booking for next Season. Will
finance any worthwhile Attractions not con-
flicting with what we have.

CONCESSIONS: Can Place Penny Arcade, Custard and
Legitimate Merchandise Concessions.

RIDE MEN: We will have openings for several Ride Fore-
men and Second Men. Top salaries paid to
good, sober reliable men.

All Address:

OSCAR BLOOM, Mgr.
P. O. BOX 32, COLUMBUS, MISS.

Administration:

Lucien Borne, Mayor Quebec City,
president; Emery Boucher, secretary-
manager, director of attractions; Elzear
L'Heureux, superintendent of space
and concessions; A. A. Dube, racing
secretary.

Annual Business Meeting—City Hall,
Quebec, no date set.

1944 Fair Dates—September 1-10.

1944 Operation—Yes.

Saskatoon Industrial Exhibition, Limited

Saskatoon, Sask., Canada

Attendance:

1943—74,571 total; 61,479 paid; 1942—
76,122 total; 62,631 paid.

General Information:

State Aid, 1943.....\$10,454.52

1942 10,000.00

Total Cash Premiums Paid,

1943\$ 8,689.61

194210,500.00

Receipts:

1943	1942
\$15,099.90..... Gate	\$15,147.50
20,706.85.... Grandstand	18,589.90
21,612.15.... Carnival	24,499.45
8,310.68.... Concessions	9,725.45
65,729.58... Total Receipts	67,962.30

Expenditures:

Grandstand, 1943—\$27,476.10; 1942—
\$7,618.63.

Attractions:

Attendance, 1943—48,635; 1942—46,
266. Receipts, 1943—\$20,706.85; 1942—
\$18,589.90. Revue. Carnival Gross,
1943 — \$21,612.15; 1942 — \$24,499.45.
Fair's share for 1943 and 1942 was 25
per cent.

Administration:

Prof. J. W. G. MacEwan, president;
John A. East, superintendent of con-
cessions; A. M. McIntyre, director of
attractions.

1944 Fair Dates—July 24-29.

1944 Operation—Yes.

FAIR ASSOCIATIONS

The fine record of national assistance in all wartime endeavors made by the
Fairs in 1943 will stand forever as a tribute of their real worth and value
when a country is defending its right to a free, independent existence.

IN 1943 All Our Promotion, Exhibits, Etc., Were Concentrated on
"Helping To Win This War".

FOR 1944 Have Adopted "Fairs March On to Victory" as the Theme
To Inspire Our Every Effort.

THE ROCKY MOUNTAIN ASSOCIATION OF FAIRS

NORTH MONTANA STATE FAIR
Dan P. Thurber, Manager, Great Falls, Mont.
MIDLAND EMPIRE FAIR
Harry L. Filton, Manager, Billings, Mont.
WESTERN MONTANA FAIR
W. Floyd Day, Manager, Missoula, Mont.
DAWSON COUNTY FAIR
Claude Utterback, Sec'y, Glendive, Mont.
PHILLIPS COUNTY FAIR
S. E. Kodalen, Sec'y, Dodson, Mont.
HILL COUNTY FAIR
Earl Bronson, Sec'y, Havre, Mont.
RICHLAND COUNTY FAIR
W. A. Stewart, Sec'y, Sidney, Mont.
EASTERN MONTANA FAIR
J. H. Bohling, Sec'y, Miles City, Mont.
ROSEBUD COUNTY FAIR
H. L. Dusenberry, Sec'y, Forsyth, Mont.

FALLON COUNTY FAIR
Geo. Severson, Sec'y, Baker, Mont.
RAVALLI COUNTY FAIR
Mary Hieronymus, Sec'y, Hamilton, Mont.
BIG HORN BASIN FAIR
A. R. Rooney, Manager, Powell, Wyo.
NORTHWEST MONTANA FAIR
W. A. Ryder, Sec'y, Kallispell, Mont.
MARIAS FAIR
Gladys Dahl, Sec'y, Shelby, Mont.
CENTRAL MONTANA FAIR
Hall Clement, Sec'y, Lewistown, Mont.
BLAINE COUNTY FAIR
Floyd Bowen, Sec'y, Chinook, Mont.
CHOUTEAU COUNTY FAIR
Leo Laundain, Sec'y, Fort Benton, Mont.
BROWNING FAIR ASS'N
W. E. Burnison, Sec'y, Browning, Mont.

ANNUAL MEETING—BILLINGS, MONTANA

(Dates Announced Later)

NORTHERN HOTEL, Convention Headquarters
ROCKY MOUNTAIN ASSN. OF FAIRS

W. FLOYD DAY, Pres.
Missoula, Mont.

Member of
the IAFE

J. M. SUCKSTORFF, Sec.-Treas.
Sidney, Mont.

Congratulations

to the Fairs of America

From the

LOUISIANA STATE ASSOCIATION of FAIRS

W. R. HIRSCH
Shreveport
Vice-President

HARRY D. WILSON
Commissioner of Agriculture
President

P. O. BENJAMIN
Tallulah
Secretary-Treasurer

Co-Operating With Our Government in Its Program of

"Increased Food Production for Victory"

THE MISSOURI ASSOCIATION OF FAIRS AND AGRICULTURAL EXHIBITIONS

LARRY JONES, Moberly, President.

G. E. BOYD, Springfield, Secretary-Treasurer.

Ross C. Ewing
Mexico

Harold Boucher
Brunswick
Ernest W. Baker, Sedalia

Dr. J. R. Popejoy
California

A. M. Paterson
Kansas City

KANSAS FAIRS ASSOCIATION

ANNUAL CONVENTION JANUARY 12-13

HOTEL JAYHAWK, TOPEKA
Booking Agents and Salesmen Welcome.
RAYMOND M. SAWHILL, Sec'y, Glasco, Kansas.

"THE FOREST, TOOL FOR VICTORY"
EXPOSITION PROVINCIALE
 de Quebec (Canada)

Greatest in our History

190,400 Visitors

Army, Navy,
 Aviation and
 Civil Protection
 Exhibits

Handicrafts and Home Industries

LUCIEN BORNE
 Mayor of Quebec,
 President

EMERY BOUCHER
 Secretary and Manager

★ **THE WESTERN CANADA
 ASSOCIATION OF EXHIBITIONS**

("A" Circuit)

ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Canada
 Time: January 17th, 18th and 19th, 1944

C. E. WILSON
 President
 Edmonton, Canada

MRS. LETTA WALSH
 Acting Secretary
 Saskatoon, Canada

Also:

THE WESTERN CANADA FAIRS ASSOCIATION

("B" Circuit)

KEITH STEWART
 Secretary
 Portage la Prairie, Canada

WITH THE CO-OPERATION OF FEDERAL AND STATE
 AGENCIES, LOCAL WAR AND RELIEF GROUPS, AGRI-
 CULTURAL AND DAIRY INTERESTS, 4-H CLUB, RURAL
 SCHOOLS AND WOMEN'S ACTIVITIES — UNITED TO
 SPEED THE DAY OF VICTORY — — —

THE 1943

MINNESOTA STATE FAIR

WAS SUCCESSFUL

DATES FOR 1944

AUG. 26—SEPT. 4

A. H. DATHE
 President

RAYMOND A. LEE
 Secretary

MIDWAY BETWEEN ST. PAUL AND MINNEAPOLIS

GREETINGS TO MEMBERS OF I. A. F. E. AND OTHER FAIR EXECUTIVES

VIRGINIA GREATER SHOWS

WITH AND FOR IT FOR
 TWO WONDERFUL YEARS
SOL SPEIGHT

PRESENTS
**COTTON CLUB
 REVUE**

Back With It for 1944

WILL BE BACK IN 1944 WITH
 STREAMLINED BINGO OF
 TOMORROW

Greater Success for Mr. Rocco

FINEMAN AND WEINSTEIN

3 SEASONS WITH A REAL SHOW
 AND A WONDERFUL STAFF

BILL PENNYS

4 CONCESSIONS

WITH GREAT SHOW FOLKS AND
 FOR IT 100 PER CENT
 3 SEASONS

JOE CONLEY

THANKS FOR A BIG SEASON

MIKE BELDERES

POPCORN AND PAN GAME

A GOOD SHOW TO BE WITH
JOE AARONS

GLAD TO BE WITH IT
**Mr. and Mrs. R. C. Kratzer
 AND BARBARA**

Frozen Custard

MADAME EMMA

100% AMERICAN PALMISTRY

WINTER QUARTERS
 SUFFOLK, VA.

HOME ADDRESS
 118 SOUTH JEFFERSON ST.
 ORANGE, N. J.

THE SHOW THAT'S UP AND COMING
WITH A REPUTATION THAT'S HARD TO BEAT
NOW BOOKING
WORTHWHILE
ATTRACTIONS
FOR 1944

**WE THANK OUR
 COMMITTEES
 FOR
 1943 SEASON**



ROCCO MASUCCI
 GENERAL MGR.



MRS. SARAH MASUCCI
 SECY. & TREAS.

**GETTING READY
 FOR OUR 4TH
 YEAR OF PLEAS-
 ING THE PUBLIC**



WM. C. (BILL) MURRAY
 GEN. AGENT

ARTHUR GIBSON
RALEIGH GIBSON

ELECTRICIAN AND
 MASTER MECHANIC
 SUPERINTENDENT
 RIDES

BILL PENNY
 SUPERINTENDENT
 CANVAS & BUILDER

**TRIANGLE POSTER
 PRINTING CO.**
 CHICAGO-PITTSBURGH-ATLANTA
 JAKE SHAPIRO, Mgr.
 WE PRINT FOR THIS SHOW

THANKS FOR EVERYTHING
WM. PARQUIS
 PHOTOS

ALL SEMI-TRAILER TRUCKS
 PURCHASED FROM
GEO. BERMAN, INC.
 PENNSBURG, PA.
 TO TRANSPORT THIS SHOW

MENDEL'S
 PENNY ARCADE
 WITH IT 100%

THANKS A LOT FOR A MOST
 SUCCESSFUL SEASON.
 BACK WITH IT FOR 1944.

Mr. & Mrs. Homer Woods

5 CONCESSIONS

and
 COUSIN AND SMOKY

SUCCESS TO MR. AND MRS. ROCCO

Mr. & Mrs. Happy Arnold

WILL BE BACK IN 1944 WITH
 2 CONCESSIONS AND ALLIGATOR
 SHOW

THANKS, ROCCO, FOR A
 WONDERFUL 2ND SEASON
TOM AND VIOLA VITALI
 WITH IT 100%

LOUIS AUGUSTINO

10 IN ONE AND JUNGLELAND

KAY AUGUSTINO

4 CONCESSIONS
 THANKS FOR A BIG SEASON

CONGRATULATIONS TO
MR. AND MRS. ROCCO

OUR BOSSES

ALBERT RIVERS - Office
 CHET KLINETOP - Foreman Whip
 LEWIS TYSON - Whip
 SHORTY GRENSHOW - Whip
 JIMMY MONROE - Ferris Wheel
 WILLIE SINGLETON - Ferris Wheel
 JAMES TYSON - Merry-Go-Round
 JAMES EDWARDS - Merry-Go-Round
 GEO. EDWARDS - Merry-Go-Round
 ALBERT ANTOINETTI - Kiddie Ride
 IRWIN SHAFFER - Cook House
 DAN COTNEY - Asst. Builder

LOUISIANA STATE FAIR

SHREVEPORT

Greetings To Our Friends

Planning for the greatest Fair in our 39 years to be held in 1944, when we hope to celebrate a glorious Allied Victory.

JOHN McW. FORD
President

W. R. HIRSCH
Secretary-Manager

"It's Your Fair—So Be There"

OKLAHOMA STATE FAIR AND EXPOSITION

OKLAHOMA CITY

SEPT. 23-30, 1944

★ ★ ★

**ALWAYS GOOD—
This Time Better!**

★ ★ ★

**15%
MORE BUSINESS
IN 1943!
JOHN H. MARKS
SHOWS**

The entire personnel of the John H. Marks Shows is grateful for having been instrumental in bringing to so many service men and women and war workers the wholesome entertainment provided by "The Mile Long Pleasure Trail."

★ ★ ★ ★ ★

**NOW CONTRACTING FOR AN EVEN GREATER
1944 SEASON**

CONTACT

JOHN H. MARKS, Mgr.

P. O. BOX 771

RICHMOND, VA.

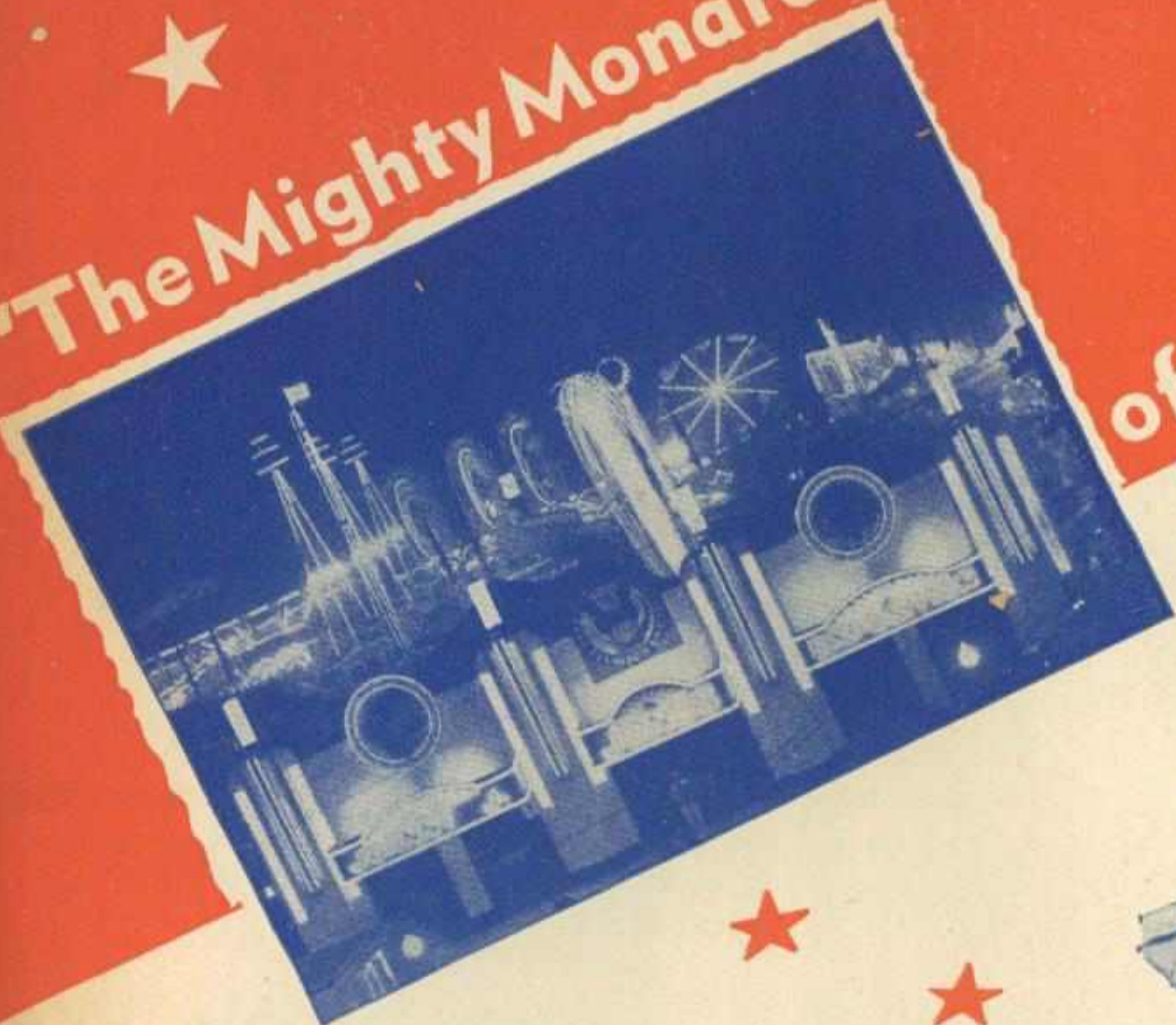
Mighty
SHEESLEY
Midway

★ **THRILLS**
★ **NEW RIDES**
★ **AND SHOWS!**
★ **Large Well Lighted Midway . . .**
★ **Sensational Free Acts . . . Fireworks!**
★ **J. M. SHEESLEY, Gen. Mgr.**
★ **WINTER QUARTERS:**
★ **SAN CARLOS HOTEL, PENSACOLA, FLA.**

E. LAWRENCE PHILLIPS Presents

"The Mighty Monarch"

of the Tented World"
ANNUALLY SINCE 1899!



LT. J. J. JONES, JR.
Vice-President

E. LAWRENCE PHILLIPS
General Manager

44 Years of Leadership!

44 years! A decade which has seen the banner of the Johnny J. Jones Exposition flying high and OUT IN FRONT . . . through "peak" prosperity intervals and depression cycles—through World War I and now well into two years of the world's second great struggle . . . always the standard-bearer of all that is meritorious in the outdoor show world . . . fulfilling its pledges to the public and its promises to America's great fairs, celebrations and events. No wonder the Johnny J. Jones Exposition stands a symbol for DEPENDABILITY.

CARRYING ON . . .

We cordially invite inquiries from fairs, celebrations and special event committees as to our offering for the 1944 season. The Johnny J. Jones Exposition expects to furnish to its fairs and events the same high-standard array of attractions as in the past. Don't add uncertainty to your already difficult task . . . be certain that your midway will be provided. Our 44 years of continuous operations stands as a GUARANTEE for our performances.

. . . Fair and celebration managers and outdoor showmen are invited to visit us at our suite 222, Hotel Sherman, Chicago, during the outdoor conventions.

OUTDOOR SHOWMEN . . .

Take the question mark out of your plans for 1944. . . . To showmen who have something really worth while to offer . . . attractions to meet the times . . . and the ability to meet some of the difficulties of wartime trouping we offer the country's No. 1 route of GREAT dates. We intend operating not with peacetime quantity but with wartime QUALITY. Limited opportunities for select showmen and independent ride owners.

NEW BUY MORE WAR BONDS

JOHNNY J. JONES EXPOSITION

Permanent Address: 511 "C" STREET, N. E., WASHINGTON, D. C. Winter Quarters, AUGUSTA, GA. INC.

L.C. (GURLY) REYNOLDS and

H. (IZZY) WELLS



Present



★ **WORLD OF TODAY SHOWS**
and **REYNOLDS & WELLS UNITED SHOWS**
for 1944

TWO HIGH CLASS TRAVELING ORGANIZATIONS PLAYING THE CENTRAL WEST FROM GULF OF MEXICO TO THE CANADIAN BORDER

NO FAIR TOO LARGE FOR THESE STELLAR ORGANIZATIONS PRESENTING THE FINEST MIDWAYS IN AMERICA

Can Place

- ★ REPUTABLE SHOWMEN ON BOTH MIDWAYS.
- ★ SHOWS FOR BOTH MIDWAYS: Revues, Girl Shows, Grind Shows and Single Pit Attractions, with or without own Equipment.
- ★ RIDE HELP FOR ALL RIDES ON BOTH SHOWS.
- ★ CONCESSIONS OF ALL KINDS AND CONCESSION AGENTS FOR BOTH SHOWS.
- ★ TWO PENNY ARCADES—ONE FOR EACH SHOW.
- ★ COOK HOUSE AND CORN GAME FOR REYNOLDS & WELLS UNITED SHOW.

ONLY FIRST-CLASS EQUIPMENT AND ATTRACTIONS WILL BE CONSIDERED. BOTH SHOWS WILL PLAY PRACTICALLY THE SAME ROUTES AS LAST SEASON.

**WORLD OF TODAY SHOWS will open in Waco, Texas, March 1st.
REYNOLDS & WELLS United Shows open first week in April in Arkansas City, Kansas.**

WORLD OF TODAY SHOWS

(Winter Quarters)
(Fair Grounds)

MUSKOGEE, OKLA. BOX 782

REYNOLDS & WELLS UNITED SHOWS

(Winter Quarters)

ARKANSAS CITY, KAN. BOX 591