

CABARRUS COUNTY FAIR OCTOBER 16TH TO 20TH

Concord Is All Ready For the Big Cabarrus County Fair

(By J. B. SHERRILL)

After an interval of about 20 years Cabarrus county will have a fair opening October 16th and continuing through October 20. To this fair the people of Cabarrus and the adjoining counties are anxiously looking forward with the hope that they will enjoy the thousands of exhibits and the entertainment provided for their amusement and recreation. Elsewhere on this page are special articles dealing with the amusement features. The management has spared no trouble nor expense to come the best that can be obtained in racing, musical, comedy, novelty and midway attractions.

The city is being specially decorated for the occasion when it is hoped that 75,000 admissions will be recorded at the fair gates. A sum of almost \$40,000 has been raised, every dollar except one cent of \$100 in Cabarrus county.

Strong Community Spirit.

The people of this city are thoroughly imbued with the responsibilities imposed on them by reason of the fact that it is the trading center of a great and healthy agricultural and industrial territory. The business men of Concord appreciate the loyal support which the people of the county and city have given in the past in their trade. In an endeavor to show their gratitude for this support and their confidence in Cabarrus county, they have raised and expended a large sum to provide a really up-to-date fair ground and race track plant. Starting from the ground up, it has been necessary to make anything over. Everything is new. Everything compares with the latest improvements with a view to economy. Everything is up-to-date but nothing is lavish. The buildings are absolutely necessary and no larger than was imperative. Already the exhibition hall has been sold out, so strong is the Cabarrus County Association's first annual fair being supported by commercial exhibitors. It is confidently expected that the great central agricultural exhibits will grow under the weight of a prodigious display of wheat, oats, corn, fruit, vegetables, milk, cream, cheese, preserves, chickens, eggs, pork, beef, ham, bacon, veal, and all the other products of the up-to-date farmer and his wife.

Indeed the people of Concord have spared no effort to provide a really modern fair ground. The half mile dirt track is said to be one of the best in the south of its kind and records made there of officially timed are valid on any track on the North American continent where National Trotting Association rules obtain.

Why the Fair Was Organized.

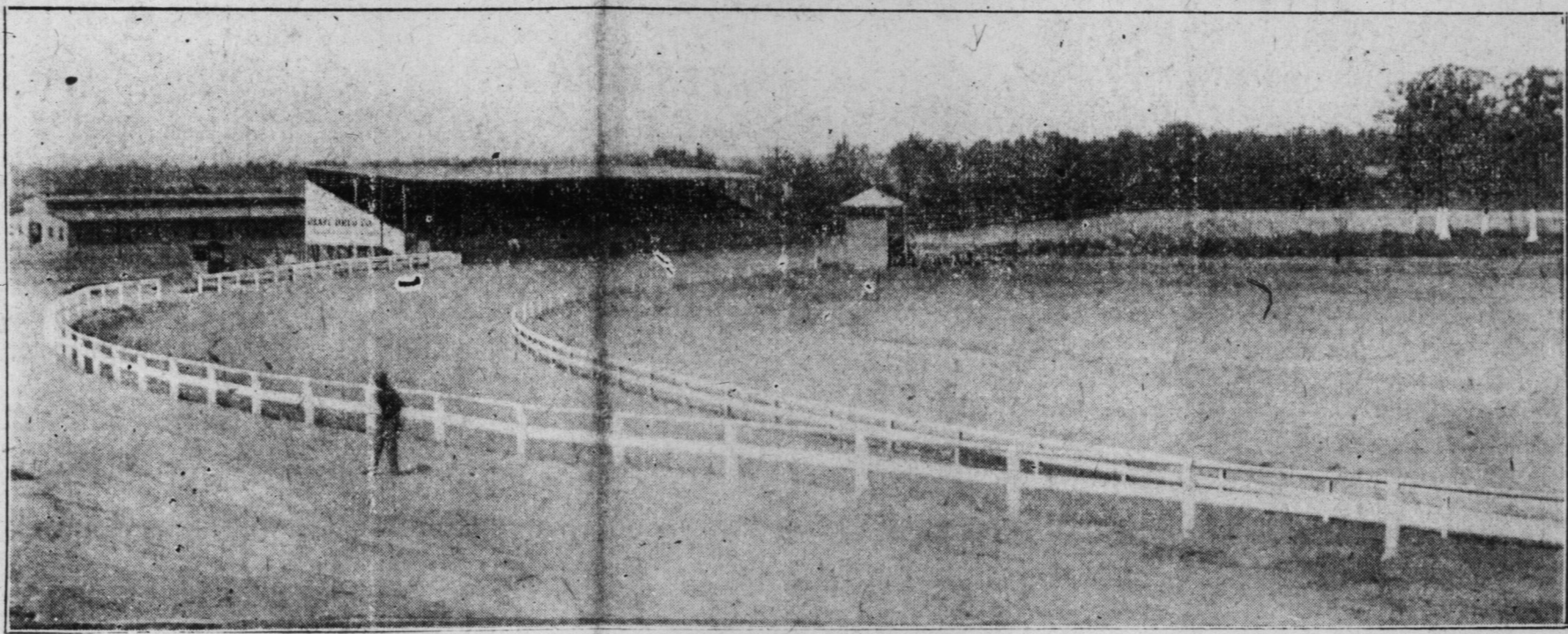
Leading citizens for some time had been considering the organization of a fair association, especially since the cotton boll weevil appeared in North Carolina. Cabarrus although an ideal stock and dairying county, and with a soil and climate peculiarly adapted for the successful raising of fruit and vegetables, had an until recently concentrated largely on the raising of cotton, making about 11,000 bales of this staple crop of the south each year. Recently there has been a tendency to diversify the crops in Cabarrus, by raising more corn and wheat and oats. To encourage this spirit of diversification and particularly to encourage the raising of livestock, fruit and vegetables, the fair association was formed, the first stockholders meeting being held April 12, 1922. To decide what to do, and to do it right away, with the fair crowd behind the Cabarrus County Fair Association. Within a few hours subscriptions lists were being circulated and the promoters of the fair were out early and late canvassing their fellow citizens for support. Deeds talk louder than words. How many cities of the size of Concord could raise \$40,000 in pledges to take stock, all of which was payable within six months, and do it as quickly as Concord folks did? Those who have tried to raise such a sum for any purpose in the average city, wherever it may be known that such a record as Concord achieved in putting the fair association over within a few days, would look out in the way of a fine co-operative community effort. Only a bunch of men and women with an unusually liberal and broad minded conception of their duty to the county could have done it. But it was done and by May 1st a site had been secured, material bought, and contractors were at work.

J. F. Cannon Gives Site.

J. F. Cannon, ever ready to help his

fellows citizens make Concord and Cabarrus go forward, donated a convenient site of fifty acres adjoining the city on the old Charlotte road. For the nominal consideration of one dollar a year, a lease for five years was signed and the Association began to make its new home. The buildings erected include a grandstand 200 feet long with comfortable benches with backs. Along the front are two rows of boxes which can be reserved. In all 2,500 can be seated comfortably. All precautions have been taken to support and brace the structure strongly, and there is said to be ample reserve strength to support a much heavier grandstand even when crowded to capacity.

The exhibit hall for agricultural and commercial displays is 50 by 100 feet of frame with a sawdust floor. Down the center is an aisle 16 feet wide on which the products of the farms will be shown on tables and shelves. Round the sides will be booths in which the industrial and commercial displays will be shown. It is significant of the spirit of enthusiasm which characterizes the



View of New Cabarrus County Fair Race Track and Grandstand

ENTERTAINMENT OF HIGH ORDER IS TO BE FURNISHED

To be successful a county fair must combine amusement, with instruction and the opportunity for comparison. With a full knowledge of this fundamental principal in modern fair management, the officers and directors working through the amusement committee comprising W. W. Flowe, T. N. Spencer, have been successful in securing some really high class attractions. Horse racing will of course be one of the big features of the fair, the races having been arranged so that no particular day will be any better than any other day. The music also will be unusually fine, the well known Wiscasset Mill Band of Albemarle, of twenty pieces having been engaged. They will play every afternoon and evening and on Thursday, October 18th in addition, the Edith Mill Band, also of Albemarle, will be in attendance making 90 pieces. Arrangements have been made for several maced band selections with all the 90 musicians taking part, and something notable in band music is expected to result.

The free acts to be given each afternoon and evening in front of the grandstand will be exceptionally good, including the Twentieth Century Wonders, featuring educated horses; Gaylor Bros., who furnish four very entertaining comedy acts; Delmore Trio, noted novelty tight wire artists culminating their work in a sensational rolling globe act.

In addition the Midway with its bright lights, raucous barkers, and innumerable exciting and thrilling side shows will provide a wide variety of amusement for old and young. The Midway is being operated by Ziedman and Polle and will present 25 clean shows and eight novelty riding devices. This exposition company comes to the fair management highly recommended as one of the most dependable and high class midway organizations touring the North American continent, and was selected from a number of applicants for the Midway concessions, because of the high reputation it enjoys.

MAJOR W. A. FOIL



Vice President

Makers of Cabarrus County Fair

Here are the men whose liberal public spirit prompted such generous subscriptions to the stock of the Cabarrus County Fair Association, and made the fine fair and race track plant, to be opened on October 16th, 1923, possible. As a result Cabarrus County will be able to boast of one of the best equipped fair grounds of its size in the south.

- W. M. Morrison
- J. F. Dayvault & Bro.
- A. E. Harris
- J. A. Brown
- W. M. Linker
- E. C. Barnhardt
- Thos. H. Webb
- E. B. Grady
- J. W. Roberts
- W. A. Foil
- C. W. Swink
- H. G. Fitz
- C. F. Ritchie
- E. C. Tucker
- F. C. Niblock
- S. W. Rankin
- B. W. Means
- J. W. Cannon, Jr.
- M. L. Cannon
- M. L. Marsh
- W. W. Flowe
- R. J. Holmes

- H. A. Goodman
- L. M. Richmond
- Parks-Belk Co.
- W. A. Brown
- H. W. Calloway
- A. R. Howard
- J. B. Womble
- W. B. Bruton
- T. N. Spencer
- E. F. Shepherd
- H. W. Caldwell
- J. T. Honeycutt
- Julius Fisher
- G. S. Kluttz
- J. B. Sherrill
- G. L. Patterson
- J. F. Cannon
- Joe Gaskell
- Jno. M. Oglesby
- E. T. Cannon
- J. F. Laughlin

business element of Concord that every foot of commercial display space was sold out many weeks ago, and the fair association could put up advantageous and profitable use much more space if it were available.

Other buildings include a convenient judges' stand of two decks 10x10 feet built of lumber. The platform in front of the grandstand is also of frame, 25x35 feet, and five feet high. From this will be given the free acts which will be a daily feature each afternoon and evening.

The battle barn is a commodious building 100x52 feet with ample facilities for the comfortable housing of the livestock. The hog house 52x22 feet is of the most approved type affording easy inspection by the judges and the public.

H. W. CALDWELL



General Superintendent

The poultry house 62x22 feet also of frame, is of the latest design. All buildings are of dressed lumber and are served with water from flowing springs piped to convenient points, and all are lighted by electricity.

The racing stables are 850 feet in length and the rear forms the fence along the old Charlotte road. There are 85 stalls in the form of loose boxes 10x10 feet. In front is a 10-foot covered alleyway.

It is intended to provide a baseball diamond inside the track and there is some talk of also providing a swimming pool on the ground next year.

The fair grounds are ideally located at the crest of a hill, a beautiful view of a magnificent parklike country stretching away in the distance, presenting a lovely vista of hill and dale dotted with

The Marshals

Excellent order is assured at the Cabarrus County Fair, October 16th to 20th by the appointment of well known citizens who have consented to act as marshals, and maintain order. It is not at all expected that their energies will be taxed in this direction because the fair management anticipates no inclination towards disorderliness, but the marshals will be present and on the job should anyone's exuberance of spirits prompt rough stuff. In addition to policing the grounds the marshals will help to make the visitors feel at home, and generally act as guides, philosophers and friends to the public within the fair grounds. Following are the marshals:

W. A. Foil, Chief, Concord.
Mrs. E. T. Cannon, Assistant Chief, Concord.

Will Johnston, Harrisburg.
J. H. Krider, Salisbury.
David Lippard, Millington.
Joel Griffin, Monroe.
James Deaton, Statesville.
T. R. Query, Harrisburg.
Allan Harris, Concord.
Roy Umberger, Concord.
Foy Fisher, Kannapolis.
Chester Misenheimer, Concord.
Lee Patterson, Concord.
Clutus Kluttz, Rockwell.
Adolphus Lentz, Gold Hill.
Willis Hahn, Mt. Pleasant.
Harry Cize, Concord.
Eugene Bost, Bosts Mill.
Parker Hartsell, Bosts Mill.

- Marvin Widenhouse, Midland.
- Whit Pharr, Concord.
- M. S. Young, Concord.
- Howard Caldwell, Concord.
- C. W. Byrd, Concord.
- Guy Isehour, Concord.
- J. Leonard Brown, Concord.
- Ladies.**
- Miss Margaret Virginia Ervin, Concord.
- Miss Elizabeth Smith, Concord.
- Miss Helen Marsh, Concord.
- Miss Helen Patterson, Concord.
- Miss Ruth Cannon, Concord.
- Miss Annie Cannon, Concord.
- Miss Mary Cannon, Concord.
- Miss Mary Cannon, Concord.
- Junior Marshals.**
- M. F. Ritchie, Jr., Captain, Concord.
- Conner Smith, Concord.
- Parks Lafferty, Jr., Concord.
- Archibald Cannon, Jr., Concord.
- Jos. F. Cannon, Jr., Concord.
- Francis Pickard, Concord.
- Buford Bost, Concord.
- Jacob Stirewalt, Jr., Concord.
- Billie Howard, Concord.
- Martin Cannon, Jr., Concord.
- Lee Ritchie, Concord.
- Clarence Barrier, Jr., Concord.
- Billie Bruton, Concord.
- Charles Kestler, Concord.
- Eugene Fowlkes, Concord.
- Tracy Spencer, Jr., Concord.
- Charles E. Boger, Jr., Concord.
- Frank Mund, Jr., Concord.

THE PROGRAM

Tuesday, October 16th.
Education and Veterans Day. Children under 15 years admitted free. Veterans in uniform admitted free. All old Veterans admitted free.

Wednesday, October 17th.
Rowan and Mecklenburg Counties Day.

Thursday, October 18th.
Home Coming Day. Stanly County, Cabarrus County, Merchants and Manufacturers Day.

Friday, October 19th.
Farmers Day, Union and Iredell Counties Day.

Saturday, October 20th.
Civic Clubs and Fraternal Orders Day.

Fireworks every night with a complete change of program.

Band Music afternoon and evening, each day.

Horse Racing daily on the best dirt half mile track in the state.

Twelve Free Acts in front of the grandstand in the afternoon and at 8 in the evening.

A Rousing, Cheery, Lively Clean Midway of 35 snappy shows.

Every Day Will be a Big Day.

PERSONNEL

Ground Committee—W. A. Foil, J. F. Dayvault, H. A. Goodman.
Track Committee—H. A. Goodman, T. N. Spencer.
Finance Committee—C. W. Swink.
Publicity—J. B. Sherrill.
Chief Marshal—W. A. Foil.
Supervisor Men's Exhibits—R. D. Goodman.
Supervisor Women's Exhibits—Kathleen Wilson.
Supervisor Poultry Exhibits—R. M. McKimmie.
Official Decorator—G. L. Renner, Raleigh, N. C.

farm houses.

The race track, which is 45 to 50 feet wide with banked turns, cost about \$19,000. It is fenced on both sides with a post and two rail fence painted white. The whole of the fair grounds is fenced with wave wire, with four strands of barbed wire, which with the army of marshals is calculated to make everyone participating in the fun, pay their share.

Admission will be 50 cents during the day and 25 cents at night to the grounds, with an extra charge of 25 cents for general admission to the grandstand or 50 cents for reserved box seats. Judges will be supplied by the State Agricultural Department and will not be announced until the judging begins.

An idea of the cost of staging an up-to-date fair may be gleaned from the fact that it will cost at least \$10,000 to put on the coming fair, and this does not allow anything for salaries to officers of the

DR. T. N. SPENCER



Secretary

fair association, who have all given their services free.

These figures form only a rough estimate as there are always unforeseen expenses, and this being the first fair, large enough allowances may not have been made. The receipts depend entirely upon the attendance. If the hopes of the promoters are realized and 75,000 attend, a handsome surplus will result, all of which it is intended will be put back in improving the grounds by the addition of new buildings and the setting aside of a sum for expenses next year. The ultimate objective is to make the Cabarrus County Fair the biggest and best fair south of the Mason Dixon Line.

J. WALTER DARNELL



Head of Ticket Department

Industrial Exhibits.

Exhibitors who have bought space in the industrial hall as follows:
Cabarrus County Cotton Manufactur-

FIREWORKS EVERY NIGHT

Fireworks on elaborate and entrancing scale will delight all those who attend the Cabarrus County Fair October 16th to 20th at the fine new fair grounds on the old Charlotte road just outside of the city of Concord. With the thoroughness which has characterized the work of the fair directors, officers and management, one of the best and largest firms in the fireworks industry has been given the contract in the person of the Schenectady Fireworks Company, of Schenectady, N. Y., well known all over the country as manufacturers of fireworks whose beauty of design and brilliance of appearance, once seen are always appreciated.

The fireworks display will be a regular free nightly attraction, and will be set off in front of the grandstand. The new grandstand, which will seat 2,500 persons in comfort, is expected to be taxed to its limit at night, when the fireworks, the band music and the free acts on the platform facing the grandstand, will make every minute of the evening performance full of the liveliest kind of entertainment.

ers Association; Kidd-Frix Music Company; H. B. Wilkinson Furniture Company; E. B. Grady Plumbing Company; Standard Buick Company; Richmond-Flowe Company; F. C. Niblock; Peerless Brick Company; Porter Drug Company; Specialty Hat Shop; John K. Patterson & Co.; Gibson Drug Store; Ritchie Hardware Company; National Lumber Company; Ritchie-Caldwell Company; Delco Light Company.

The fair is to be thoroughly advertised. Already a handsomely printed premium list has been distributed far and wide. This book was self supporting, as the sale of advertising space paid the whole of the bill of the printers. This will be supplemented by newspaper display advertising in the county newspapers throughout adjoining counties, on 31 billboards and through hand bills and automobile streamers, and a portion of this advertising has already been done.

Birdseye View of Cabarrus County Fair Grounds, Showing the Livestock, Poultry, Hog and Exhibit Buildings

