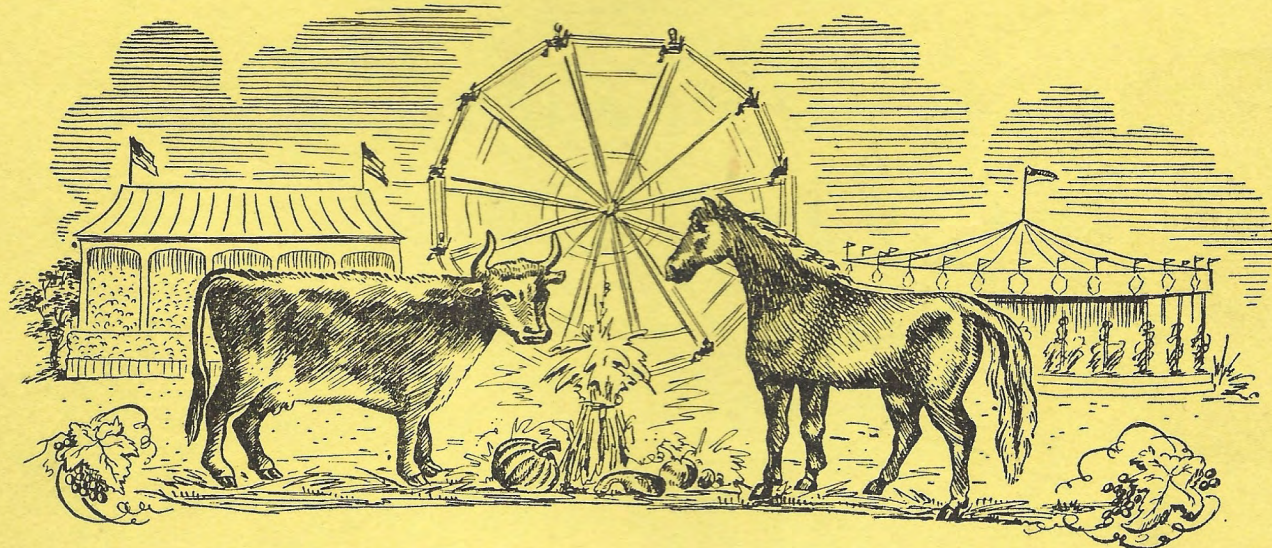


100th ANNIVERSARY OF THE

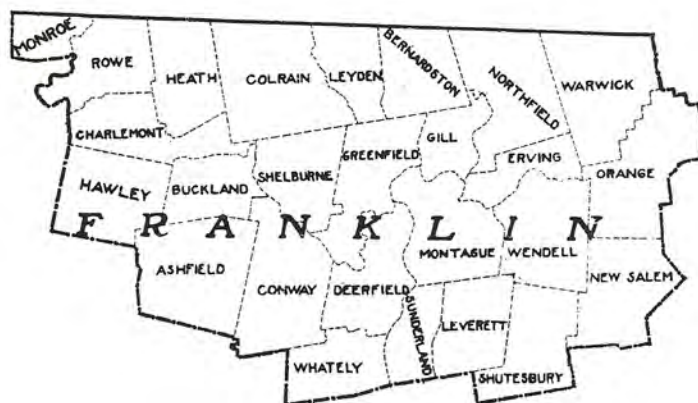


FRANKLIN COUNTY FAIR

SEPTEMBER 12, 13, 14, 15 - 1948

100th ANNIVERSARY

OF THE
FRANKLIN COUNTY FAIR
AT
FRANKLIN PARK IN GREENFIELD
SEPTEMBER 12, 13, 14, 15, 1948



Where may be seen Livestock and Poultry; Canned Goods, Vegetables and Fruit; Fancy Work and Fine Art; Riding Horses and Draft Animals; Drum Corps, Bands and Vaudeville. Stunt Drivers and Trotting Races; Farm Equipment; Athletic Events and Decorated Floats; Fakirs from far lands; and divers other special and entertaining attractions.





A Message from the President

In presenting this, our 100th annual Fair, we cannot help but feel grateful that our forefathers held the first Fair for the main purpose of aiding the advancement of agriculture in Franklin County and the surrounding communities. If they had not established this ideal at the very beginning, the Fair would surely not have survived these many years.

Everyone in Franklin County is interested, directly or indirectly, in agriculture because it is the county's leading industry. Since 1848, the farmers of this section have brought to the Fair the best of their stock and farm produce — partly to enjoy the sport of competition, but also to compare notes on farming methods. Other fairgoers have watched this friendly competition yield better stock and produce at each successive meeting.

As a result of this cooperative interest, the Fair has advanced and expanded so that today it is one of the leading county fairs in New England. In presenting The Franklin County Fair of 1948, we hope that it will be the most complete and elaborate Fair that has been presented in this century of growth and progress.

Fred B. Dole

100 YEARS AGO

The First Cattle Show and Agricultural Exhibition Was Conducted in Greenfield

FRANKLIN COUNTY actually got into the cattle show business 30 years before the first fair in Greenfield. On January 22, 1818, prominent men from the three valley counties met to organize the Hampshire, Franklin and Hampden Agricultural Society. The new organization held its first cattle show at Northampton in October of that year, offering a list of premiums amounting to \$272.50 in silver plate.



Successful as the Northampton cattle show was, the journey down the valley was too long for many a Franklin County farmer. The number of entries from the northern segment of the Society declined year by year. "Little Franklin" had been growing, meanwhile, and the need for a local show had increased accordingly.



While no one knows exactly who originated the idea of a Franklin County fair, Greenfield historians say the commonly accepted story gives the credit to George ("General") Newport, an old colored man who worked for Henry W. Clapp. The General was an enthusiastic hiker, in spite of his seventy-odd years, and he often ventured far from Greenfield on his rambles.



On trips to Northampton and Worcester, he had visited the fairs. He became convinced that Greenfield could and should have a similar exposition for Franklin County. According to the story, he enlisted the aid of a Captain Ripley, one of the local printers, and set out to circulate posters announcing such a show in all the surrounding towns. The idea caught on, and the fair was a success.

Whatever the real story may be, we know for sure that two men, George Grennell and David R. Wait, had a hand in promoting that first fair. They signed this advertisement, which appeared in the Gazette and Courier, Tuesday, November 7, 1848:

CATTLE SHOW

WE, THE SUBSCRIBERS, inhabitants of the County of Franklin, desirous of promoting the Agricultural, and other interests of the County and vicinity, and believing that an exhibition of Cattle and other stock, and the various products of the farm and garden, will have a direct tendency thereby, by stimulating and exciting a spirit of emulation among all classes of citizens, to improve the breed of cattle and other stock, &c. We therefore agree to have a Cattle Show, or exhibition of all kinds of animals, and Agricultural productions, to be had at GREENFIELD, on THURSDAY, the NINTH day of Nov. inst., at ten o'clock in the forenoon, and that we will use our best endeavors to manage and promote the same, and will exhibit our own stock &c., and use our influence with those around us to do the same; hoping that this may be the commencement and entering wedge for the establishment of a permanent and annual Cattle Show, in our own County.

GEORGE GRENNELL,

DAVID R. WAIT, and 100 others.

Nov. 1, 1848

In the same issue, the paper commented editorially on the venture:



THE COMMON AS IT APPEARED ABOUT THE TIME THE FAIR BEGAN

CATTLE SHOW IN GREENFIELD

By a notice in the advertising columns, it will be seen that it is in contemplation to establish an Agricultural Society for this County, and that it is proposed to give the measure a start by having a volunteer Exhibition of Animals, and all sorts of Farm Products, in this Village, next Thursday. The notice is rather short; but from the men engaged in it, and the spirit manifested, a very good display may be expected. It is hoped that all persons who feel disposed to encourage the object, will contribute to make the Exhibition one of interest, by the presentation of Cattle, Fruits, and other articles.



A week later, the Gazette and Courier had an enthusiastic report on the success of the show:

CATTLE SHOW

Agreeably to notice, there was quite a display of Cattle in our village last Thursday, and quite the appearance of a regular Cattle Show was manifested. From the shortness of the notice — only two days — and the necessary incompleteness of the arrangements there was little brought in but Cattle and Horses. The display of cattle was grand. There must have been over a hundred pairs of them and many were of superior quality. Shelburne was represented by

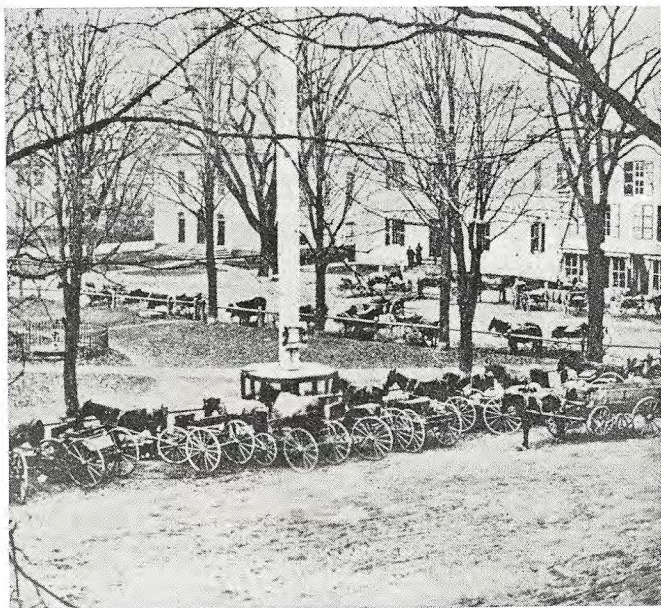
two long teams that fairly made one feel rich to look at them.

There were some fine horses and colts, but the number was not great. They attracted, however, considerable attention. A five months' old colt belonging to Mr. George W. Carpenter of Shelburne, weighed over five hundred pounds. If he keeps on growing in proportion, till maturity, he will make a horse fit to carry the Kentucky giant.

From the spirit manifested on this occasion, it is evident that a little well-timed effort is necessary to establish a permanent and prosperous Agricultural Society in this County. — The Show at Northampton is too distant for our farmers of the northern towns to drive their cattle, or conveniently convey other articles for exhibition. Hence they have seldom participated in it, and of course have been shut out from its benefits.

Such an anniversary here would remove this difficulty, and engage the interest of very many first rate farmers and skillful mechanics, who would like to promote a brisk competition which would be calculated to give a healthful impetus to improvements in their several avocations. It seems to be important that such an organization should be formed and we trust the present favorable juncture will not be neglected to accomplish so desirable an end.

In 1849—The Year of the Gold Rush



This is about the way Greenfield Common looked on Fair Day in the early years. Notice the oxen tied up on the west side.

THE SHOW went over even better the second year than the promoters had dared hope. By midday, livestock and poultry on exhibition occupied the entire south side of Main Street, from the Clapp residence at the corner of High Street all the way to Chapman Street. There were more than 70 pairs of working cattle. Of that total, 20 pairs were in one team from West Deerfield, and 15 others were in a single team from the south part of Shelburne, which was called Foxtown at that time.

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What was more important was the large number of people coming from outside Greenfield. The show had proved itself to be a genuine Franklin County event, and, on the strength of that proof, the Franklin County Agricultural Society was formed.

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The "FIRST FAIR" in 1850

THE SUCCESS of the 1848 and 1849 expositions paved the way for the incorporation of the Society by the General Court in 1850. At the first formal meeting of the new organization, held in Greenfield, June 13, 1850, these five officers were chosen: Henry W. Clapp of Greenfield, president; William W. Bardwell of Shelburne and Moses Stebbins of Greenfield, vice-presidents; Wendell T. Davis of Greenfield, secretary; and A. G. Hammond, probably a Northampton man, treasurer.

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Subscriptions to the Agricultural Society had been rolling in during the year. At the time of organization, these totaled \$1,362. Ashfield contributed \$24; Bernardston, \$72; Buckland, \$5; Charlemont, \$10; Colrain, \$10; Deerfield, \$104; Gill, \$10; Greenfield, \$711; Montague \$5; Northfield, \$64; Orange, \$100; Rowe, \$18; Shelburne, \$159; Sunderland, \$45; Warwick, \$12; and Wendell, \$13.

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The first fair and cattle show under the auspices of the Society was on September 25, 1850. This time

Main Street was "roped off from the pump near S. Allen's store to James Grinnell's house at the head of Main Street." While oxen were the only cattle shown, some of the finest in the county were brought in for the day. There was keen competition between the Leavitts of Charlemont, James Grinnell of Greenfield, and a number of the more successful Shelburne farmers.

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On the premium list for that first fair were these awards:

"Best string of working oxen not less than 15 yoke, (these from any one town) 1st. \$10.00; 2nd. \$8.00; 3rd. \$5.00.

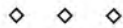
"Best yoke \$6.00; 2nd. \$5.00; 3rd. \$4.00; 4th. \$3.00.

"Bulls, one year old or upwards 1st. \$5.00; 2nd. \$3.00; 3rd. \$2.00.

"Milch cows 1st. \$5.00; 2nd. \$4.00; 3rd. \$3.00; 4th. \$2.00."

Ten Years of Rapid Growth

WHEN the Franklin County Agricultural Society held its second annual meeting in January, 1851, Henry W. Cushman of Bernardston was named to succeed Mr. Clapp as president. Mr. Cushman not only contributed spirited leadership to the organization; he also donated \$1,000 in Franklin County Bank stock (now the Franklin County Trust Company), the income from which has been used for floral premiums.



By 1852, there was more to be seen at the Fair than just oxen. The report for that year lists heifers, steers, swine, horses, colts, and poultry, in addition to fruit and vegetable displays. But oxen were not passed by. Town teams of 40 and more yoke of oxen attracted more attention and comment from fairgoers than most of the other entries.



Fruits and vegetables were shown in the Town Hall, then and for years afterward. An entry in the Society's minutes for the Fair of September 29-30, 1852 shows that "Admission to Town Hall where exhibits were on display was .06."



Because of the growing interest in the Fair, it was turned into a two-day event — usually in October. The highlight of the celebration was the parade that formed at noon on the second day and marched around the village behind the Greenfield band. Officers and members of the Society and the invited guests led the marchers through the streets and back to the "Brick Church" — the forerunner of the present Second Congregational Church.



At the Church, the marchers joined together in prayer and heard a program of hymns sung by the choir. After committee reports had been made, they settled back to listen to an address by one of the County's prominent men. That ended the serious side of the Fair, and the marchers quickly formed again outside the Church and moved off to the Mansion House or the American House for dinner at 50 cents a plate.



Extending the fair an extra day failed to solve the problem of increased exhibits and heavy attendance. At the meeting of June 5, 1856, the Society voted "to purchase land on Petty's Plain for \$25 or \$30 per acre." It was estimated "that the probable expense of procuring the land, enclosing it for the Society's use would be about \$3,000."



For more than 50 years, farm produce, fancy work and other such articles were exhibited upstairs in the Greenfield Town Hall.



After the Society had held its formal program in the Brick Church (center) . . .



the members moved on to dinner, either at the Mansion House . . .



or the old American House. The price of the dinner: 50 cents.

The Original Fairgrounds

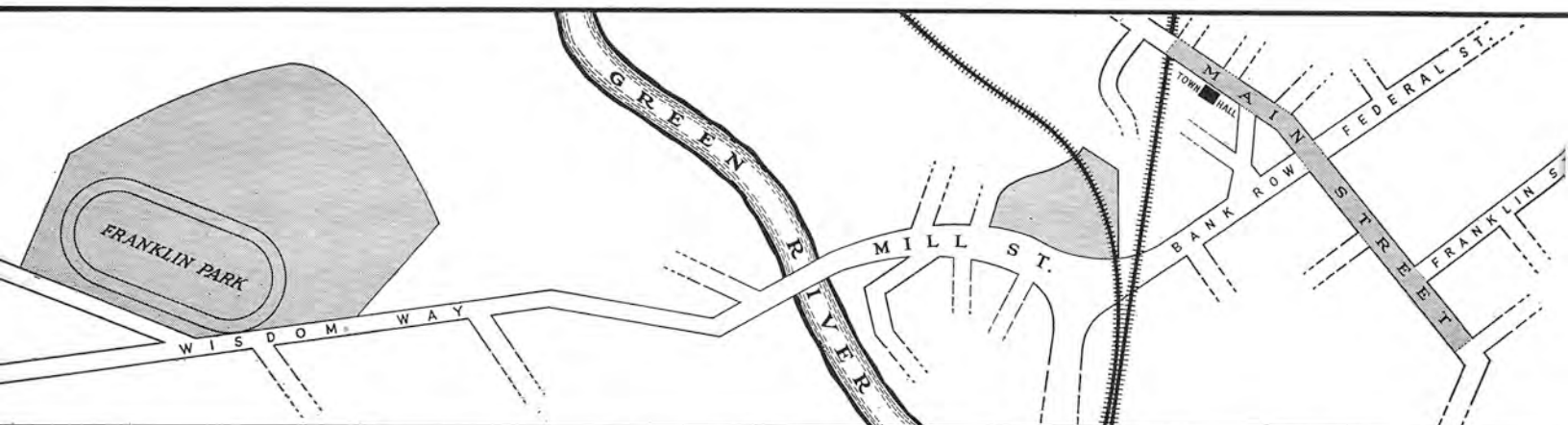
FOUR years after the Society decided to establish a home park, five acres of land on the Green River meadow, where Power Square is now located, were purchased from the Hon. Almon Brainerd for \$2,000. An additional five and a half acres were bought for \$3,000 in 1862, and a six-foot fence was built around the whole park.



The main entrance to the park was on Mill Street, near the site of the present-day marble works. For the convenience of pedestrians on their way to and from Washington Hall, which was still the only exhibition hall, there was a side entrance opening toward Main Street. This was reached by a driveway leading between the old cemetery and Dr. Fiske's barn, where the Davenport and Nims blocks stand today.



In developing the park, the Society gave first priority to a trotting track and cattle pens. The track was a third of a mile in circuit and was bordered by open, bleacher-type seats. Only a few cheap buildings were constructed.



THE FAIR STARTED ON MAIN STREET, THEN MOVED TO CONWAY ROAD (MILL STREET) IN 1856, AND FINALLY SETTLED AT ITS PRESENT LOCATION ON PETTY'S PLAIN IN 1876.

75 YEARS AGO

THE FAIR of 1873 proved that Grennell, Wait and the "100 others" had good reason for believing a Franklin County agricultural show would tend "to improve the breed of cattle and other stock."

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Threatening clouds broke up about 9 a. m. Thursday as the Fair opened. Peanut vendors started to tour the grounds, and the hot oyster restaurants and cooky stands opened for business. People began to buy ginger bread, small beer and sweet cider. At the side show, the sword swallower attracted early customers.

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The crowd moved toward the cattle pens, where over 600 head of neat stock were quartered. The prize exhibit was a herd of 13 Kerries, shown by Frank Barnard of Shelburne and said to be the finest in the United States. Charles Parsons, Jr., of Conway was showing 15 thoroughbred Shorthorns, among them two outstanding bulls. James S. Grennell had entered his eight Ayrshires.

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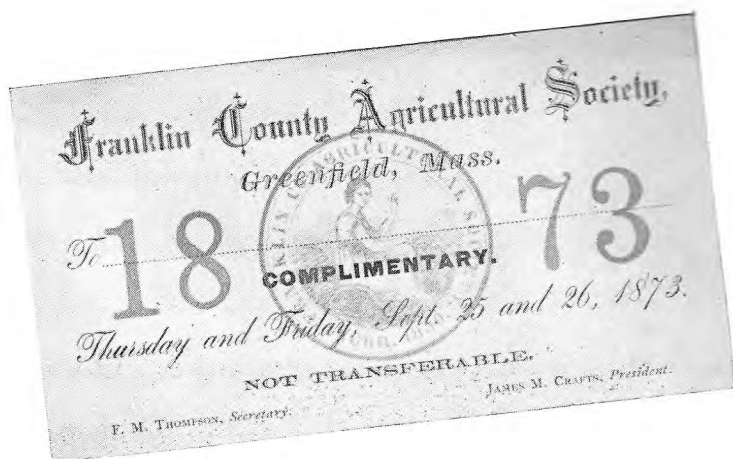
The Anderson herd from Shelburne was the largest on the grounds—43 high grade Shorthorns, including the Duke of Clarence, the largest bull exhibited at the Fair up to that time. G. P. and W. W. Carpenter of Shelburne were showing 40 head of "fine" cattle, as were D. and H. Wells of the same town. S. W. Hall had entered Devons, Ayrshires and Jerseys. Other Shorthorns had been brought in from Shelburne by George E. Taylor, C. M. Long and O. O. Bardwell. Charles Wells was exhibiting a thoroughbred Shorthorn bull; William T. Peck of Shelburne, a Shorthorn heifer.

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More Jerseys and Ayrshires were shown by D. O. Fisk of Shelburne, T. M. Stoughton of Gill, H. C. Haskell of Deerfield, and P. P. Severance of Greenfield. J. C. Severance and G. W. Truesdell of Shelburne both had large herds at the Fair. Only three town teams were entered—Shelburne with 15 yoke of oxen and seven steers, Conway with 13 yoke of oxen, and Deerfield with 9 yoke.

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Rivals to the cattle for attention were the large flocks of sheep. Morris Pierce of Colrain, R. Rice of Conway, and Lafayette Anderson and D. R. Bardwell of Shelburne were showing sheep in the fine-wool class. Asiatic fowl were the mainstays of the poultry



exhibit, which occupied 28 coops. Outstanding among the exhibitors were William A. Howland, an 80-year-old Conway man; E. S. Allen of Shelburne Falls; Jimmie Deane and Orman Potter of Greenfield; and Dr. C. C. Haskill. There were practically no swine shown, thanks to a drop in pork prices.

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Supt. Whitney L. Warner had done a fine job in Washington Hall. His arrangements did justice to everything from a collection of western seeds, grain, grasses and vines to a large showing of sewing machines, a new invention that promised to be a big help to the housewife.

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Jacob Steiglader of Shelburne Falls, J. M. Crafts of Whately and Warner himself had excellent displays of fruit. And there were many other interesting exhibits—canned fruit, honey, flowers, photos, millinery, fancy work, trout, a birch bark canoe made by Dr. Roswell Field, and even dental work.

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Thursday's special events started with the usual procession, led by the Bernardston band, the speaker of the day, and the officers of the Society. The formal program was held in the Unitarian Church instead of in Washington Hall as planned, because of the noise made inspecting exhibits in the Hall. Dinner was served the officers and invited guests at the Mansion House.

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On Friday everyone changed from work clothes to their Sunday best for the horse show. Some of the best were shown by the Dennisons of Colrain, John S. Anderson of Shelburne, A. A. Smith, and F. R. Parks of Bernardston. In a close race, E. Owne's traveler beat out the horse entered by E. S. Smith of Ashfield.

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From start to finish, the Fair was a complete success. The entries were even better than usual, the weather was perfect, and the receipts amounted to \$1,159.81—was equal to that of the 1871 Fair, the best year on record.

A NEW HOME FOR THE FAIR

THE FAIR finally outgrew the Green River tract. Matters were brought to a head by the relocation of the Troy and Greenfield Railroad, which virtually prohibited any further expansion of the existing park.



A committee appointed at the annual meeting in 1876 sold the property at auction and began the search for a new location. It was finally decided to purchase thirty-three and a half acres of land on Petty's Plain. The purchase was completed the same year for \$2,571.70.

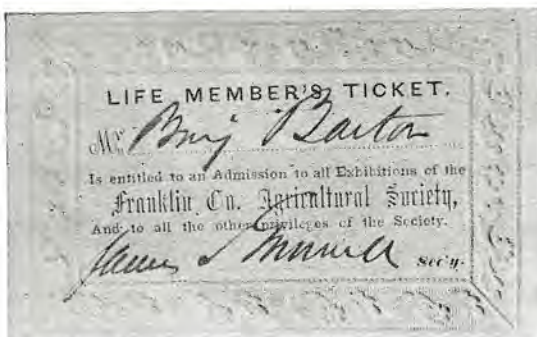


At the Society's meeting of August 3, 1876, it was voted "to erect a grandstand with a hall underneath, the stand to seat about 1,000 people." It was also voted "that the grounds of the Society bear the name of Franklin Park." Shortly after the new park opened, a fine half-mile track was built at a cost of about \$1,650. The Fair had come to a new and permanent home.

Lifetime Memberships

Life memberships in the Society were started in 1851. Men who paid five dollars for themselves and two and a half dollars each for their wives and children were granted continued free admission to the Fair, free passage over toll bridges on exhibition day, access to all exhibits, and a seat in the church for the speaking program. About 1890 the Greenfield members suggested that one way of solving the current financial troubles would be to abolish the life mem-

berships. Members from the other county towns agreed, and the day of the membership certificate came to an end.



The Program in 1887

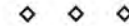
The Fair was still a two-day event in 1887. One of the features was a concert at the park Thursday evening, and Washington Hall was open both days for the showing of produce and merchandise. Single admission to the Hall was 15 cents and to the Park was 25 cents on Thursday and 35 cents on Friday. Children from 10 to 15 years old paid 15 cents.



Judging went on all day Thursday for thoroughbred bulls and cows, breeding herds, grade cows, two- and three-year-old heifers, yearlings, calves, stallions and stock, breeding mares and stock, weaned colts, and pairs of farm horses. From 9 a.m. to noon Friday, the judges reviewed gelding and mare colts, stud colts, gentlemen's driving horses, and pairs of carriage horses.



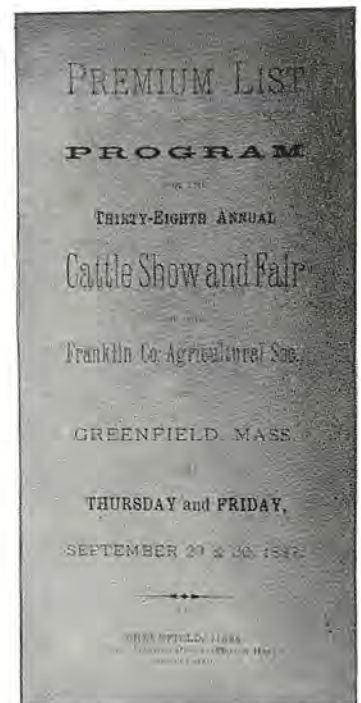
The races began at 1 p.m. Friday. No. 1 was a trotting and pacing race, "open to all," for a purse of \$200. No. 2 was a 2.40-class trotting race for a \$150 purse. No. 3 was a 2.50-class trotting race for a \$120 purse.



Top premiums were \$10 each for the best Short Horn, Jersey and Holstein herds and the best stallion, "four years old and upward, owned and kept in the county, with specimens of stock, speed to be considered".



Hall exhibition premiums were awarded in these classes: vegetables, entomology, apples, pears, grapes, quinces, peaches, flowers, butter and cheese, bread, pickles - jellies - preserves, honey, maple sugar, maple syrup, domestic manufactures, fancy articles, fine arts, field crops and committee reports.



The Era of The Coaching Parade



EARLY in the 1890's, the people of Greenfield realized that something must be done to advertise the Fair more widely if it was to be a financial success. For several years, admissions and fees had failed to keep up with mounting costs.



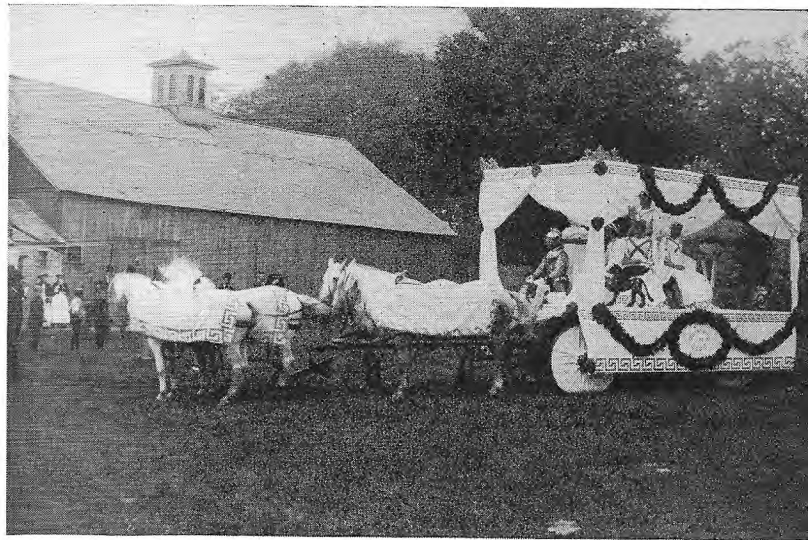
After discussing the problem with friends in nearby towns, they decided that a coaching parade, held in conjunction with the Fair, would attract more attention and interest than anything else the community as a whole could sponsor. The first coaching parade was held Sept. 20, 1894, the opening day of the Fair.



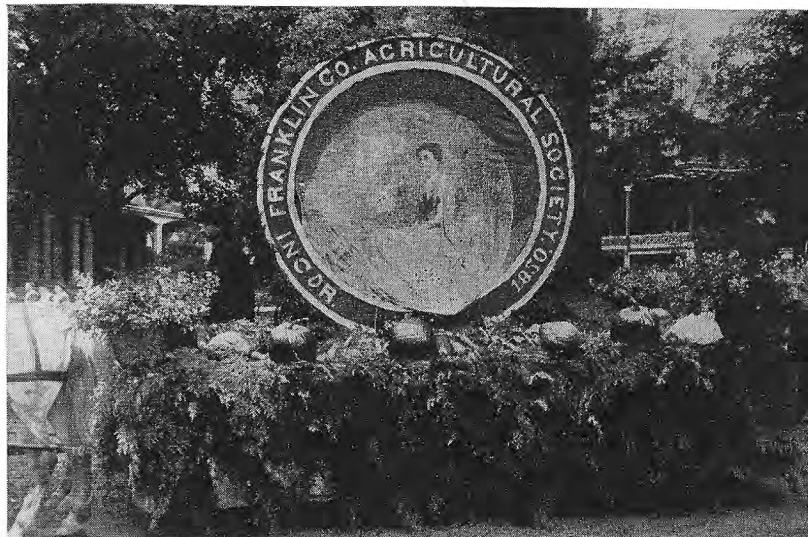
According to the Gazette and Courier, "Main Street was gaily decorated with flags and bunting, with the street lined with people such as was never witnessed before." The parade was led by Sheriff Chenery and several of the other prominent men of the county, mounted and dressed in costume. The Greenfield Cornet Band and Greenfield Drum Corps provided the music for the marchers, bicycle riders, and floats and carriages. After forming at the head of Main Street, the procession moved west to Fort Square, then back to Bank Row and down the hill toward the fair grounds.



These parades carried the fame of the Franklin County Fair far and wide through Western Massachusetts and, for the several years they were staged, drew crowds of more than 10,000 to Greenfield at Fair time.



FLOAT OF GREENFIELD ART CLUB



FLOAT DISPLAYING SOCIETY'S SEAL



GREENFIELD D. A. R. COACH



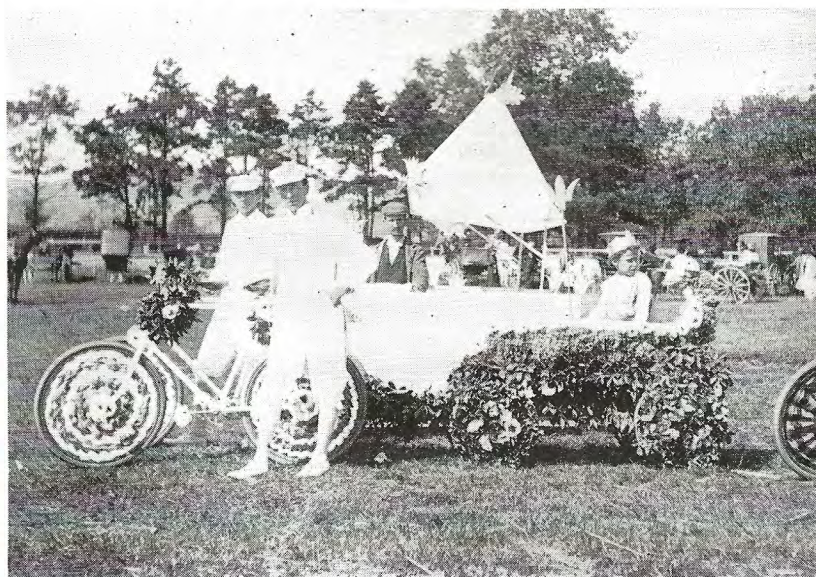
FRED FIELD, EDITH NEWCOMB AND FRIENDS



MRS. BROOKS AND MRS. HOLLISTER



THE YACHT CLUB AND A DONKEY CART



EARLE N. W. KELLOGG IN "NEPTUNE'S CAR"



"TWO YOUNG MISSES IN WHITE"



"FAIRY HEARTEASE" AND "TURTLE DOVES"



50 YEARS AGO

THE FAIR was held in late September in 1898, and it rained both days. Thursday's opening-day attendance was well above average. Besides the cattle judging, there were the races and concerts by the Shelburne Falls Band and Germania Band of Turners Falls. Families clustered under gay umbrellas where an enterprising fakir had set up several phonographs. Lyman Sawtelle and William Wise were on hand as usual to sell their famous oyster stew.

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Jersey cattle were the favorites of the show. S. C. Severance and Sons of Leyden had brought in 15 head, and C. F. Severance of the same town was showing 14 head. Stoughton and Burnham of Montague had the largest local herd of 35 Jerseys. C. K. Childs of Conway was exhibiting 24 head. E. H. and Z. H. Fisk of Shelburne had entered 15 Jerseys and one Ayrshire. Also from Shelburne were the herds of George E. Taylor and Son, 20 Shorthorns; G. F. Dole, 14 Shorthorns; and Pres. Anderson, Shorthorns and Southdown sheep.

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Abner Peck and Son of Shelburne were showing 23 Holsteins, and D. E. Smead of Shelburne, 27 head, mostly Holsteins. C. W. Smead had 20 head, mostly Holsteins, and several oxen. Two other leading county exhibitors were C. E. Williams and Son of Deerfield, with 23 Guernseys, and E. Andrews and Son of Shelburne, with 10 Herefords. The outstanding exhibit was the large Jersey herd from the C. I. Hood farm, of which John T. Carpenter of Shelburne was superintendent.

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An upswing in pork prices had brought a revival in the swine exhibits. C. W. Smead had entered a number of Poland Chinas, Chester Whites, Red Rocks and Yorkshires. Walter Smead was exhibiting Poland Chinas and Berkshires. Three other Berkshire exhibitors were C. M. Abbe and J. G. Pickett of Greenfield, and W. E. Kinsman and Son of Heath.

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At Washington Hall, Supt. Warner had done his usual competent job with the special exhibits. Bat-

tenburg work was the most popular type of fancy work, and dolls, china and millinery were well represented. There was a shortage of fine art work. The only outstanding entries were several oils by M. H. Morse of Greenfield, colored photos by Mrs. Jessie Tarbox Beals, and wrought iron pieces by "The Deerfield Iron Worker," a Polish immigrant employed by F. H. Andrews of West Deerfield.

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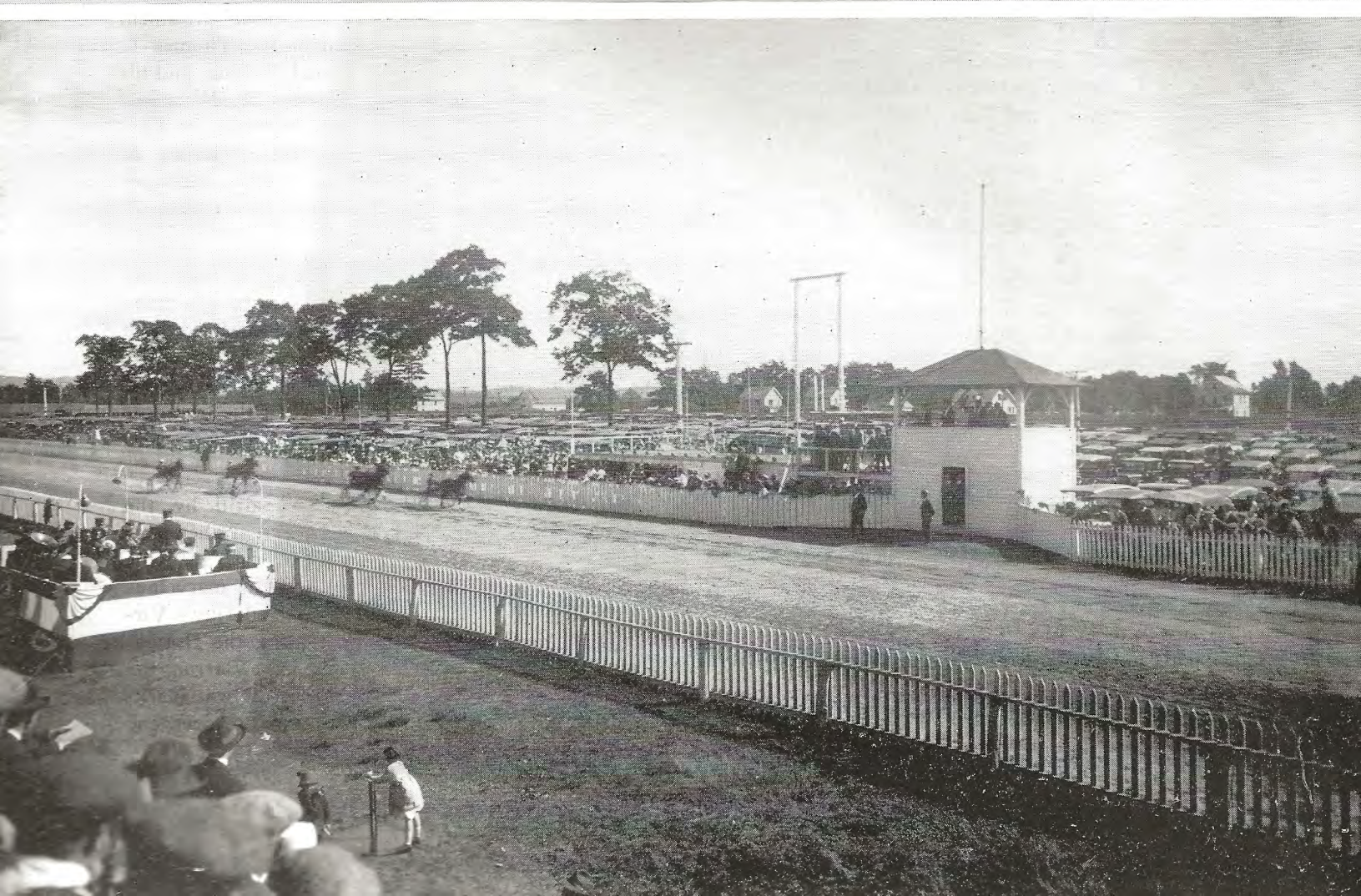
Friday's coaching parade drew many hundreds into Main Street and Court Square, which were decked out in gay colors for the event. The first division, led by the police and Marshal Frank G. Lowe, included Aides W. M. Pratt, Fred H. Payne and Allen P. Jones; Sheriff Chenery and his men; the Shelburne Falls Band; floats; private carriages; the Greenfield Drum Corps; and the fire department. Thomas L. Comstock was marshal of the second division, and his aides were John W. Smead, Charles W. Nims and Truman H. Miner. Behind them marched the Germania Band, Greenfield Naval Cadets, "Heroes of '98," and "Boys of '61-65," with the coaches, carriages and bicycles bringing up the rear.

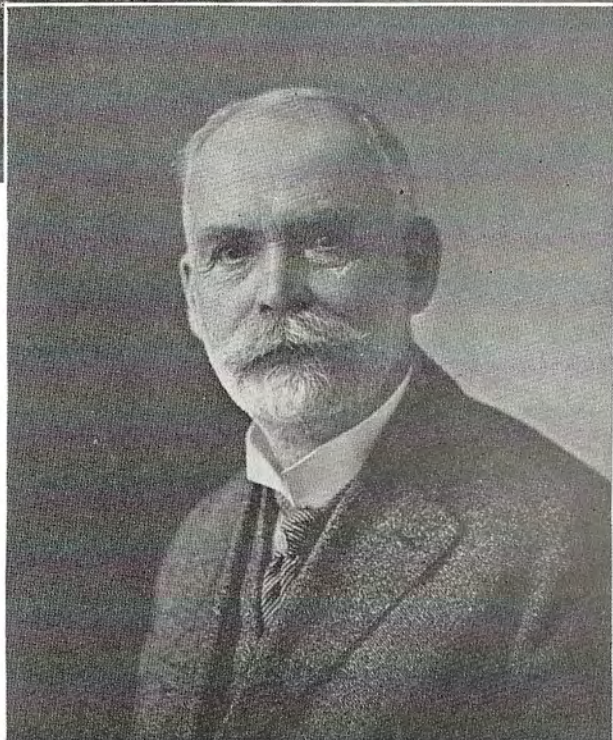
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When all the business places closed at noon, everyone headed for the fairgrounds for the afternoon program. Judge Lilly's white horse waltzed, and there was a close contest between the colts owned by Matthew Barber of Greenfield and J. O. Galvin of Colrain. L. Pluff of Greenfield showed the best pair of carriage horses.

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The other attractions included a drill by the Cadets under Capt. Blake, trotting races—rather poor both days due to the slow track—and the vaudeville program. Besides "Forest Tempest," the marvelous educated horse, the vaudeville bill offered Hay's Virginia Troubadours; Brown and Wallers, the Hottentots; Prof. Burke's trained dogs; and Le Barron, the Contortionist. The Franklin County Fair was marking its 50th birthday in a way to remind everyone that it had grown to be quite a show.





IN THE EARLY 1900's

One of the Greenfield men who took particular interest in the Fair was Frank O. Wells. He had a hand in the building of both the round house and the gates. The gates were formally dedicated at the opening of the 1920 Fair, with the presentation made by J. T. Seller to President F. W. Burnham of the Agricultural Society.



25 YEARS AGO

THE FAIR outgrew Franklin Park in 1923, as a result of the growing popularity of the automobile, and two attendance records fell by the way. As Monday's opening-night crowd swelled to more than 3,000 people, Fair officials gratefully accepted an offer of outside parking space from the Green River Cemetery Company. A feature of the program that night was a concert by the combined Greenfield and Turners Falls bands.

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The main attraction was the same as in 1848—the livestock exhibits. Over the stalls where the Holsteins and Herefords, Ayrshires and Shorthorns, and Aberdeen Angus stock were teathered were many of the old familiar names. There were E. H. Copeland and Sons of Colrain, Oscar Belden and Son of Hatfield, the Davenport Brothers of Shelburne, Fred A. Winn of West Deerfield, Frederick W. Burnham of Greenfield, and George E. Taylor and Son and D. T. Barnard and Sons of Shelburne.

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Charles M. and Stephen K. Davenport were also showing several pairs of trained Hereford oxen and steers, and D. W. Hart and Son of Conway had entered five pairs of draft oxen. Ansel Dickinson's Sons of Ashuelot had a pair of Durhams; E. H. Purring-ton of Buckland, two pairs of light draft oxen. Massachusetts Agricultural College and Leroy Dickinson of Whately had brought in sheep, and A. P. Childs of Deerfield was showing three pens of Durocs. The center of attention among the small stock was a herd of over 50 big-type Chester Whites exhibited by Fred Peffer of Petty's Plain Road, who had also given the Fair its finest-ever showing of water fowl.

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In the poultry house, interest focused on the White Rock hen with double the usual number of legs which John Waitkus of Greenfield displayed. Outside, Greenfield's auto dealers were putting on the biggest car show the Fair had seen.

◆ ◆ ◆

After Monday's grand opening, attendance dropped off Tuesday, only to revive Wednesday as all records were broken. All the stores and factories

closed down for the day. In the 2.20 pace Wednesday, Guy Lea, one of the Greenfield horses, threw both boots in the first two heats, got in front of the other horses, and broke frequently. A quick change of harness brought him back into line, but he failed to place in the event.

◆ ◆ ◆

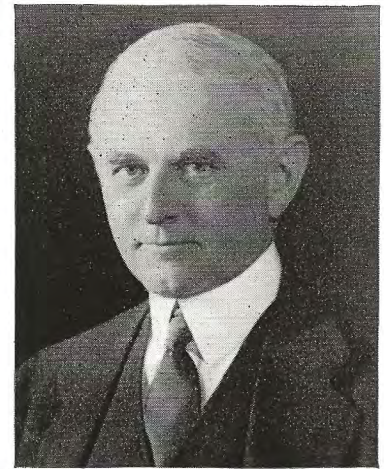
Featured performers on the vaudeville bill were the Weldanes, a troupe of aerialists; the Gauthiers, another group of aerialists; Marion Drew, a fire juggler; the Greens, in a bicycle act; the Franklin Brothers, acrobats; and Poodles and Dottie, who did a comedy routine on a rocking table.

◆ ◆ ◆

The schools closed Thursday. Led by the Greenfield High School band and the Public School band, the student bodies of the various county schools marched to the grounds for the annual track meet. Greenfield nosed out Turners Falls in the larger school competition, and Charlemont and Sanderson Academy tied for first among the smaller schools.

◆ ◆ ◆

Pres. John W. Haigis of the Agricultural Society was one of the featured speakers on the program.

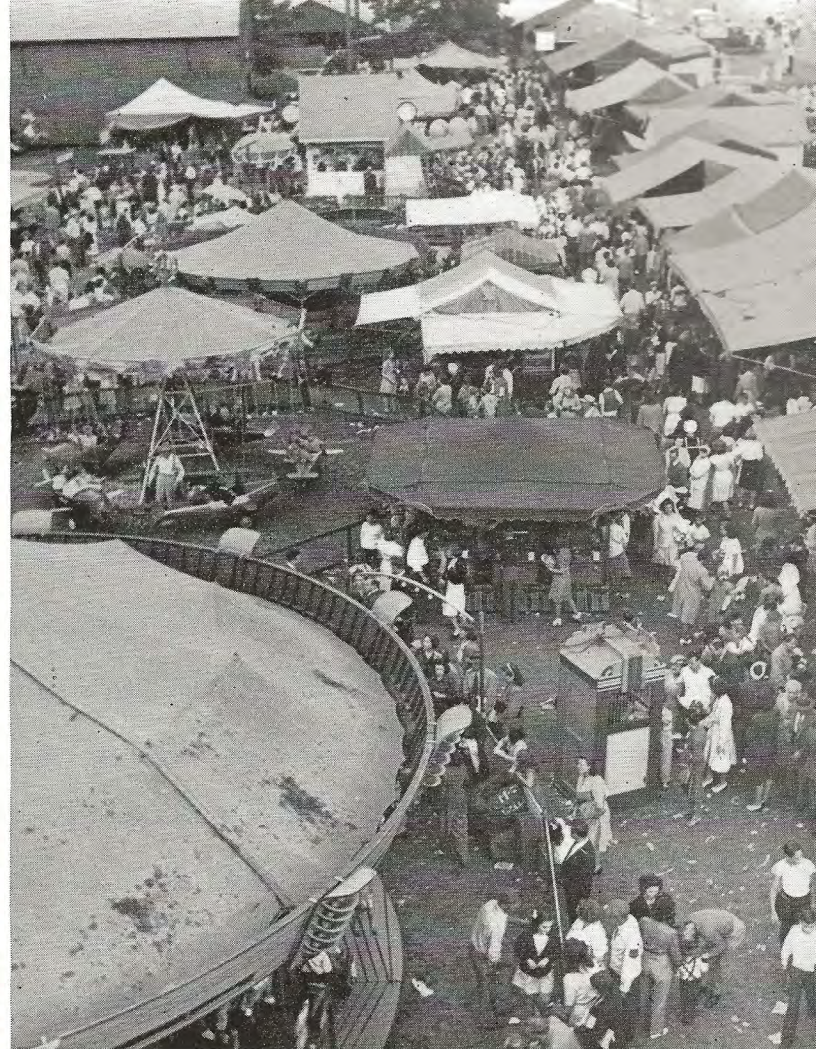


JOHN W. HAIGIS

He and other Fair officials reviewed the stock cavalcade and the juvenile parade. The Greenfield Canning Club, the North Rowe Handicraft Club and the Orange Busy Bees Club won top honors for floats in the parade. In the races that followed, Flower Hal, the other Greenfield horse, made a good showing in the 2.20 pace.

◆ ◆ ◆

When the Fair closed, all records for "motors, teams and pedestrians" had been broken. At the ripe old age of 75, the Live Wire Fair had proved that it had what it takes.





This is a Mutual Savings Bank, operated for the benefit of the depositors. There are no stockholders. Out of the profits a surplus is accumulated to protect the depositors against all possible contingencies. The remainder of the profits is distributed to the depositors in the form of dividends, or interest.

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Deposits go on Interest on
the first of every month.

GREENFIELD SAVINGS BANK

MANSSION HOUSE BLOCK

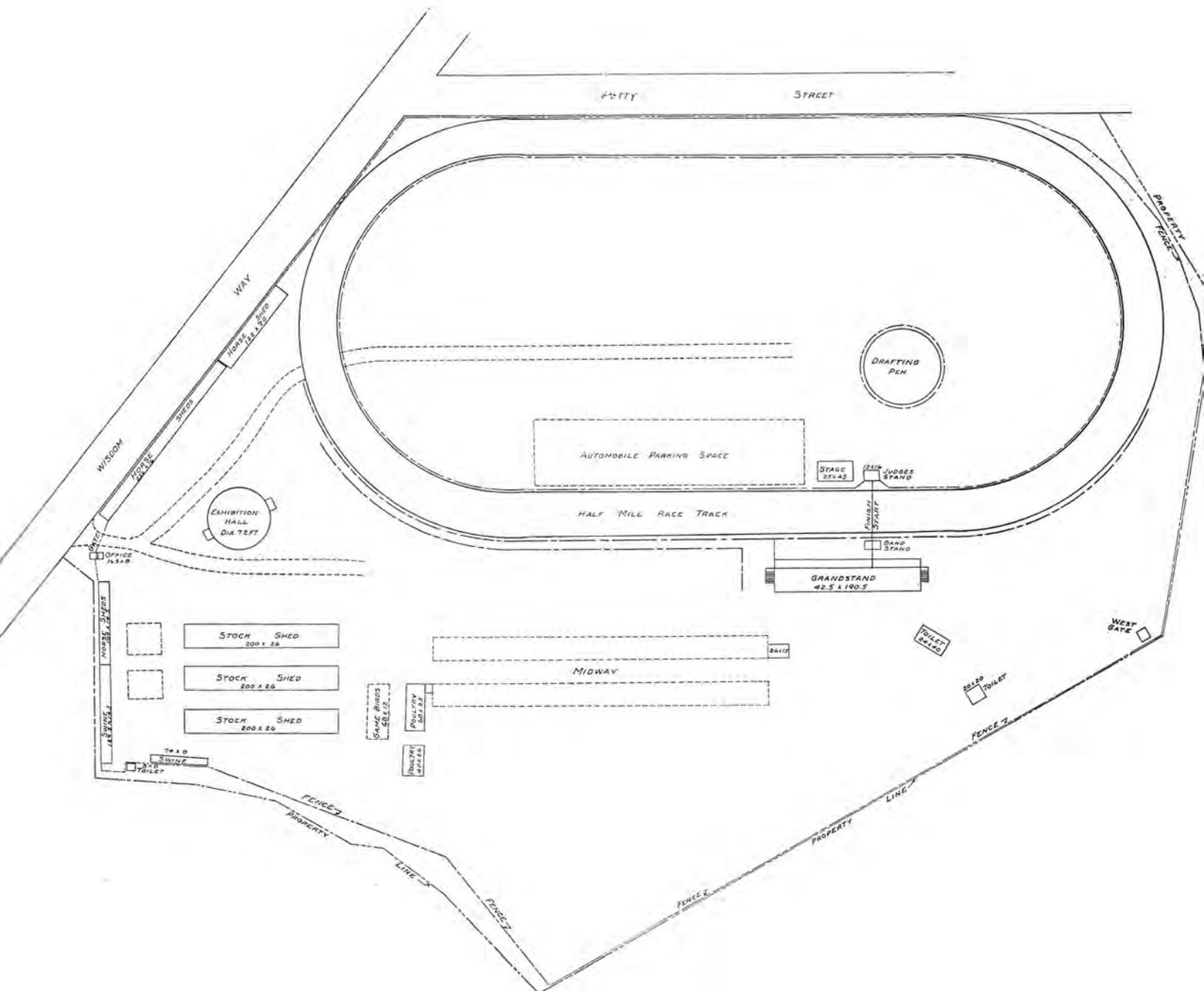
GREENFIELD

THE FAIR TODAY

THE FRANKLIN COUNTY FAIR of 1948 is a far, far cry from the first cattle show, and one of the main differences is in the physical surroundings. With a few exceptions, the map below shows the fairgrounds as they are today.

A new 4-H Building and a newer Fish and Game Building have replaced the horse shed to the left of

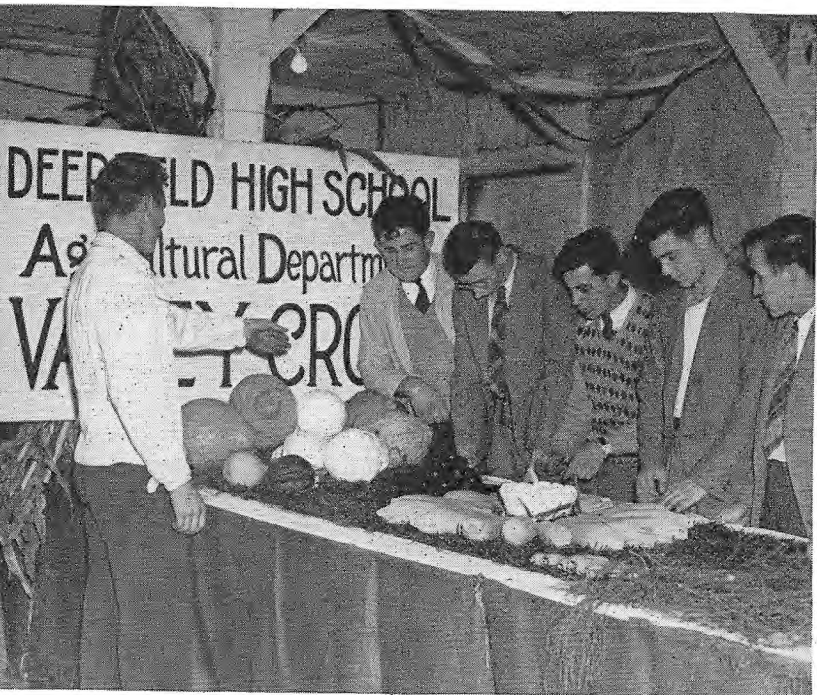
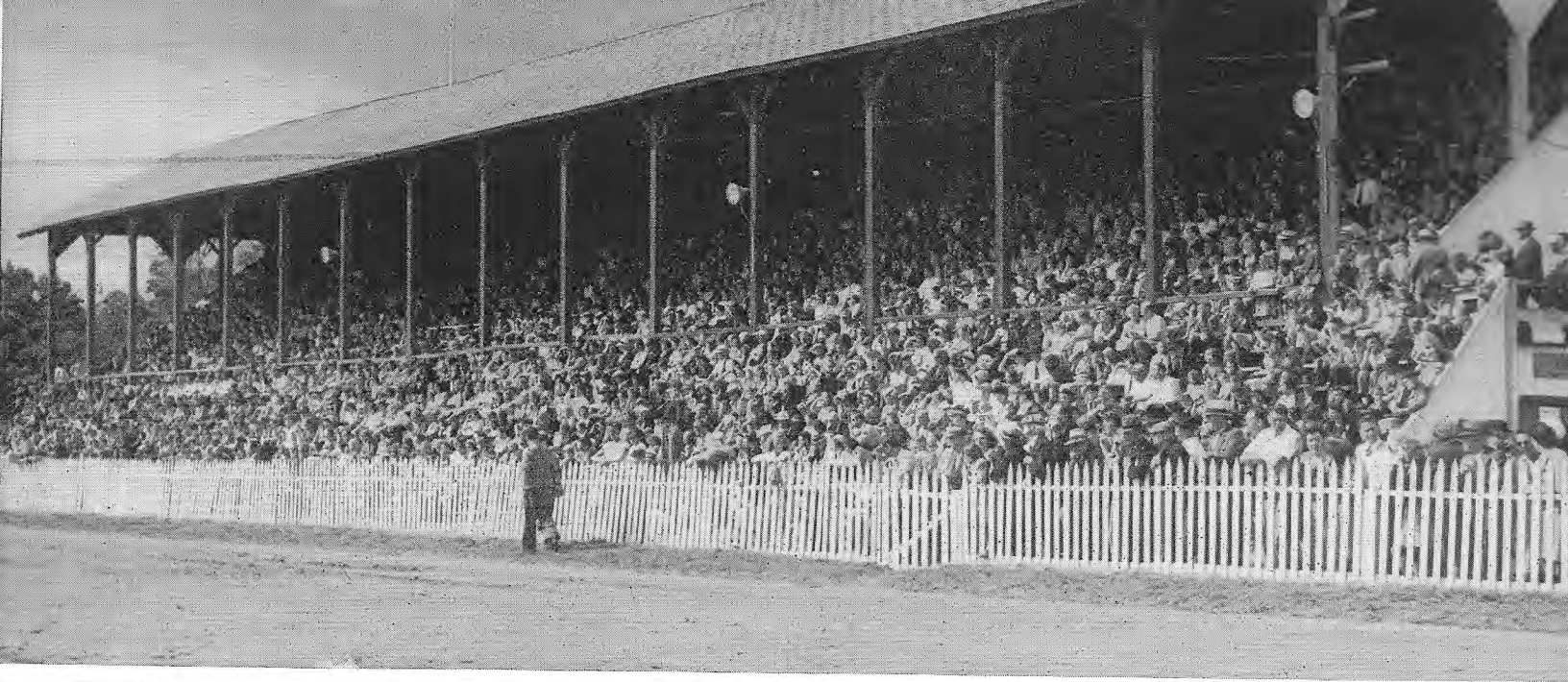
the entrance. The Poultry House has been moved north of the Midway, and there are stables along the fence on both sides of the West Gate. Instead of being in front of the Grandstand, which has been enlarged to accommodate 3,000 spectators, the Band Stand is now between the Judges' Stand and the Stage.











Greenfield Recorder-Gazette

with its

*156 years of service to Franklin County
signalizes its participation
in the*

100th Showing

of the

Franklin County Fair

*by issuing a special section with its
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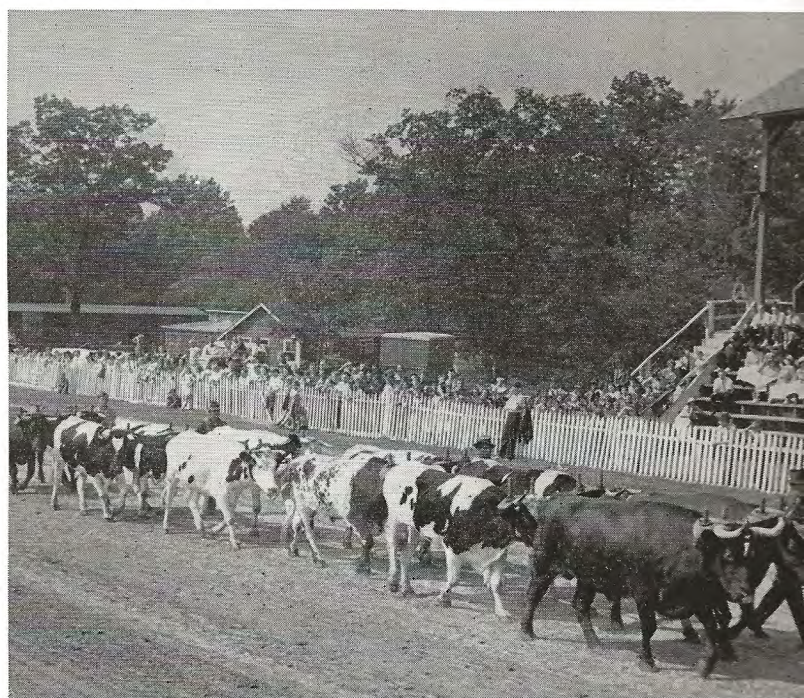
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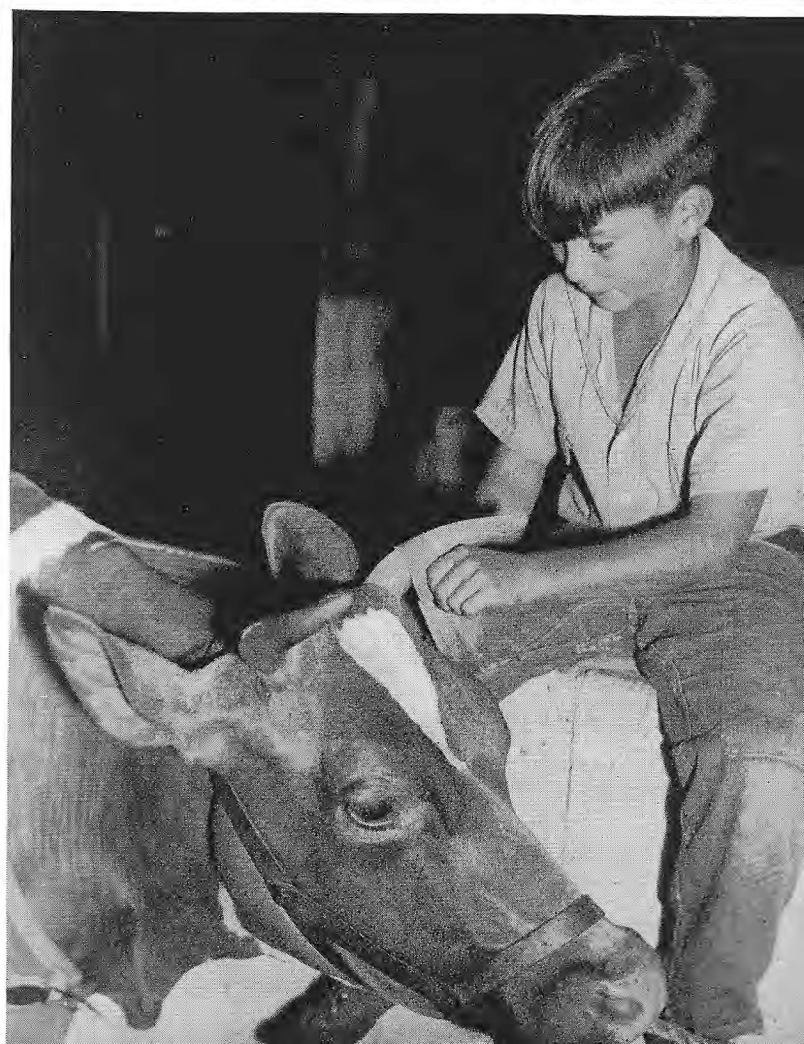
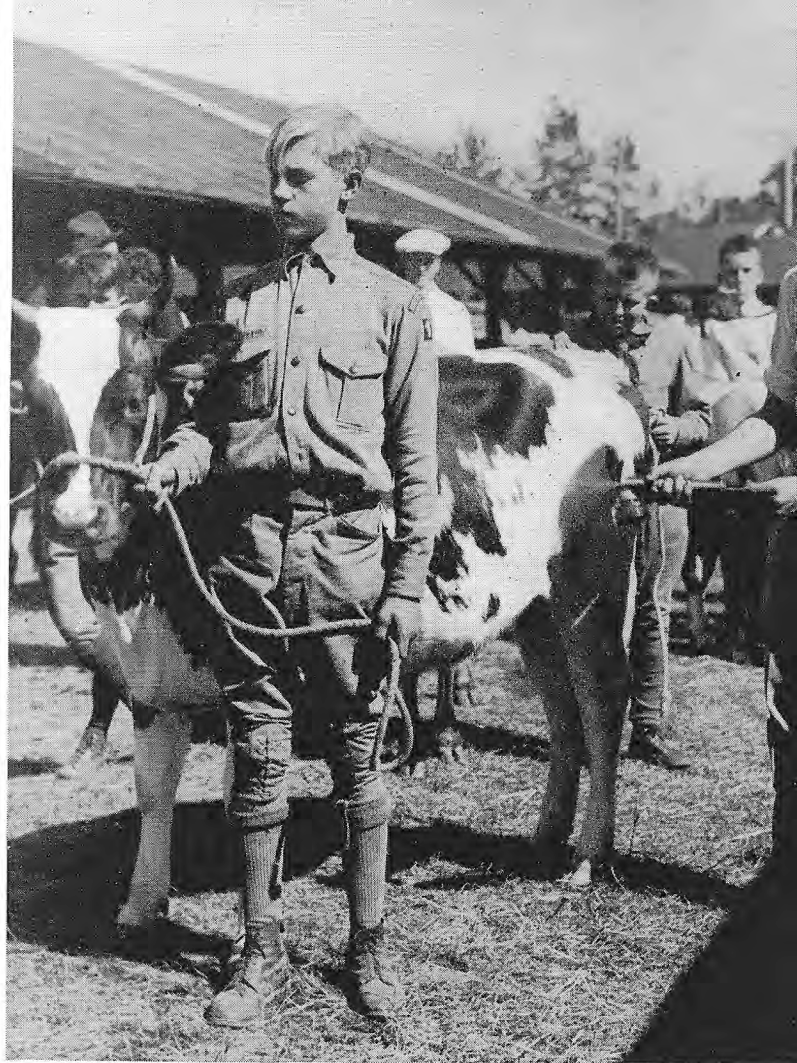
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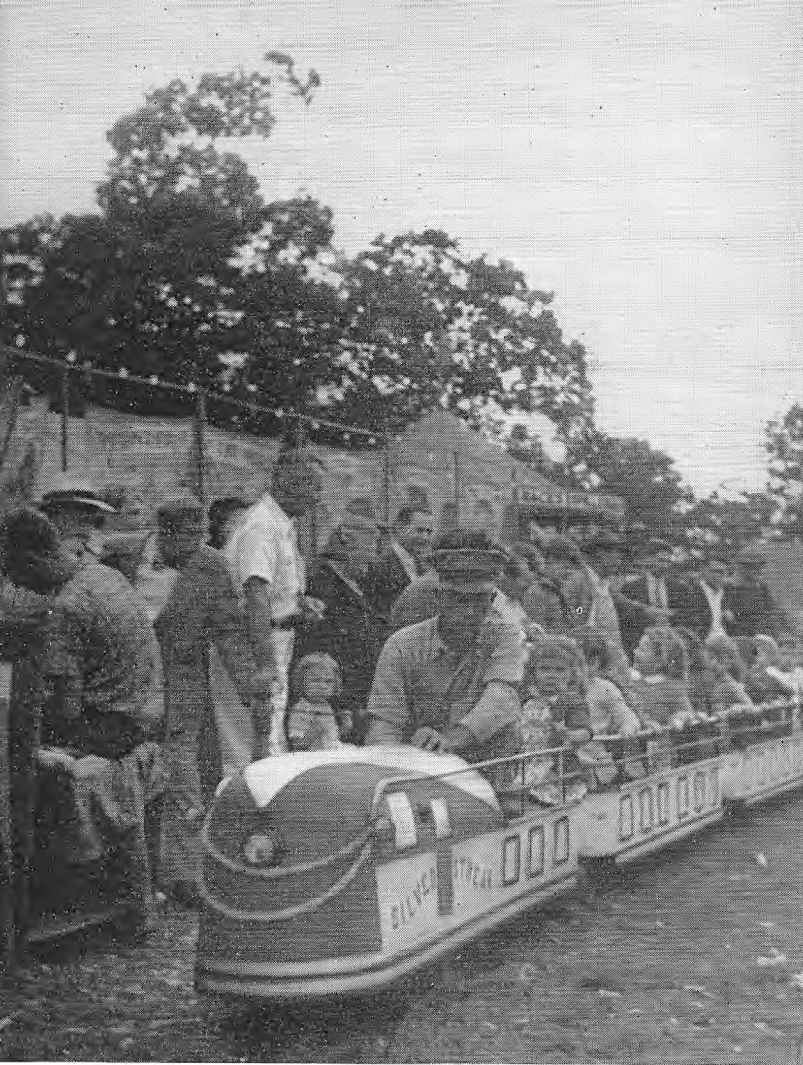
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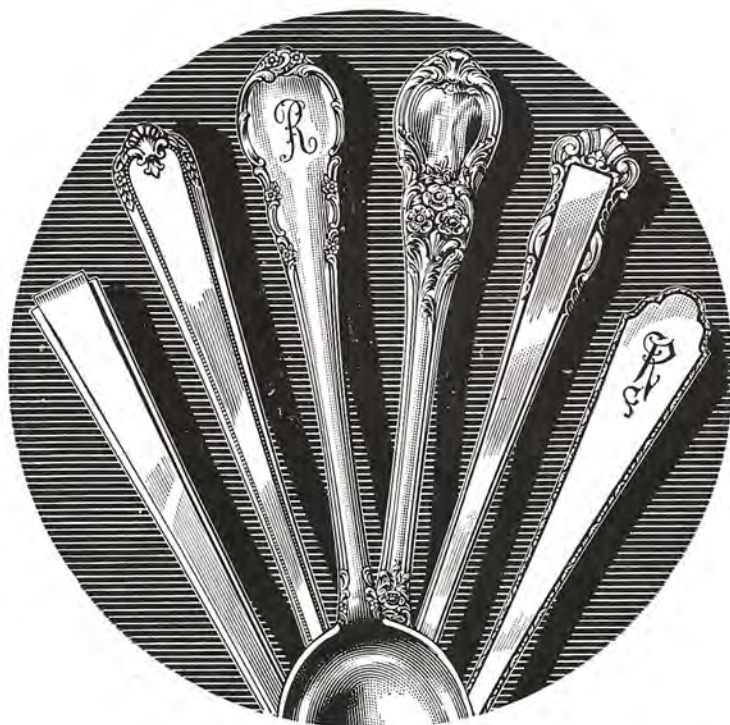
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MADISON

New Hampshire

UNION

New Hampshire



Left to right: Modern Classic - Colonial Manor - Modern Victorian
American Victorian - English Shell - William & Mary

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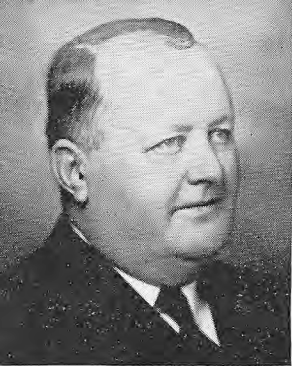
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We are proud to participate in this, the Centenary of The Franklin County Fair, and to report our part in a growth which promises well for the future without compromising the great heritage of the past.

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MONTAGUE CITY, MASS.

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Frederick L. Burnham



Frank Gerrett



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The Franklin County Agricultural Association

past . . . OVER THE YEARS, the leading men of Franklin County have been closely associated with the Franklin County Agricultural Society. Among the past presidents are these familiar names: Henry W. Clapp, Zebina L. Raymond, William Keith, James Grinnell, Anson K. Warner, Charles W. Leighton, Frank P. Aldrich, Frank O. Wells, Frederick L. Burnham, Frank Gerrett, and

John W. Haigis, all of Greenfield; Lt. Gov. Henry W. Cushman and Imla K. Brown of Bernardston; Josiah Fogg, Edward W. Stebbins and Charles E. Williams of Deerfield; Joseph Anderson, Henry Wells, D. Orlando Fisk, John S. Anderson and George E. Taylor of Shelburne; Thomas J. Field of Northfield; James M. Crafts of Whately; Charles Parsons of Conway; Frederick L. Whitmore of Sunderland; James D. Avery of Buckland; and Arthur Smith of Colrain.



and present . . . FRED B. DOLE of Shelburne heads the Society today. Serving with him are George Fuller of Deerfield and James B. Kennedy of Greenfield, vice-presidents; Whitman B. Wells of Greenfield, secretary; Roger B. Ladd of Greenfield, secretary of races; and William C. Conant, treasurer.

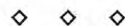


The Trustees are Earle N. W. Kellogg, William Koch, Dr. F. J. Barnard, Arthur Watt, Samuel U. Streeter, and Eugene L. Bond of Greenfield; Raymond Carpenter, Stephens F. Dole and F. B. Barnard of Shelburne, Herbert Newcomb, Edward E. Ranklin, T. J. Kelleher, and Chester Kozikowsky of Deerfield; Stanley Burt and Philip Whitmore of Sunderland; Robert E. Coombs of Colrain; Donald Herron of Leyden; S. Frederick Kerslake of Gill; Joseph Antes of Conway; Albert Clark of Montague; Arthur Bolton of Northfield; Herman Severance of Bernardston; Roy Blackmer of Orange; William E. Sander-son of Whately; and C. W. Trow of Buckland.



There are seven Honorary Trustees: John W. Haigis, John W. Smead and A. D. Potter, Jr., of

Greenfield; Charles M. Mayberry of Mount Hermon; Frank L. Boyden of Deerfield; and J. H. Putnam of Orleans.

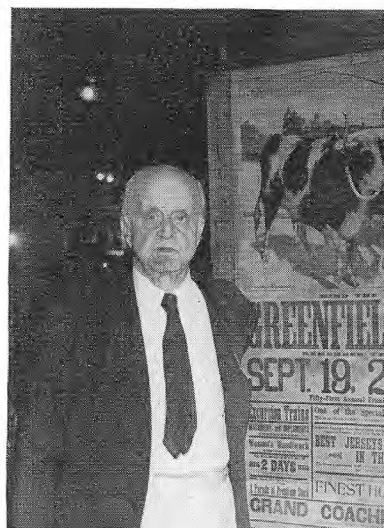


The present department heads are: James Warner, cattle; George Hubbard, sheep and swine; Earl H. Purinton, horses, draft oxen and steers; S. H. Stone, poultry; Patrick Clancy, grounds; Milford W. Atwood, juvenile department; Arthur E. Gleason, midway; Wesley B. Foss, attractions; Richard Campbell, hall; and William Briggs, fish and game.

**WILLIAM C. CONANT and
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Chairman, Pre-Fair Ticket Sale





100th ANNIVERSARY

... Program

SUNDAY — September 12

- 12:00 Noon Gates open for 100th Anniversary Fair.
- 1:00 P. M. New England Drum & Bugle Corps Competition.



MONDAY — September 13

- 9:30 A. M. Judging of Hall Exhibits, Vegetables and Fruit.
- 2:00 P. M. Jimmie Lynch's Death Dodgers.
Junior Judging, Vegetables.
- 7:00 P. M. Concert, Greenfield Military Band.
- 8:00 P. M. Jimmie Lynch's Death Dodgers.
Vaudeville.



TUESDAY — September 14

- 9:00 A. M. Judging of Cattle in Show Ring.
Judging of Poultry and Sheep.
- 11:00 A. M. Ox Drawing Contest in the Oval.
- 1:00 P. M. Parade of Saddle Horses, Front of Grandstand.
- 1:30 P. M. Harness Racing.
Vaudeville.
Western Horse Show, in the Oval.



ANNIVERSARY FAIR

of Events . . .

TUESDAY — September 14

Evening Events.

- 7:00 P. M. Concert, Greenfield Military Band.
- 8:00 P. M. Vaudeville and Special Attractions.



WEDNESDAY — September 15

- 9:00 A. M. County High School Athletic Meet.
- 9:30 A. M. Junior Judging, Livestock, Show Ring.
- Judging of Farm Horses.
- 10:30 A. M. Horse Drawing Contest, in the Oval.
- 11:00 A. M. Junior Judging, Poultry.
- 1:00 P. M. Junior Judging, Canned Products.
- 1:30 P. M. 100th Anniversary Annual Fair Parade, front of Grandstand. Grange Floats, Livestock, 4-H, School Bands, Farm Machinery.
- 2:00 P. M. Harness Racing. Vaudeville.



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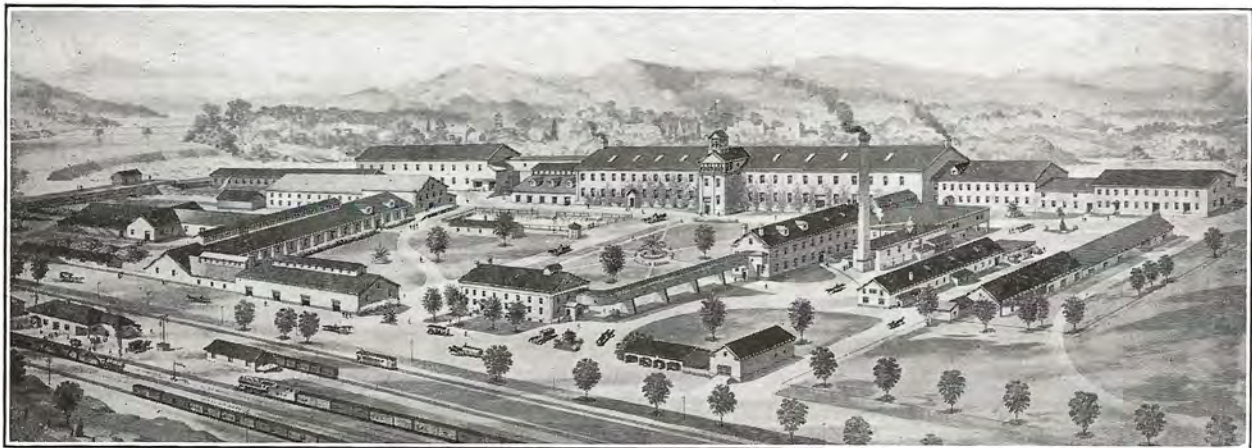
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This view of "the Cutlery", exaggerated by the artist in the manner of the times, was used for publicity purposes during the late 1800s. The main buildings here illustrated were completed in 1851 and are in use today.

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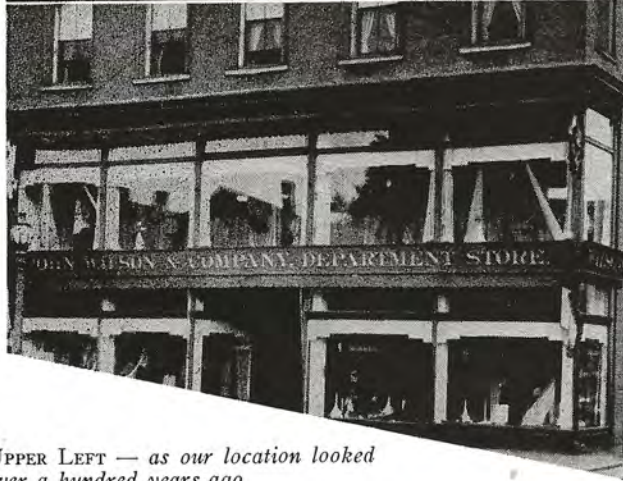
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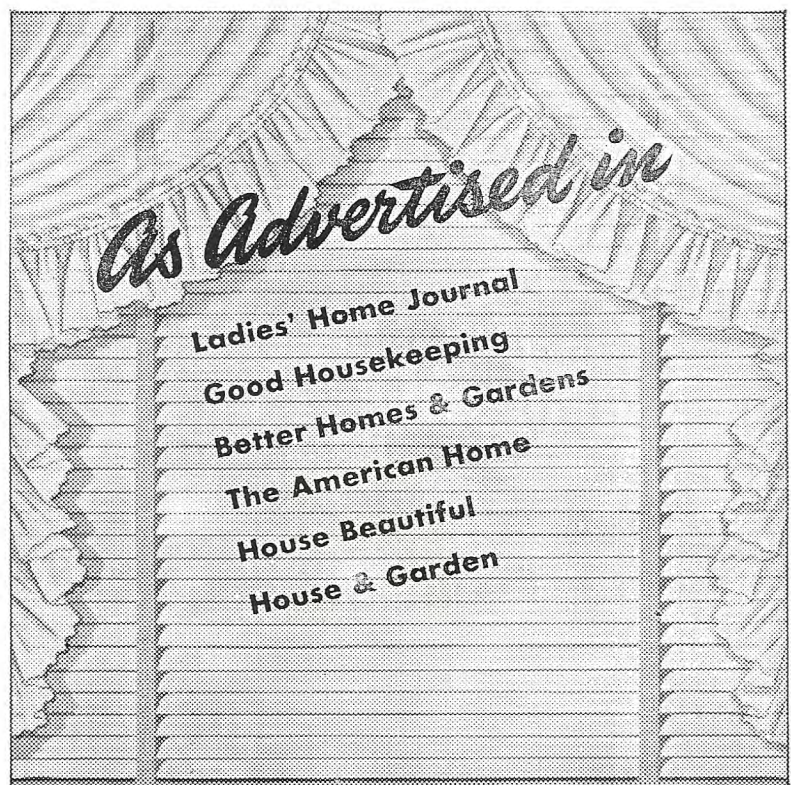
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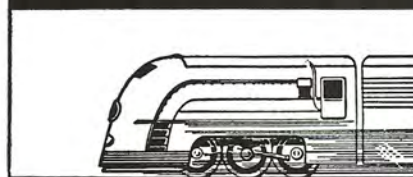
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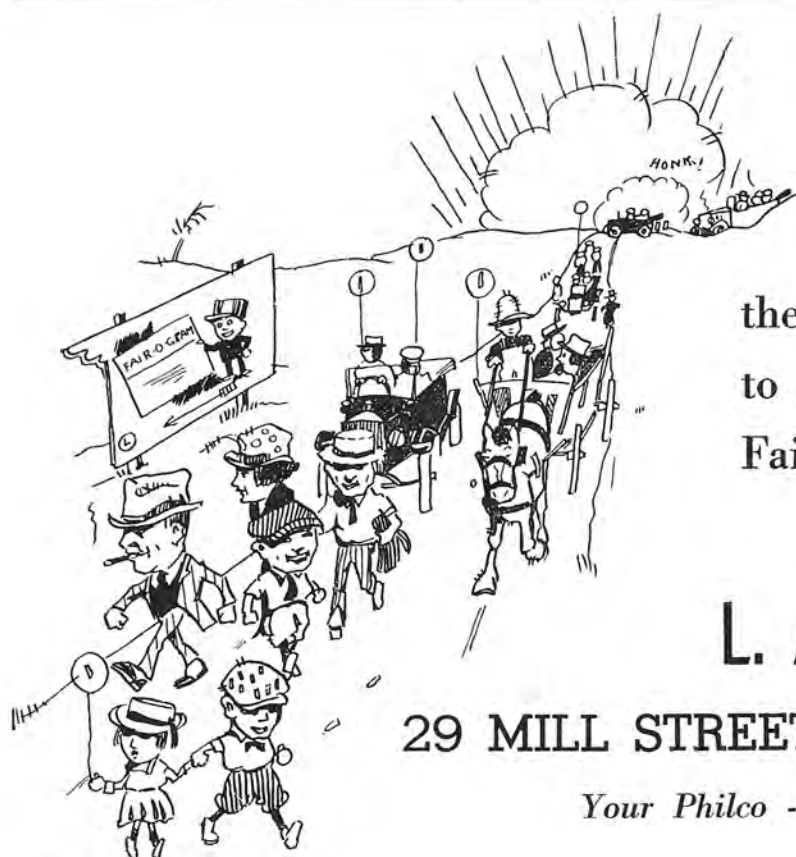
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AGRICULTURAL SOCIETY

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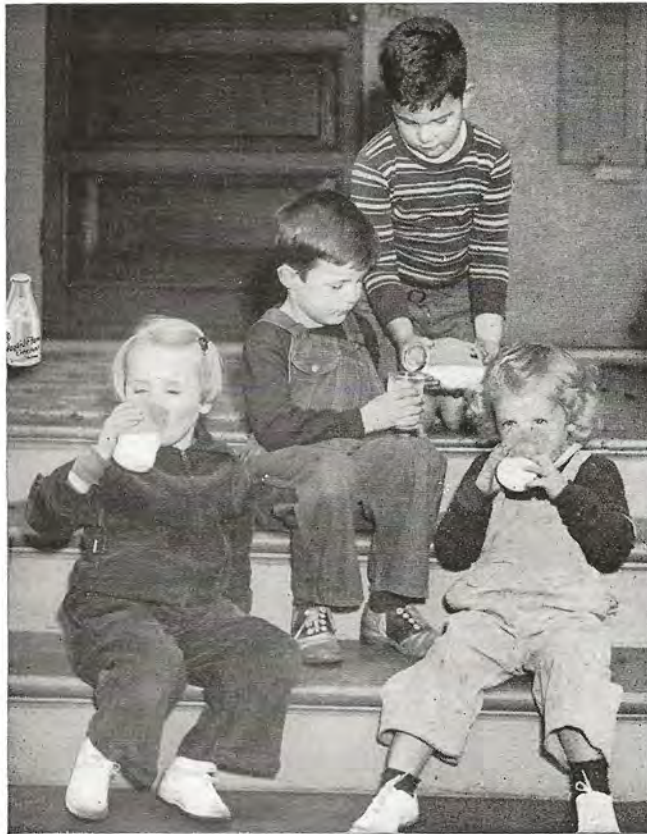
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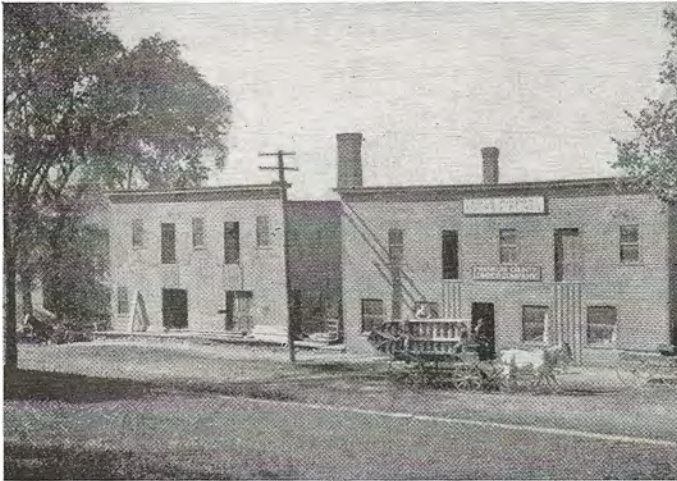
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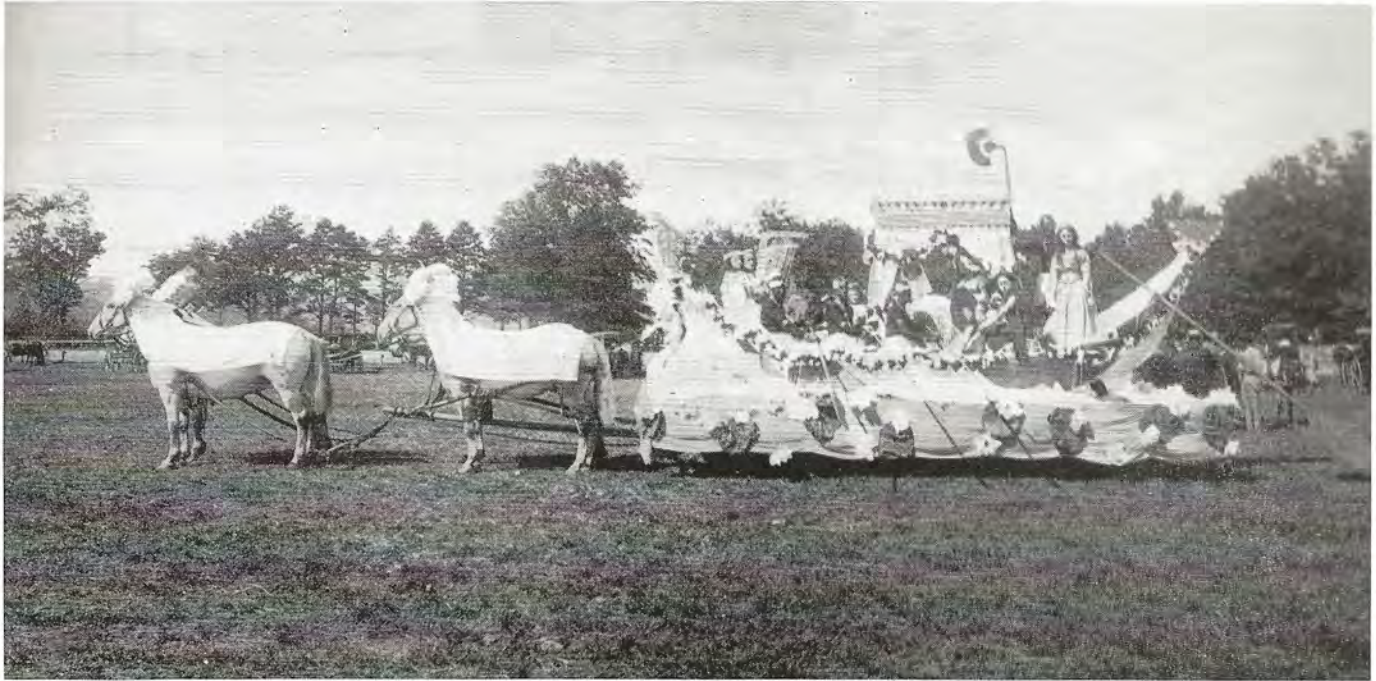
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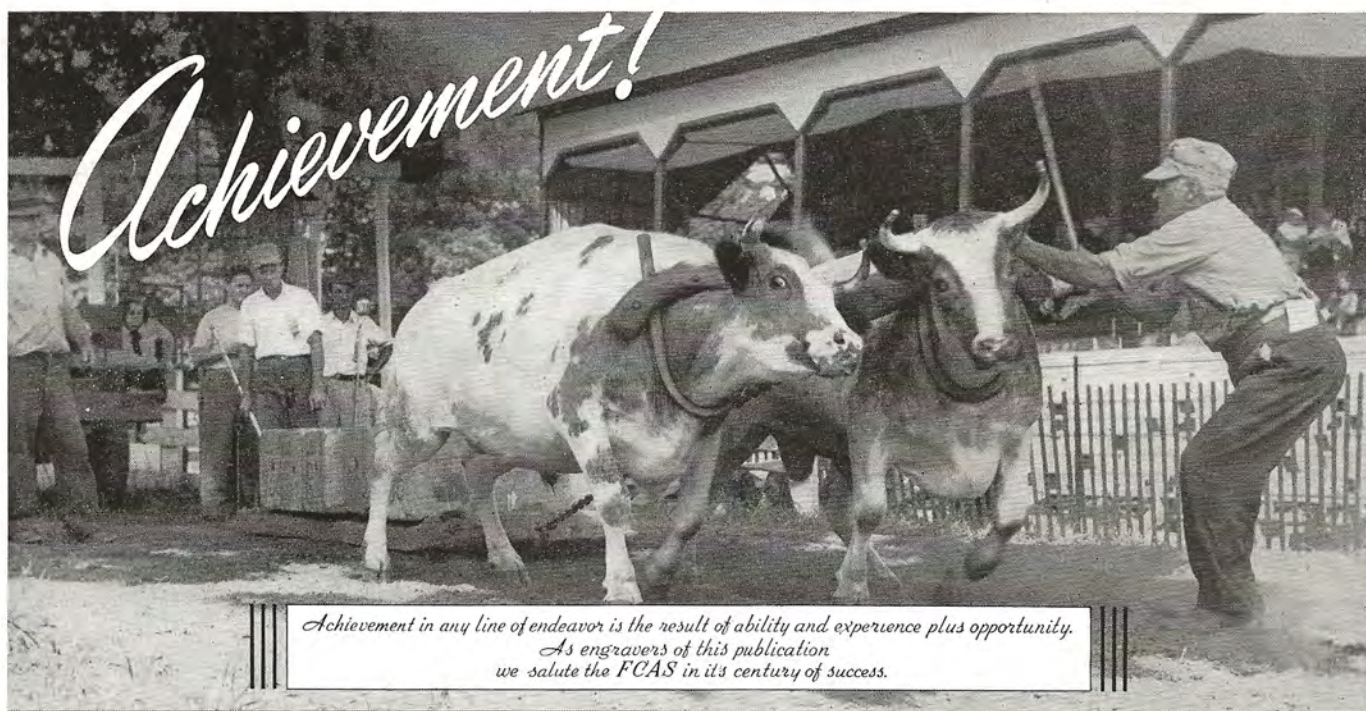
Congratulations and Best Wishes

E. A. HALL & COMPANY

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