

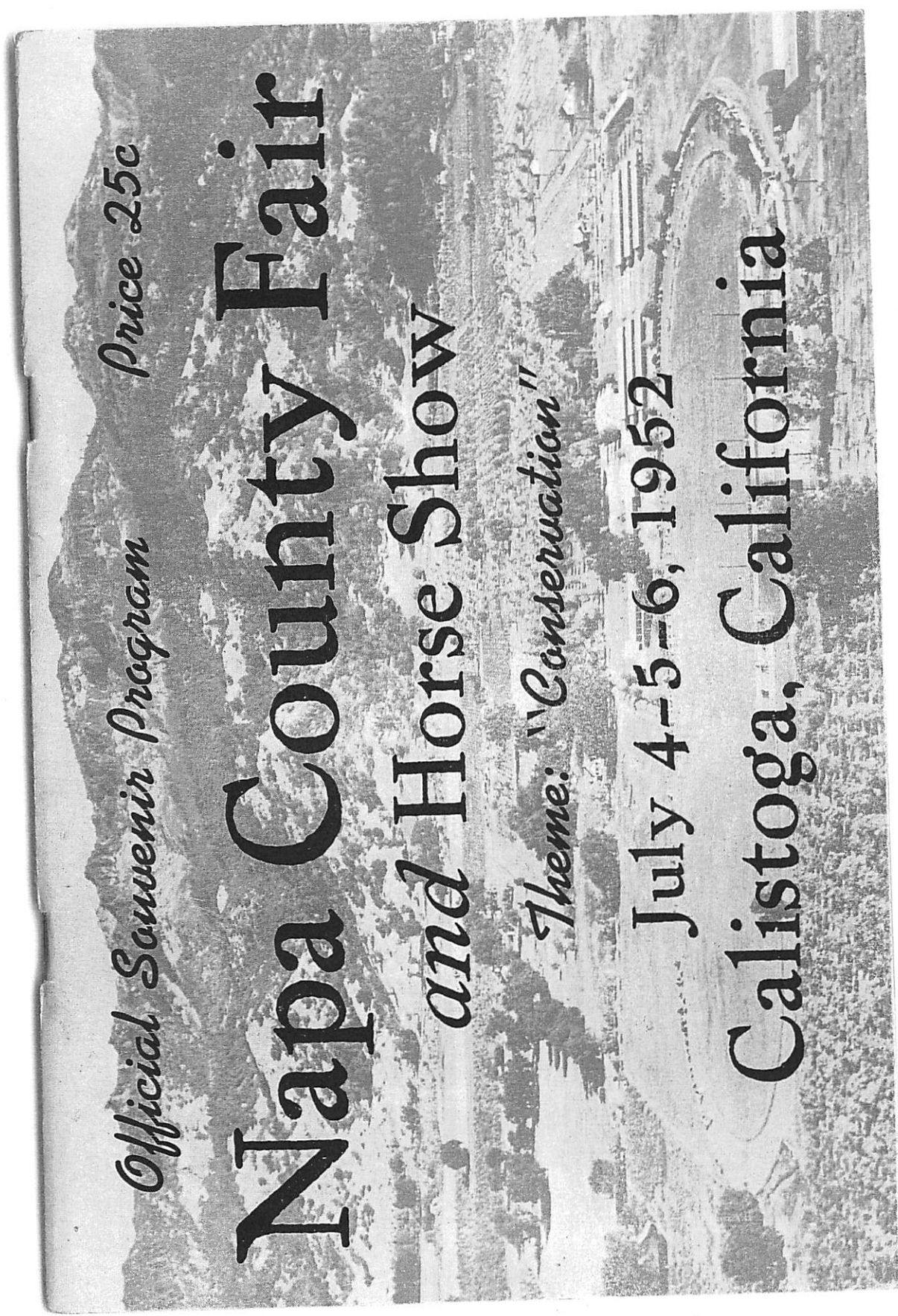
*Official Souvenir Program* Price 25c

# Napa County Fair and Horse Show

*Theme: "Conservation"*

July 4-5-6, 1952

## Calistoga, California



# Calistoga Fair Association

presents  
the

## Napa County Fair and Horse Show of 1952

### STATE OF CALIFORNIA

Hon. Earl Warren  
Governor

James S. Dean  
Director of Finance

A. E. Snider, Chief  
George N. Miller, Assistant Chief  
Division of Fairs and Expositions

— o —

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— o —

### CALISTOGA FAIR ASSOCIATION

Board of Directors

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L. G. Stockdale, Vice President

Ray Bentley, Treasurer

August Brucker

John Nolasco

W. D. Tucker

L. P. Ames

### OFFICERS

David R. York, Counsel

Roy Schoepf, Secretary-Manager

Walter L. Fox, Auditor

### OFFICIAL VETERINARIAN

Dr. Robt. V. Talcott

This fair is financed by funds derived from pari-mutuel wagering on State supervised horse racing and is under the supervision of the Division of Fairs and Expositions, Department of Finance, State of California.

## Calistoga Fair Association



First row (seated): L. G. Stockdale, vice president; Howard Butler, president;  
Roy Schoepf, manager.  
Top row (standing): August Brucker, John Nolasco, W. D. Tucker, L. P. Ames,  
directors.  
Not pictured: Ray Bentley, treasurer.

### A Cordial Welcome

We take great pleasure in welcoming you and your friends to the Fourteenth Annual Napa County Fair and Horse Show at Silverado Park in Calistoga on July 4th, 5th, and 6th.

Our top quality displays in Floriculture, Poultry, Livestock, Farm Products, and Home Economics are for your benefit and pleasure.

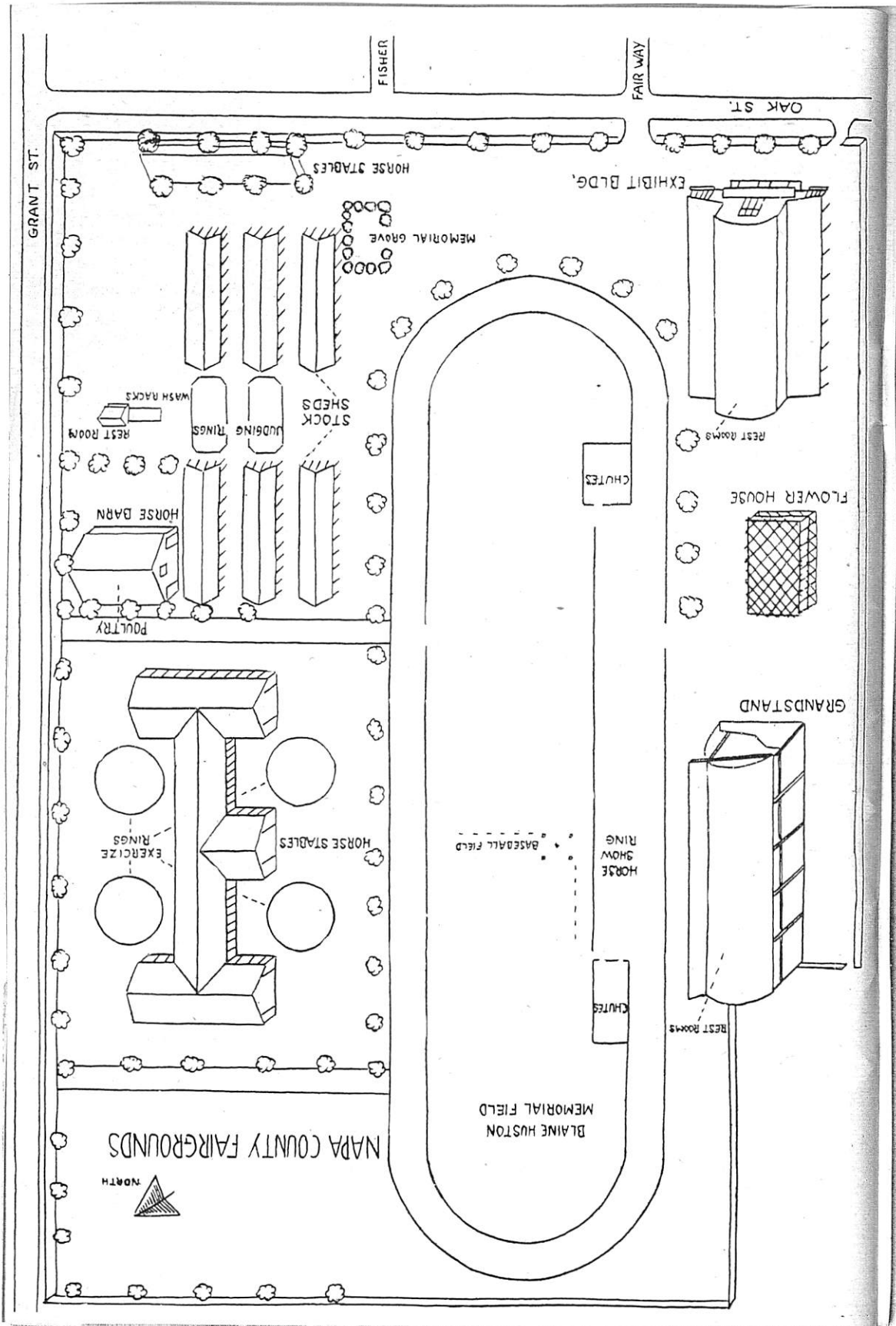
We are expanding our Premium List to include a Poultry Department. It is our wish that you will take advantage of the generous displays offered in all of our departments.

This year we plan to feature a variety of entertainment that will please people in all walks of life. A Rodeo, Auto Racing, Horse Show, Fireworks, Organ Music, and various other entertainment.

Our hard-working, enthusiastic board spends countless hours planning to further develop and to beautify these grounds. We have one main objective — that is to make these 30 acres a garden spot, a recreational center, and place our families can come to for civic gatherings and picnics.

We will enjoy your company and trust you will be pleased with the exhibits and entertainment we have to offer.

HOWARD BUTLER, President  
Calistoga Fair Association



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### A Brief History of the Napa County Fair

The site of the fairgrounds, known as Silverado Park, was purchased in 1935 from the McFarling estate. Consisting of 30 acres, this property was purchased through Conrad Weil Jr., attorney for the McFarling interests.

The local men, Frank Piner, Jerome Siemsen and Pat Taylor, realizing the value of an annual celebration in Calistoga succeeded in interesting 12 other men who were willing to assist in financing the purchase of the property with their own funds. The original purchasers were Jerome Siemsen, Pat Taylor, Frank Piner, A. J. Gallaher, Paul Piner, the firm of Alm and Ames, George Siemsen, L. E. Light, Ed Light, Otto Ottonello, J. B. Ratto, P. E. Kelley, Chapin F. Tubbs, Andrew Rocca and J. B. Ghisolfo. With the site purchased, this group proceeded to erect a grandstand, lay out a race course and make other necessary improvements. The 1935 and 1936 fairs were both given under the name of the Silverado Trail Festival, a name suggested by Jack W. Matthews. In 1937 the name was changed to the Silverado

(Continued)

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## A Brief History of the Napa County Fair

(Continued)

Trail Festival and Fair because of the addition of a complete agricultural exposition. In 1938 the name was changed to The Calistoga Fair and Horse Show and was conducted under this name through 1946. In 1947, for the first time, the fair was conducted as The Napa County Fair and Horse Show, its official designation since 1938.

In November of 1935 the Calistoga Fair Association received its charter which named as directors the following: Frank Piner, Edmund Molinari, A. J. Gallaher, George C. Locey and Conrad Weil Jr. The number of directors has since been changed to seven. Shortly after receiving the charter a committee consisting of Andrew Rocca, and A. J. Gallaher journeyed to Sacramento in order to solicit aid for the fair under the California Agricultural code. This was granted and work on the present grandstand was commenced in May, 1937, and the building was completed in time for the 1937 show. At the same time the horse

(Continued)

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## A Brief History of the Napa County Fair

(Continued)

barn and stock sheds were constructed and the grounds improved generally.

No history of the Napa County Fair would be complete without mention of Chapin Tubbs, president of the Fair Association during the years 1939 through 1945. Mr. Tubbs gave unselfishly of his time to carry the fair through an extremely critical period. His faithful devotion will long be remembered by all connected with the organization.

Each year has shown considerable improvement in the show and the facilities of the plant. The aim of the Calistoga Fair Association is to provide an all-year recreational area, complete with football field, baseball diamond and race track for the use of Calistoga and the surrounding territory.

The 1952 Fair is a tribute to the farsightedness of a few men who were willing to devote their time and interests for the benefit of the community.

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# About Your Fair

## The Second Century of Achievement

The Napa County Fair and Horse Show is managed and conducted by the Calisotga Fair Association, a non-profit corporation, as duly appointed agent for the County of Napa, which sponsors the Fair through its Board of Supervisors.

Millions of visitors attend the annual Agricultural and Livestock Fairs in California — expositions made possible largely through financial support of the State.

Funds for the purchase of grounds, construction of fair facilities, payment of premiums, expenses of operations, management and supervision are derived from the State's four percent levy on pari-mutual wagering on horse racing.

The primary purpose of the California fair program is to further improve agricultural and livestock production through competitive

(Continued on Page 56)



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## About Your Fair

(Continued from Page 55)

showing at the 77 fairs which receive financial support from the State.

In addition to this educational objective and the providing of entertainment for fair-goers, it is the aim to increase all-year use of fair grounds and facilities by the communities in which fairs are located.

Today the fair is — as it has always been — the greatest show on earth.

For centuries all over the world careless waste of natural resources were tremendous. Timber was carelessly burned, the good earth was allowed to flow to the seas, lost forever. Organizations are now in existence to combat these losses by corrective measures, and great strides are being made toward educating the people to conserve and protect our resources.

We have chosen as our theme, "Conservation" to assist these organizations in the work of education.

The theme "Conservation" is carried throughout our exhibits and decorative motif.



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