

BULK RATE
U.S. POSTAGE PAID
MOORELAND, IN 47360
PERMIT #3
NON-PROFIT ORGANIZATION

52nd
MOORELAND
FREE FAIR
August 5-10, 1991



COME TO THE FAIR

SCHEDULE OF EVENTS

AUGUST 5, 6, 7, 8, 9, 10, 1991

Sunday, August 4

6:00 P.M. Community Worship at the Fairgrounds with the Gracemen Gospel Quartet

Monday, August 5

6:00 P.M. Midway Opens with Poor Jack's Amusements
 6:00 P.M. Art, Photography, & Tole Decorating Exhibits Open in the White Building
 6:00 P.M. Antique Tractor Show behind the Antique Pavilion
 6:00 P.M. Children's Pedal Pull
 6:30 P.M. "Woody" Junior Mawk
 7:00 P.M. Modified Tractor Pull
 7:30 P.M. Talent Contest with Darrel Radford
 Master of Ceremonies

Tuesday, August 6

8:30 - 11:30 A.M. Enter Home and Family Exhibits at the White Building
 8:30 A.M. - 2:00 P.M. Enter Open, FFA & 4-H Exhibits at the Antique Pavilion
 6:00 P.M. Midway Opens with Poor Jack's Amusements
 6:00 P.M. Art, Photography, Tole Decorating, Home and Family Exhibits Open in White Building
 6:00 P.M. Open, FFA, and 4-H Exhibits Open in the Antique Pavilion
 6:00 P.M. Antique Tractor Show behind the Antique Pavilion
 7:00 P.M. Race St. Raceway & Hobby beside Food Barn
 7:00 P.M. Dead Weight Tractor Pull
 7:00 P.M. Summit Lake Exhibit

Wednesday, August 7

9:00 A.M. Baby Contest Registration
 9:30 A.M. Baby Contest Judging
 12:00 P.M. Children's Day Parade Registration
 1:00 P.M. Children's Day Parade
 2:00 P.M. Midway Opens with Poor Jack's Amusements
 1:00 P.M. Home & Family, Art, Photography, & Tole Decorating Exhibits Open in White Building
 1:00 P.M. Open FFA, & 4-H Exhibits Open in Antique Pavilion
 1:00 P.M. Mr. Bill and The Sunshine Kids
 6:00 P.M. Antique Tractor Show behind Antique Pavilion
 7:00 P.M. Horse Pull
 7:00 P.M. Raintree Promenaders & Cornfield Cloggers
 7:00 P.M. Dance Contest presented by Dance World

Thursday, August 8

6:00 P.M. Midway Opens with Poor Jack's Amusements
 6:00 P.M. Pork Chop Dinner in Food Building
 6:00 P.M. Home & Family, Art, Photography, & Tole Decorating Exhibits Open in the White Building
 6:00 P.M. Open, FFA, & 4-H Exhibits Open in Antique Pavilion
 7:00 P.M. The Mooreland Community Lions Club presents a "Night of Country Fun"
 7:00 P.M. Mule Pull
 7:00 P.M. Snowmobile Flat Drags immediately following the Mule Pull
 7:00 P.M. Raintree Promenaders & Cornfield Cloggers

Friday, August 9

6:00 P.M. Midway Opens with Poor Jack's Amusements
 6:00 P.M. Art, Photography, Tole Decorating, Home & Family Exhibits Open in the White Building
 6:00 P.M. Open, FFA, & 4-H Exhibits Open in Antique Pavilion
 7:00 P.M. Gospel Sing with "THE PROMISE"
 7:00 P.M. Modified Tractor Pull
 7:00 P.M. Raintree Promenaders & Cornfield Cloggers

Saturday, August 10

7:30 - 8:30 A.M. Run Registration
 8:30 A.M. Mile Fun Run
 9:00 A.M. 5K Run
 9:30 - 10:30 A.M. Registration for Ice Cream Crank-Off
 10:00 A.M. Run Awards
 11:00 A.M. 3rd Annual Home Made Ice Cream Crank-Off
 3:00 P.M. Fair Parade
 4:00 - 5:30 P.M. Pick up Home and Family Exhibits
 4:00 - 6:00 P.M. Pick up Art, Photography, & Tole Decorating Exhibits
 5:00 - 6:00 P.M. Pick up Open, FFA, & 4-H Exhibits
 6:00 P.M. Midway Opens with Poor Jack's Amusements
 6:30 P.M. Men & Women Dashes For Cash
 7:00 P.M. Mud Bog
 7:30 P.M. Queen & Princess Coronation with Steve Brown and Sarah Slater Masters of Ceremonies
 8:30 P.M. Merchandise Drawings and Parade Results
 9:00 P.M. Dance



TOM KOONTZ — MAKING A HARD JOB EASY

Some of the jobs that make the Mooreland Fair go are hard, and some are easy. One of the secrets of the Fair's success is the behind-the-scenes work that has been refined into a routine by veteran members of the Fair Board like Tom Koontz.

Tom Koontz can't remember exactly how long he has been "selling spaces" to exhibitors at the Fair, but he does remember that, in the beginning, "It wasn't easy. We would drive the country over to fill the place. . . . Sometimes we didn't fill it." Tom worked with Sandy Manifold in those days, but for several years has worked alone, except that his wife, Mary Lou, "takes a lot of phone calls and, when we had the tent, she and the kids (Jack, Don, and Lisa) helped mark off the spaces."

Now that the "big tent" is a permanent building, the spaces don't move from year to year, so that part of Tom's job is easier. Also easier is the selling. Of the 48 spaces in the front (the "big tent ") and the 12 spaces in the back (the "antique tent," now also a building) all are already sold. "If somebody wants two spaces, we have to say 'No.'"

There have been some other changes through the years. Tom remembers when almost all of the booths were used for display by

established businesses, but "now maybe 3/4 sell something right there. People can sell who don't necessarily have a store." Some, Mary Lou adds, "might work all year getting ready."

Changes are gradual, though, because turnover is low — 7 or 8 spaces a year. That, too, makes Tom 's job easier, as does the lack of red tape in the selling process. As Tom says, "If they say they'll 'come and I say they have a space--that's a contract. " If they don't show up and don't pay, "they don't come to the Mooreland Fair again. " If they don 't come, there is always someone waiting for their space.

The merchants are selling lots of things — home improvement, photography, crafts, violets. What the Fair is selling the sellers, Tom says, is people: "When they see lots of people walking by, they ' re happy." And his job, Tom says, is "a lot more fun when people are happy."

Tom and Mary Lou Koontz have spent a great portion of their "nonworking" hours in service to organizations in the Mooreland community, and especially to South Christian Church. Tom has spent his "working" hours at Warner Gear in Muncie, where he retired May 31 after 44 years. Mary Lou will retire this year from the Mooreland bank so that she and Tom can have more leisure time to visit with their children and grandchildren. But Tom has as yet announced no plans to retire from his "easy" job on the Mooreland Fair Board — "just trying to fill the spaces and make people happy."