Radio Reaps $ By Promotion On Fair Dates Reciprocal Co-Operation

(Continued from page 2) kind of promotion is attended to by dozens of stations. First station to get hop to the possibilities, which in 1923 made its first visit to Illinois State Fair. Since then the station has gone all out and had representation also at the Indiana State Fair and St. Louis State Fair. For this year’s Illinois fair, which will be held August 8-17 in Springfield, WLS will do top job. It will originate its Saturday night Barn Dance program over four and a half hours on August 9, and will use the grounds for about one hour, a day of standard shows usually aired from its studios. Also, it will do a half hour of daily wire-recorded news coverage from the fair and will have its own tent, exhibits and newspaper offices. Illinois and Wisconsin will be the same story.

Hoosier Co-Operation

The Indiana fair, the year set for broadcasting which WBOI-AM is one of the best examples of top fair-radio co-operation. Last year Harry E. Smythe, of the Hoosier Hop show on WOWO, Fort Wayne, lined up stations for the presentation of an organization known as the Indiana Association of Broadcasters, for the express intention that a fair was WLS, the fair. This year the association plans to line up 12 Indiana stations daily from the fair. One way of the stations will be carrying all the scheduled performances, and in the airing of a Saturday night program, Radio Round-Up, presented from the fairgrounds, GMG-stations Marionneau Maxwell and Marjorie Mann and others. Each of the stations will have booths and lines to the fairgrounds.

WBN C窗帘

Chicago stations of a non-agricultural flavor, such as WBBM and WGN, all work an station from the Illinois fair this year, as they did last. Last year WBBM did a half-hour spot, summarizing the entire fair. This year it will have at the fair its farm director, Harvey Campbell, and a gal to get women's angles, and will put in a line to air at least one show a day from the grounds.

WLW A Pioneer

WLW, Cincinnati, has had an attraction of weather fails and outdoor celebrations since 1938. The first was in connection with the Cincinnati World’s Fair, and Bill McCluskey joined in December, 1939, to handle all talent bookings, and was given the account of the mahoning valley unit known as the WLQ Boone County Jamboree. Some 18 months ago another WLW, the WLW Midwestern Hayride, started. Another WLW attraction, which started last year is the WLW Circle Arrow, heard Coast-to-Coast on NBC over a period of three weeks. 10:30-11. WLW’s Everybody’s Farm Show, hosted by Roy Battles, is also a steady feature at fairs. On the season the WLWkillily urge farmers to buy these shows, and on the radio station’s summer schedule (See Radio Reaps $ on page 145).

Business Outlook Gives Ops Little Cause for Hooe-Jeebies

(Continued from page 3) peaceful existence, but now they are wondering if there will be enough bookings. Many of the smaller business can continue to hit the jackpot grosses, high, wide and handsome. 25 Per Cent Slump

Had they not the new trend hit the more kind during the Florida winter season and thru these early spring days, the casual observer might be able to give these indescribable purveyors of canvas-covered amusements the right answer, but it has been so bad that business has been away off the 1946 season. It has taken the grosses thru the ensuing winter. Naturally, prof- it is not as great, as you can imagine, but can be done now about cutting oper- ational costs and still maintain the same level of output. Properly determined to this, the folks are learning to look at outdoor enterprises.

Wallace E. Em

Those who had the actual experience of bucking the weather in Florid- a knew in the early spring season, are not too pessimistic. Carl Sedlmyar, owner of the Royal American, one of the largest of the bunch, said that his org would be ready to roll in $1,000,000 in the 11-day stand at the Florida State Fair, Tam- pa, if it had been accorded just half a break by weather. In 1945, Royal American grossed more than $136,000 at these state fair near-perfect weather conditions, and this last February it garnered in Florida, $200,000 and did not have a single perfect fair-going day. This indicates that Sedlmyar couldn’t have much. The bookings for the $173 grand pipe, and maybe that 25 per cent presented is being an unnecessary sour note.

Young Is Disappointed

Eddie Young, who has his new Royal American Show at the Pinellas County Fair, Largo, Fla., and Winter Haven’s Sunshine State Fair, says that with all spots, he is doing an interesting job at both shows, but he doesn’t dis- puted him far off the record grosses of 1944. Young was disappointed at both spots, as he expected to wrap up records, but that is only natural, with the show booking this is not dis- (See BIZ OUTLOOK on page 64)

Click Bloomington Date Gives Davies Good Tour Windup

DIXON, Ill., March 22—Ayers and Kathryn Davies Circus moved into this west-central Illinois town yesterday, concluding a successful eight and one day tour scheduled for the big July 4th circus engagement at Bloomington, Ill., Saturday (15). The Davies said that their 92 performances in 44 stands, only three of which were for two days.

Bad weather and icy roads proved no handicap, they reported, and all scheduled performances were played. The only minor gaffe, business, with West Bend coming up the stand of the local Madison, Wis., proved the worst eng- agement of the trek, they said. After this stand, the trekkers promptly, the Davies will join the James M. Cole Circus for the summer tour. Mean- while, they are planning plans for show’s fall opening.

This season’s line-up included Sideshow acts, besides the clown, comedy acrobats, riding dogs, Paul Stell’s juggling act; the De Valdez cycle; pony drill and Bedell Troupe- testboard. Correll Family, doing a headline, juggling act and a web num- ber, was with the org until the Gril Giant Illinois, Roy Anderson was in clown alloy and pinch-hit on the mike all season. Paul Zallee carried his calliope all time and it was used for show and novelty acts, not to name a few. Small concessions. Both are expected to return in the fall. Most of the booking was done by Paul Davies and Murray, of Bloomington, Ill., con- tacted a few dates. Remaining were inducted by Mr. O. M. Rogers, who will handle the advance season.

Plan CFA Convention

DAYTON, O., March 22 — Tony Davies, handling bookings for the CFA, publicite director, spent Satur- day (6) here making arrangements for the convention of the Circus Fans’ Association at the Biltmore Hotel May 16-18. All reservations indica- te a record turnout.

Ops Tip Big Dough To Get Back by Air

Figure Aante $1,500,000

(Continued from page 3) in Worcester, Mass., and the Hamid- Morton Circus. He also has several lesser enterprises.

Three biggies in the outdoor field, Ringling Bros. and Barnum & Bailey, World of Mirrors Shows and Palisades (N. J.) Amusement parks, all back the increasing importance of radio, and are using it as a selling aid. Palisades usually a top spender among parks, will up radio’s share this year to as much as $5 per cent of its total ad budget.

Larger fairs, usually operating in the $300,000 to $500,000 category, spend $1,000 weekly for air time over a two to three-week period. The New- jersey fairs, with all radio being done in the rural districts earmark $300 to $150. Spending for parks hovers around $2,000 for their last two or three-week run.

Because it is spread so thin, the advertising budget of outdoor show- ers fails to show to advantage in the earnings of the larger stations. In- dividuals in small-town towns, how- ever, spend $500 to $1,000 and it is markedly more successful, and without discounts. Spay of paid medium is likely to be stepped up and in friendly dealing, with the show receiving vital publicity and promotion. And in addition, it is an earful of feature stuff available once a week to the most, two or three times a year.

Most outdoor units contain a big bill with the added temptation to sell personalities with a Horatio Alger or daredevil background are available for stand-in entertainment. And most of the guys and girls have garnered enough experience before a microphone to make them first-rate radio subjects.

Remotes Popular

Remotes from the lots have won favor with shows, stations and public alike. Seating time filled by outdoor agents has frequently fea- tured had production and talent, but the idea of the writing is steadily improving. The reason is that an outdoor flick filled with the top job has to justify itself as a passable radio enterprise and be able to produce a creditable pack- age from time to time.

Ace press agents write, produce, and wax several shows with the aid of transmission agencies. They are ready for air at a moment’s no- tice, on a promotion.

Some carnival managers’ new recognition of the worth of radio as a publicist has resulted in their allotting big dough for talented couples. These are carried even tho they are not actually booked in the season, just so an acceptable radio show will be available for any promoted or radio time.