HERE'S A FAIR QUESTION

...a question every fair secretary wants answered

How can we boost Grandstand Attendance at our 1953 FAIR?

The Answer

Book the show of proven popularity...

WLW's MIDWESTERN HAYRIDE

—the nation’s greatest attraction on radio, television and personal appearances. Survey after survey of both radio and television, dollar after dollar at box offices all over the great midwest, prove that more people enjoy this show than any other of its type. Cash in on its terrific popularity by booking the show that draws them like a magnet—MIDWESTERN HAYRIDE.

Call, wire or write Ken Smith, mgr.,

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