

SEE IT WITH MUSIC

BY BERT KNAPP

"SARASOTA CALLING NEW YORK"—to me those few words have a definite significance. Impatiently I grab the telephone knowing that Robert Ringling has a new idea—and it has something to do with music for The Greatest Show on Earth.

Just how many telephone calls or long hours of conference are involved would be rather difficult to recall. The first few meetings are really fun. The entire production staff is present and open discussion is the keynote. Enthusiasm prevails and reaches a pitch where some gigantic, but impractical, ideas burst forth. This probably happens because each one of us, especially in the earlier stages, is floating through the air with the greatest of ease. Mr. Ringling will laugh heartily and soon all ears and eyes will turn in one direction. We know we are about to hear the general outline for the Big Show, and that the time has come for individual meetings with the master showman.

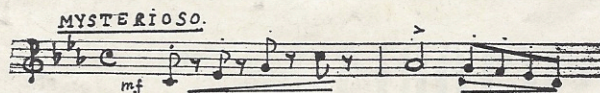
It is important to note that this enthusiasm is never lost during the preparation or actual performance of the circus. As the real work is begun it becomes tempered by a feeling of great responsibility, and the realization that a long grind, approximately four months, lies ahead.

In preparing the music, every minute of the performance is carefully considered. A drum roll is needed. That, in itself, is not a great musical contribution. But it is used to synchronize the sensational spin made by an acrobat. No sound is necessary for a cannon to function to its fullest extent, but from a dramatic point of view we couldn't tell the difference between a "dud" and the real thing unless accompanied by a loud boom.

The production numbers, such as the frolicsome opening presentation, the breath-taking Cloud Ballet, the gorgeous super-spectacle and the stirring finale present a much different problem. The artistry, costumes and floats each tell an individual story which must be woven together by music. Original music must be written and specially arranged, or perhaps a standard number can be re-arranged to produce the necessary effect. Certain tone-color is needed, and, if found wanting in the instrumentation of the band, new instruments are added. And this year, the Ringling Bros and Barnum & Bailey new Wonder Band is the only musical organization in the history of the circus to use Bayreuth tubas. These newly-added instruments are strong enough to support and contrast with the trombones and trumpets.

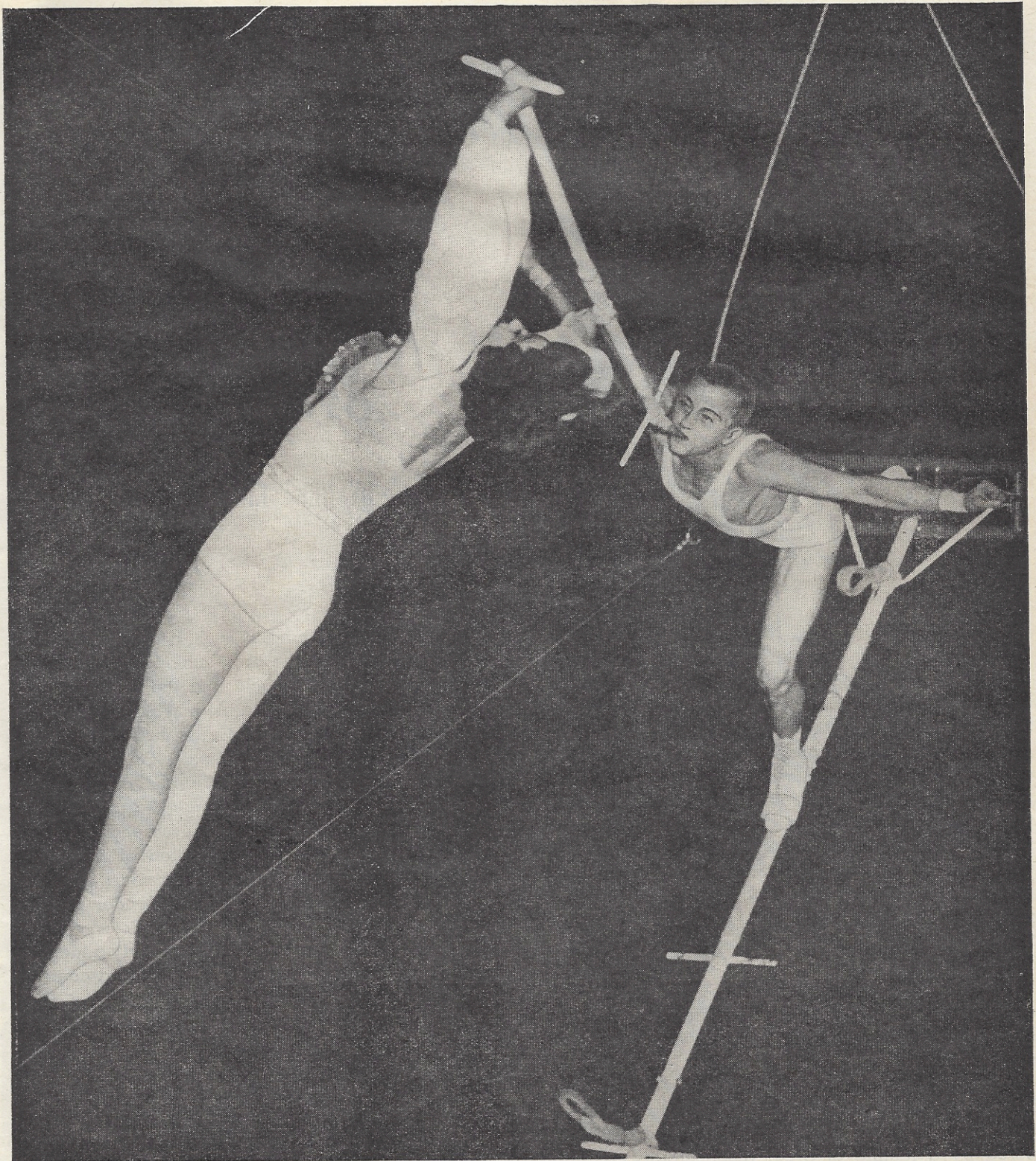
As you watch the entrancing Big Show, do you see it with music?

Back in the old days of silent pictures, the villain was more easily identified by sound than by his long black coat and customary handlebar mustache. You could turn your head away from the screen for a moment and if the pianist played a certain *mysterioso*



you knew the villain had made his entrance. Though the costume played a definite part in establishing the scene, the music dispelled all doubt from your mind.

At one performance of the circus last season, a large group of blind children sat spell-bound as
(Continued on page 59)



VICTORIA AND TORRENCE

EASILY the most accomplished high aerial perch performers of this generation, Victoria and Torrence, whose sensational feats aloft have thrilled millions, are the most unimitated artists in all circus history.

The reason is simple. So hazardous are their amazing mid-air exploits in the dome of the Big Top, without a safety net beneath them, that few in any land have ever tried to emulate these Ringling Bros and Barnum & Bailey stars.



"HOME ON FURLOUGH!"—what heart-warming words those are when you have a man in the service!

First in the Service... CAMELS

YES, Camels are the number one cigarette with men in the service—here at home and abroad. They are following our men on every ocean, to every continent.

And it's Camel's job to see that our soldiers, sailors, and marines *everywhere* get their cigarettes *fresh*—cool smoking and slow burning, the way they like 'em.

That's why Camels are packed to go round the world—packed to seal in that famous Camel flavor and extra mildness—anywhere, for months at a time.

The Camel pack keeps *your* Camels fresh and full-flavored, too—preserving for *you* the extra goodness of Camel's matchless blend of costlier tobaccos.

BUY
WAR BONDS
STAMPS



**WHEREVER
HE IS...**

The favorite cigarette with men in the Army, Navy, Marines, and Coast Guard is Camel.
(Based on actual sales records.)



LIGHTER MOMENTS

with fresh Eveready Batteries



"Say, Red, do you suppose this is what the Military authorities mean by 'mopping-up' operations?"

Your dealer is very likely to be out of "Eveready" flashlight batteries right now. There are two reasons for not blaming him. One is that nearly all we can make are going to the armed forces. The other is that war industries are making good use of most of the rest.

That pint of blood that will save a soldier's life can't be bought—it must be given. Will you give yours? There are 35 Red Cross Blood Donor Center Cities throughout the country. Call for an appointment!

FRESH BATTERIES LAST LONGER . . . Look for the date line →



The word "Eveready" is a registered trade-mark of National Carbon Company, Inc.

MASTERS OF EQUITATION

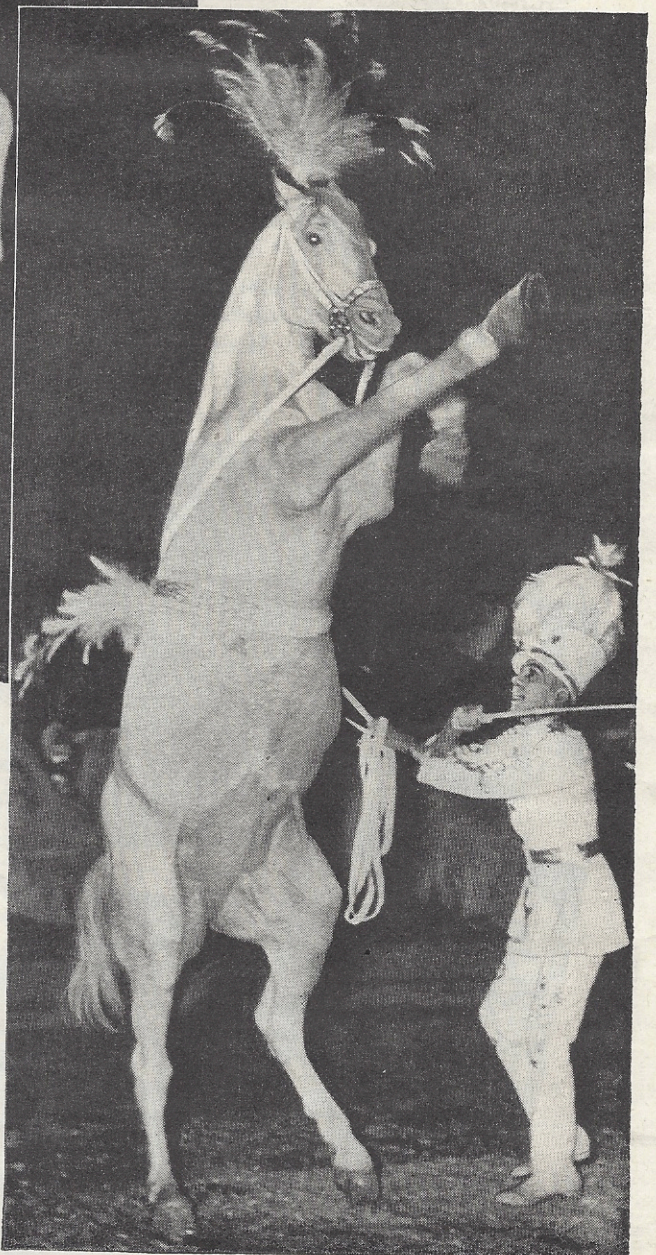


ARTURO KONYOT presenting one of his Arabian wonder horses in the sensational standing "leap-up".

THE MOST impressive dressage display ever presented in circus history, including pure-bred young American horses, perfectly schooled in the manner of the famous riding academies of the world, makes The Greatest Show on Earth more horse conscious than ever before.

Arturo Konyot and Albert Ostermaier, are outstanding masters of equitation and dressage, both being famous for individual creative ability in the realm of the spirited horse.

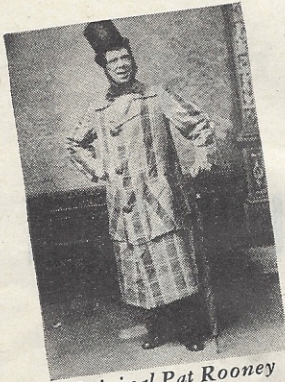
Albert Ostermaier has brought a new touch to equine training with his famous horse, Doheos, "The White Wingless Pegasus", and Arturo Konyot's imaginative daring in painstakingly schooling a group of draft horses in the intricate routines of the sleek liberty horses, places this intrepid horseman among the ranks of equestrian immortals.



ALBERT OSTERMAIER climaxing his display with "Doheos" in his "straight-standing rear".

FUNNY BUSINESS

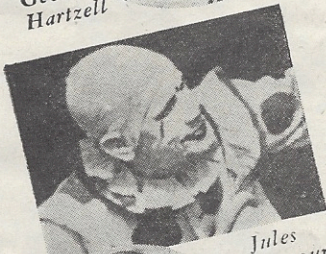
BY KEN DUNSHEE



Original Pat Rooney



Geo. Hartzell



Jules Tournour



Spader Johnson



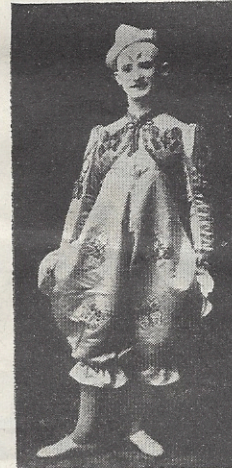
Billie Burke's Father

HERE they are again! Zealous Zanies, Jumping Joeys, our leaping, tumbling grimacers are on the loose. Merchants of mirth, they'll trade you a bruise for a chuckle or a laceration for a belly laugh any day.

Ringling Bros and Barnum & Bailey Circus presents a riotous, revelling, rollicking round-up of roisterers dedicated to a nation which knows that a good sense of humor keeps it strong and tolerant.

Since the first clown performance in America nearly two hundred years ago, there have been many outstanding performers. George L. Fox and Dan Rice were tops in their day. Uncle Sam looks like he does in caricature principally because of the make-up and dress of Dan Rice. Also famous in the old school were Harry Wentworth, Archie Madden, Joe Pentland, Dick Sands and Den Stone.

Tony Pastor was first a clown and so was the original Pat Rooney; Billie Burke's father was a clown. Tom Belling, an American born in Germany, spoke 11 languages and claimed to have created the *silly august* style of clowning. Olchansky, the Danish talking clown, could perform in 12 languages: the speaking and singing "clowns" of today are wowing them in musical comedy or what have you



Harry Wentworth



Tony Pastor

(Milt Berle, Bobbie Clarke, Olsen & Johnson, Ed Wynne, please note).

The bigness of the big top calls for perfection in pantomime which is the most universal of all languages. Combined with this, of course, are the outlandish props, vehicles, and other paraphernalia which are conceived and made by the clowns themselves.

Because clown make-up is so effacing, the question most generally asked about them is what they're like as individuals. There are all kinds on this year's aggregation. A few are grandfathers; a few are beginners below the draft age, many have families. All are sincere, loyal, friendly.

Being funny is a serious business. If you don't think so you would be easily convinced by the intensity of professional conversation along clown alley—even if approximately fifty percent of such talk would be unintelligible to you unless you happen to be hep to circus jargon. Whether you try to deglamorize clowns out of their white faces by considering them even as you and I, or go into a frenzy of Pagliaccian worship, they still belong to one of the oldest, unspoiled professions in the world. Some have been heroes, some have been quiet, efficient little fellows, some have died to make you laugh—and you never even knew it.



Geo. L. Fox

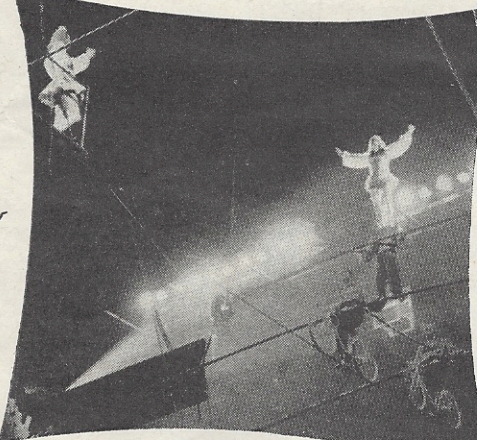
LADIES AND GENTLEMEN your attention, please!..



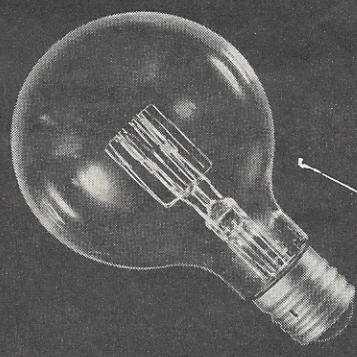
Here he is—the one and only Paul Jerome!
Watch his nose—see it sparkle—see it
shine—a human lighthouse!



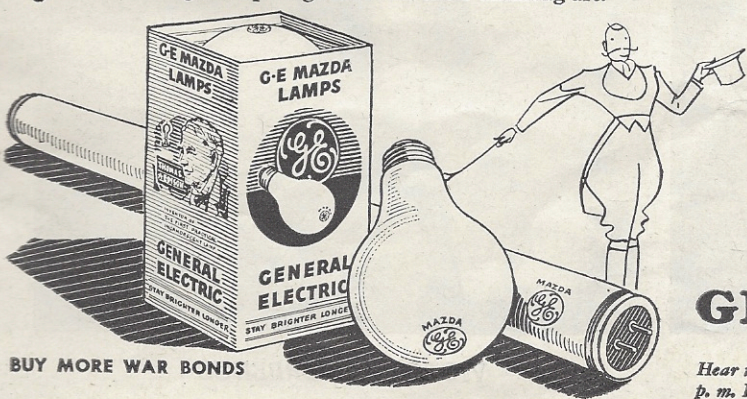
Hurry-hurry-hurry! See the tiny lamp that
does it—a G-E Mazda flashlight lamp—a
lamp with hundreds of uses!



A hundred thrills a minute! The daring,
death-defying Wallendas! See how the
giant spotlights reveal their amazing art!



See it now! The spotlight bulb that glori-
fies the show! It's sensational—incom-
parable—and it, too, is a G-E Mazda lamp!



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Presenting now, ladies and gentlemen—
the Star performer of this Mighty Show—
G-E Lamp Research! Its never-ending aim is
to make G-E lamps *Stay Brighter Longer*

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Hear the General Electric radio programs: "The G-E All-Girl Orchestra", Sunday 10
p. m. EWT, NBC; "The World Today" news, every weekday 6:45 p. m. EWT, CBS.



ERNESTINE CLARKE

**BEAUTIES
OF THE
BIG TOP**



JUANITA DEISLER



VICTORIA TORRENCE



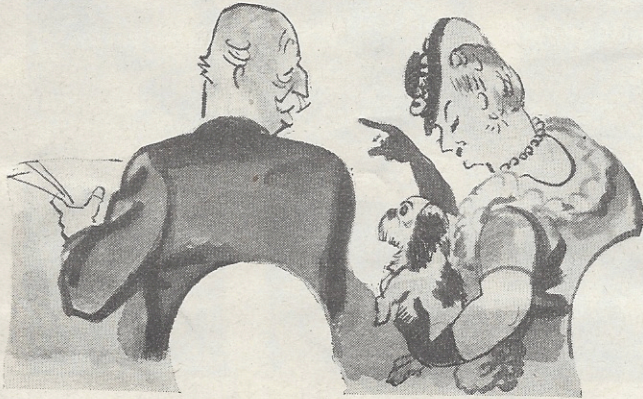
The family man.



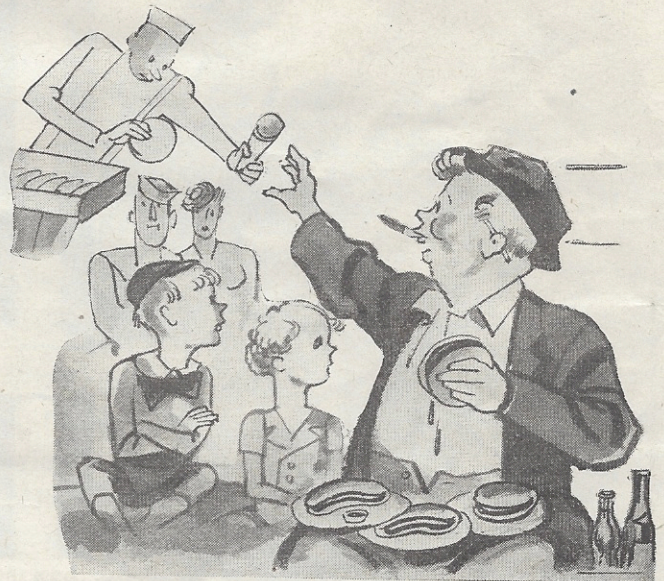
SKEPTIC: "Everything is done with mirrors."



CIRCUS FANS



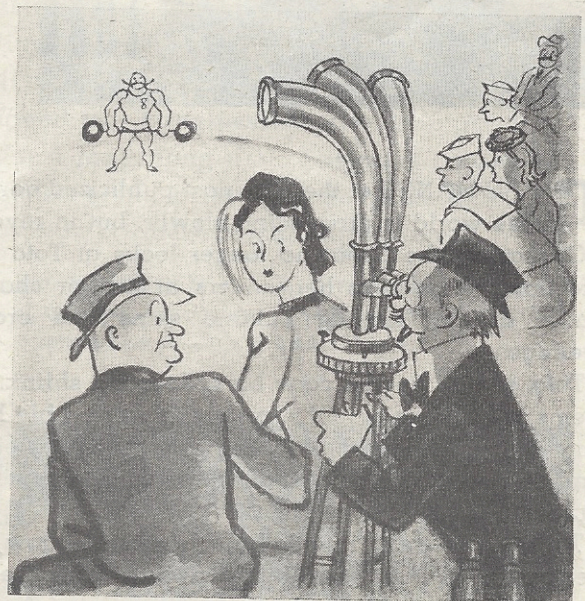
"See Fiffy, you lazy bow-wow."



The Gastronomer.



"Tell me when it's over."



Seeing three rings at one time.

BY
Derso
and
Kalen

MR. AND MRS.
GARGANTUA THE GREAT,
the world's most famous
gorillas.



GARGANTUA SPURNS HIS MATE'S LOVE

THE ROMANCE of the two most publicized gorillas in the world is proceeding slowly, but in reverse.

Gargantua the Great no longer looks at Toto with affection. He ignores her, sneers at her, or charges madly at her, hurling banana skins and orange peelings.

Toto, secure behind cage bars, does not shrink. She seems to smile as though Gargantua were a big bluff. And she no longer hurls back the fruit showers at him. She, who was so indifferent, is crazy about Gargantua.

There is no rush after all. Gargantua is now thirteen years of age, and Toto is twelve. Both are still growing, especially Gargantua, who now weighs over 550 pounds, stands 5 feet 7½ inches and has an arm

stretch of over 9 feet. He is now well over a yard broad at the chest. His extraordinary coat has developed a silver sheen and women viewing this greatest of all menagerie features of the Ringling Bros and Barnum & Bailey Circus often exclaim: "Why, his coat is like silver fox!"

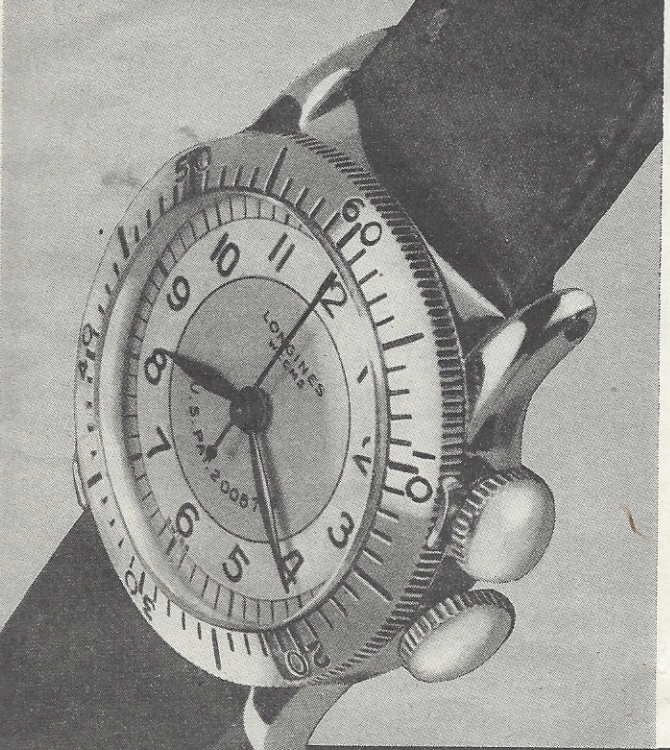
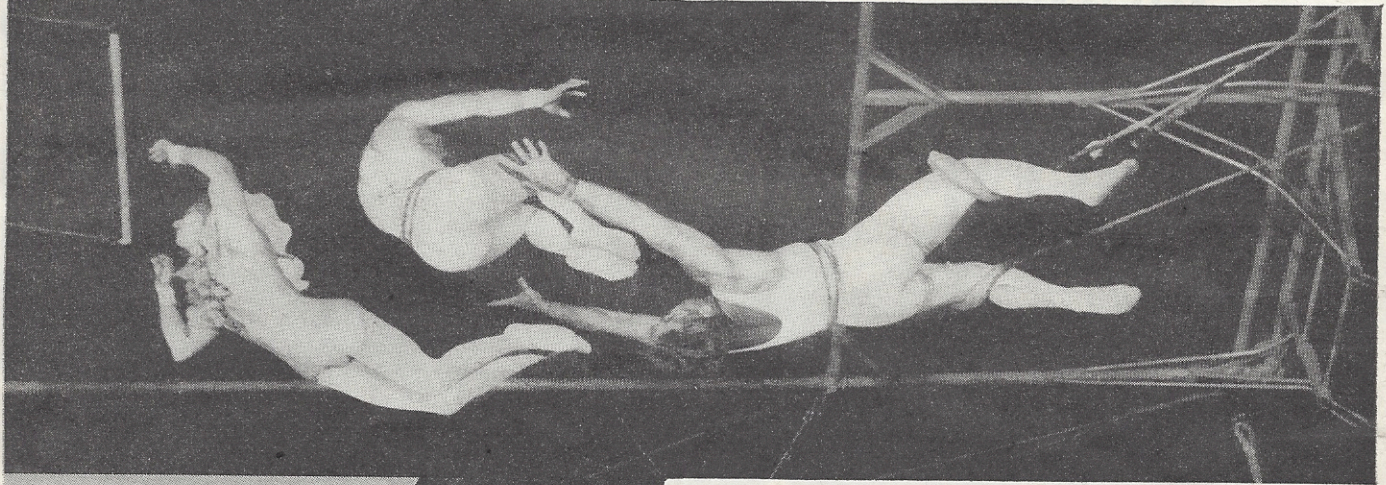
Toto has weighed 445 pounds for the last several years, and, although she is now a little taller—4 feet ten inches—she weighs no more. For Jose Tomas, her Spanish keeper, has seen to it that her tummy shows less bulge. Toto has done a bit of dieting and feels tops, just fine, thank you.

But mating now or mating tomorrow, Mr. and Mrs. Gargantua the Great retain their hold on the public and the crowds still swarm to view them.



The man who makes the Circus "Tick"

FRED BRADNA
Ringmaster



FRED BRADNA and his Longines Watch have the important job of timing "The Greatest Show on Earth". Every act is timed to a "Longines second" to fit together into one smooth, thrill-packed spectacle. ¶ In every field where time-accuracy is important, the most honored watch is Longines. Sports officials use Longines for official timing of championship events; aviators use Longines watches for over-seas navigation; and all over the world, millions of people have also found that Longines watches keep good time for a long, long time. Longines honors include 10 grand prizes and 28 gold medal awards won at International Expositions.

Longines-Wittnauer Watch Co., Inc., New York, Montreal, Geneva; also makers of the Wittnauer Watch, a companion product of unusual merit.

Longines

THE WORLD'S MOST HONORED WATCH

THE CIRCUS' FOOD PROBLEM



A SECTION of the Ringling Bros and Barnum & Bailey dining tent, where meals are served to the Big Show's huge personnel thrice daily.

IT IS DOUBTFUL that there is a housewife anywhere who, especially in these days of point rationing, would envy George Blood, superintendent of the dining department of the Greatest Show on Earth, his job of feeding 1,600 persons three times daily!

Yet the most frequently asked question of circus folks is: "How do you get your meals, when and where?"

With food shortages the task is not always a simple one, especially in a kitchen that doesn't stay put more than a few days at a time and is often moved every twenty-four hours.

Probably no one but George Blood could handle such a job because he's been holding it down for twenty years and knows all the markets, big and small, in every city of the United States and Canada.

But the circus folks do eat regularly and well. The system as devised by Mr. Blood works out as follows:

The circus cookhouse, where the food is prepared and served to the staff, performers and workingmen, is operated on the same basis as a restaurant or hotel dining room, under the point rationing system.

George Blood buys food from day to day while the circus is on the road and occasionally buys in advance. However, to make sure he won't be caught short, he always carries five days' supplies as reserves which he can tap when necessary.

Imagine raiding the ice-box for 1,600 helpings!

In normal years, the circus people had a choice of three main dishes at every meal. But this year, the

choice is cut to two. However, Blood has yet to hear of any circus folks complaining about not getting enough to eat.

There are two meatless days—Tuesday and Friday—when fish is served. And when meat supplies are short, fish again makes its appearance at the table. When potatoes are scarce, Mr. Blood substitutes such dishes as Spanish rice, macaroni, or spaghetti.

"We're getting along very well," Mr. Blood says. "There's a big sign up in the cook tent reminding the folks that there are shortages, and they aren't grumbling a bit. For myself, I just have to think faster, that's all. And the 110 men in my department, including 27 chefs, have to be more careful about waste."

Feeding the circus animals—the elephants, horses, jungle cats and rare animals including, of course, Mr. and Mrs. Gargantua—also is George Blood's department, except that another circus unit buys the hay and grain. So far, there has been no great difficulty in obtaining stock feed.

The carnivorous animals are fed unrationed government inspected horsemeat, of which, according to Mr. Blood, there seems to be no scarcity. The cats get 700 pounds of horsemeat a day. The monkeys and gorillas are fed fruits and vegetables in season—bananas, when they are obtainable, and apples, oranges, grapes, celery, lettuce, carrots, and so on.

All supplies for the Big Show are contracted for by agents five or six weeks ahead and with everything purchased locally, it is a big order.

FRESHNESS

From APPLE "HONEY"



You want *more* than fine tobacco. You also want it *fresh!* Because freshness means more *flavor* . . . also coolness and aroma!

Apple "Honey"—the nectar of luscious apples—helps keep in the natural freshness of Old Gold's fine tobacco, to which "something new has been added"—imported Latakia tobacco for richer flavor.

Try Old Golds and see why they've won a million new friends!

BUY MORE WAR BONDS THAN YOU THINK YOU CAN AFFORD!

OLD GOLD

LISTEN TO: Bob Crosby and his Orchestra, Sun. Evenings, NBC . . . also: Allan Jones and Frankie Carle's Orch., Wed. Evenings, CBS



LALAGE, lovely high priestess of rhythm aloft.

DARLING OF THE CIRCUS

A DIMINUTIVE GIRL who tips the scales at exactly 108 pounds, petite, pretty and a consummate artist, is the pride and joy of all the 1,600 people with the Ringling Bros and Barnum & Bailey Circus.

Lalage, glamorous and courageous aerial star, whose name is older than Christianity itself, and who scorns the use of a safety net during her hair-raising performance, is always sure to have scores of her fellow troupers watching her work from various hidden vantage points of the Big Top as she hurls her trim body over her shoulder time and time again,

seemingly without end, in the dangerous and thrilling "one-arm plange."

A dusty blonde of French-Swiss origin, the blue-eyed Lalage is five feet one inch tall. Her name is straight from the Latin poet, Horace (65-8 B.C.). Horace uses the name, one he has given to a Greek girl, in Book One of his Odes.

It is a fitting name because Horace's character was a graceful person. The correct pronunciation would be Lă-lă-gay, but Lalage (Lă-lăzh') has given up trying to sell people that idea.



The whole world knows the "Jeep," the tough scout car designed and perfected by Willys with the co-operation of the Army. It is built around the famous Willys "Go-Devil" Jeep Engine, which is the fighting heart of the "Jeep" and the source of its amazing power, speed, flexibility, dependability and fuel economy. Willys-Overland Motors, Inc.

THE SUN
NEVER SETS
ON THE
MIGHTY JEEP

WILLYS *Builds the* MIGHTY JEEP

The power and stamina of the versatile Jeep will serve many needs in the years of reconstruction ahead