

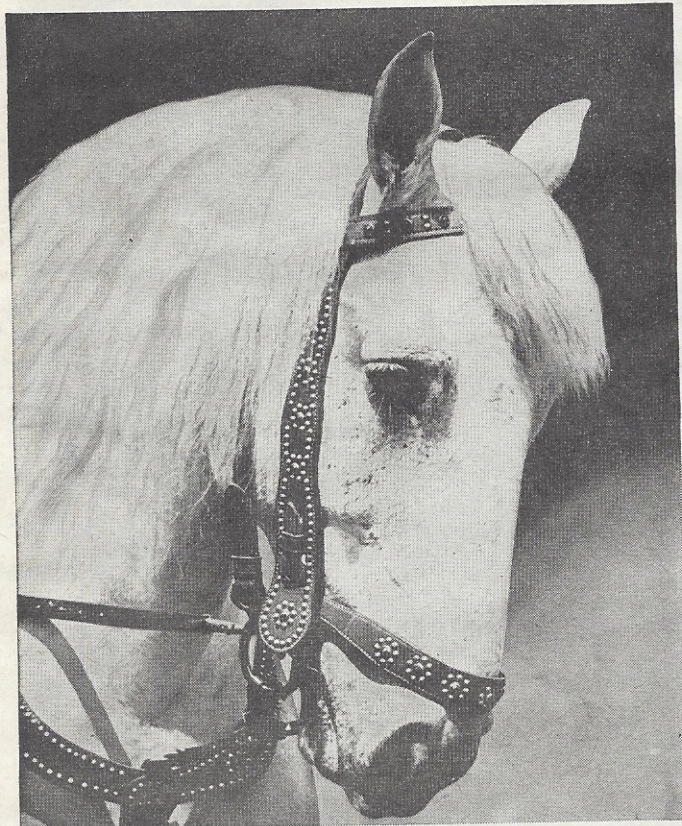
# CIRCUS BY RINGLING

(Continued from page 3)

president and assistant to the president of the huge organization.

These circus heads, culminating a long desire to establish and maintain one centralized headquarters to facilitate and expedite the many and intricate parts of the circus management, last fall moved the New York offices of the show to Sarasota, Florida, winter home of the great circus itself.

This move resulted in greater coordination and more expeditious handling of the maze of business



*ROYAL COUNT, one of the proud, purebred Percherons presented this season as liberty horse performers for the first time in America.*

detail carried on under the direction of Mr. Haley, whose work may be likened to that of a city manager. Having the analytical and friendly mind so necessary to the circus business man, he does, in fact, administer the business affairs of a travelling city. And it is Jim Haley who greets the members of our armed forces who are guests of the circus on tour and sees to it that they enjoy every minute of their visit to the big top. He has never forgotten the time he was accorded similar courtesy by a circus in France when he was with the A.E.F. in World War I.

Nearly 37,000 men and women in the service of our country and allies were admitted to the show without charge in 1943 through U.S.O. and because the Ringlings and Jim Haley wanted it that way.

Sarasota was a veritable beehive of activity this winter from the day the circus trains rolled into winterquarters from Tampa, last year's closing stand.

Seventy-thousand tons of physical equipment had to be rehabilitated, such as the eighty-one long steel railroad cars and all their vast enchanted cargo, including hundreds of wagons and cages, fleets of trucks and other paraphernalia almost without end.

This equipment also had to be painted, redecorated and lettered and a huge new big top requiring 74,000 yards of canvas and seventy miles of rope had to be made, as well as the forty other tents carried by the circus.

And above all, a new show had to be produced.

While painters, welders, mechanics, sailmakers, carpenters, harness makers, wagon builders, electricians and other crews worked like beavers under the direction of the circus' general manager, George W. Smith, in various sections of the 200-acre winterquarters, those who had to do with the new performance were just as busy under the leadership of Robert Ringling.

In addition to tedious daily practice sessions, many of the performers gave their services for various charity and relief events while members of the circus management were doubly occupied with the numerous civic activities and welfare work of Mrs. Charles Ringling and Aubrey Haley.

As chairman of the President's Birthday Ball committee of the Infantile Paralysis Fund in Sarasota, Aubrey Haley was largely responsible for the overwhelming success of this year's event, which established an all-time record for the county.

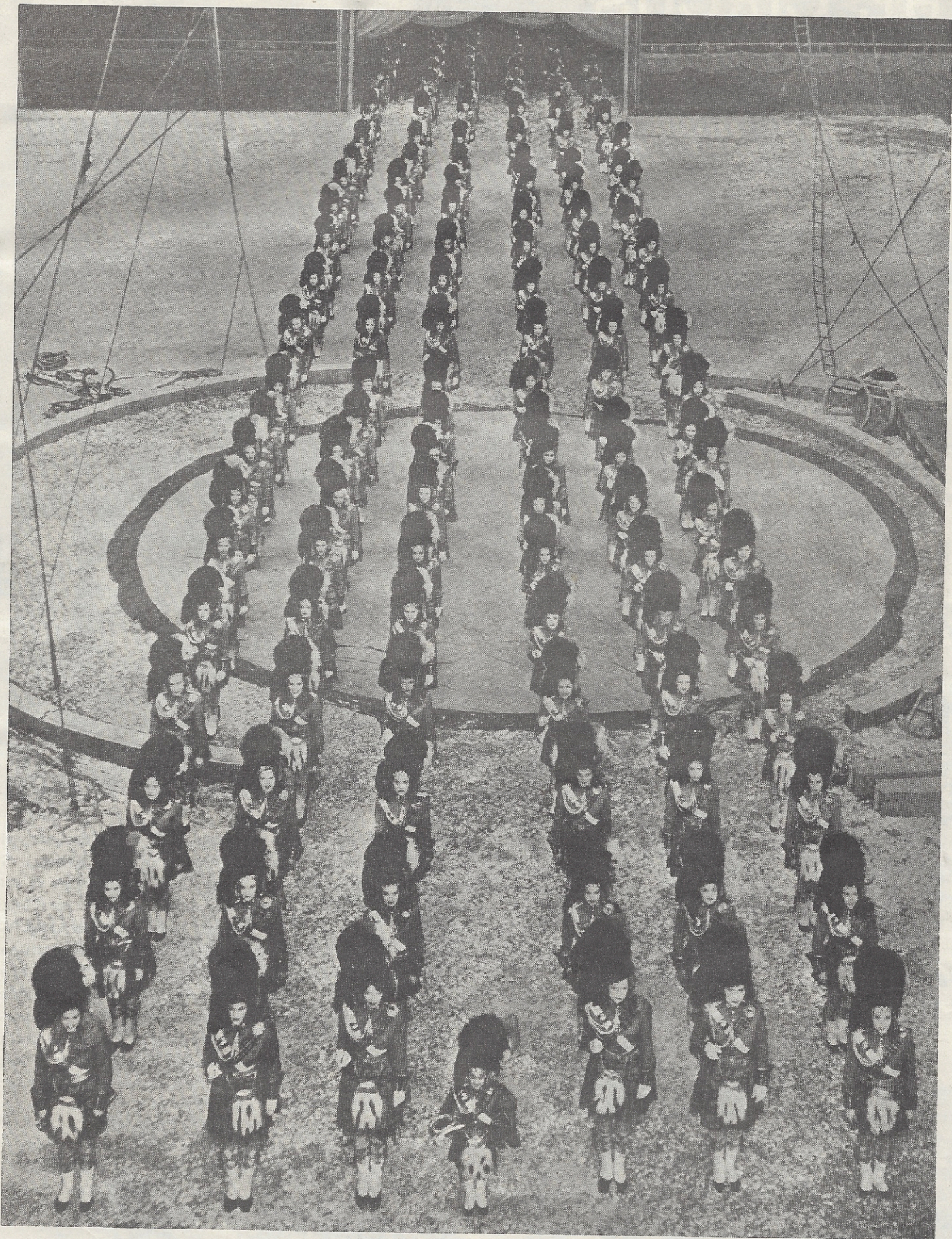
Mrs. Charles Ringling, mother of Robert Ringling, who for many years has been committee chairman of the Salvation Army Home Service Appeal in Sarasota, while directing campaigns for this organization and other worthy causes, managed to keep in close touch with the circus, as did Aubrey Haley.

These gracious co-producers of the show and James A. Haley frequently conferred with department heads and personally greeted the circus craftsmen. Mrs. Charles Ringling made it a point to call on several veteran troupers who were started on their big top careers by her husband, one of the famous founders of the Ringling Brothers Circus.

Meanwhile, Robert Ringling participated in War Bond drives and burned the midnight oil in shaping plans for this year's new performance, which he personally staged. Mr. Ringling, who became an expert in staging and lighting during the years he achieved a distinguished career in grand opera, learned by experience the truth of the old adage, "Practice Makes Perfect."

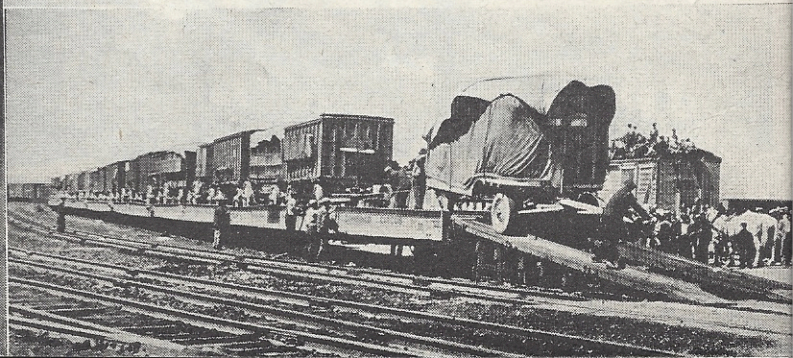
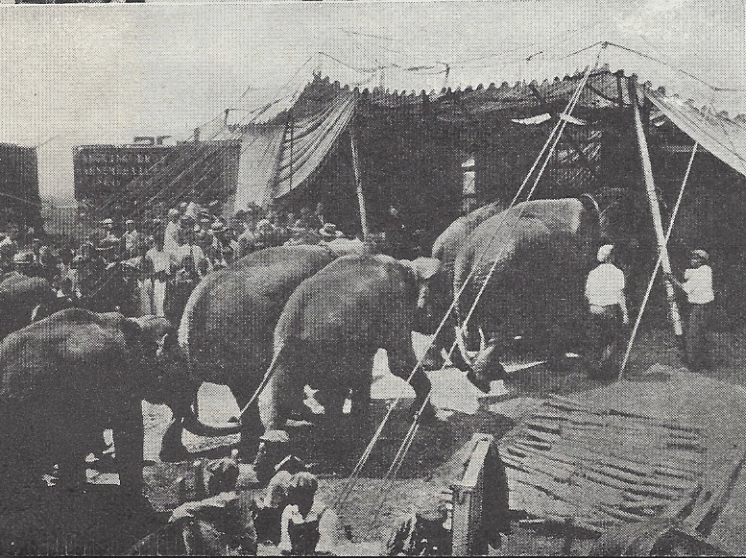
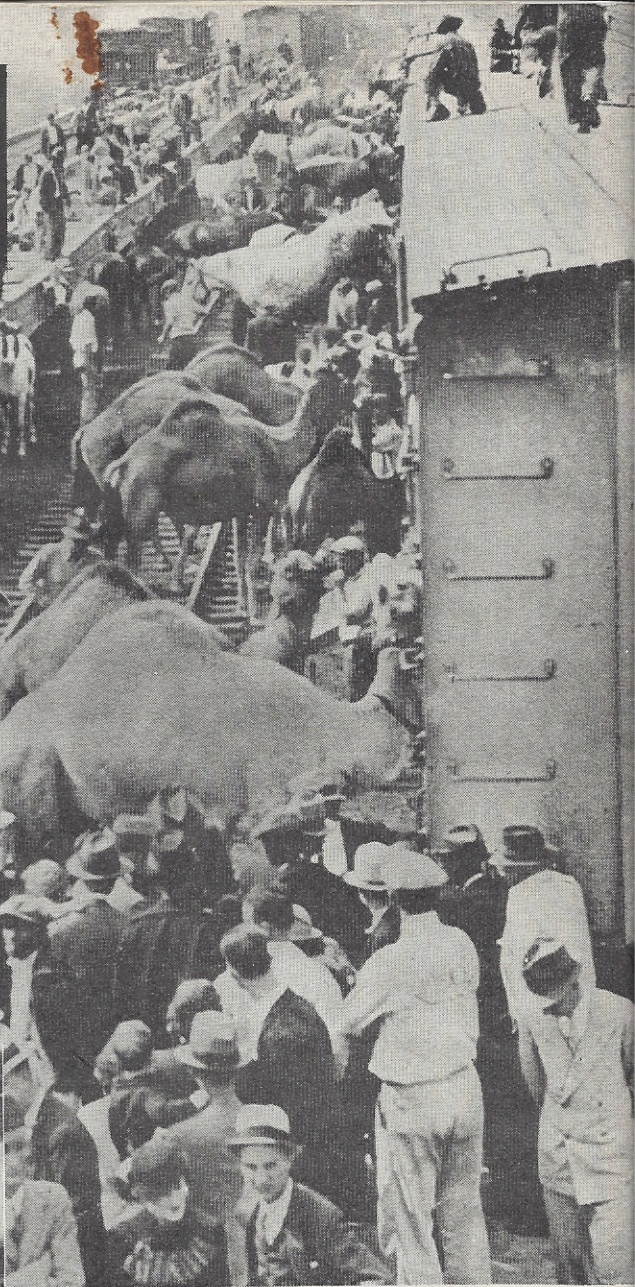
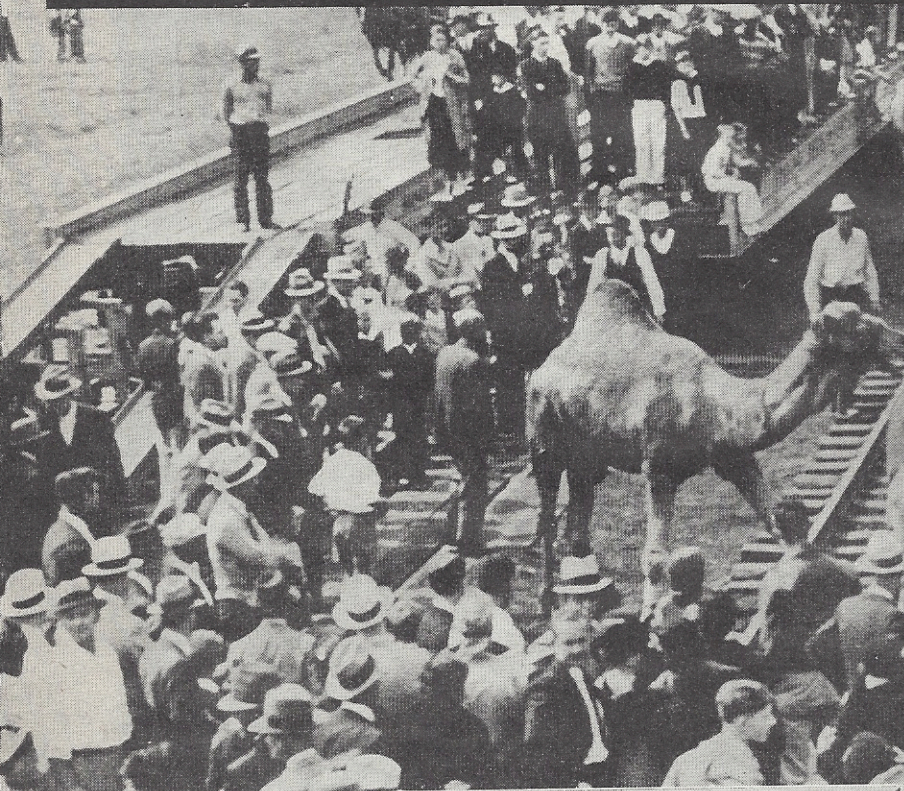
Determined to give New York's opening night audi-

(Continued on page 57)



HIGHLAND LASSIES in the 1944 Edition of "THE CHANGING OF THE GUARD."

# THE CIRCUS COMES TO TOWN

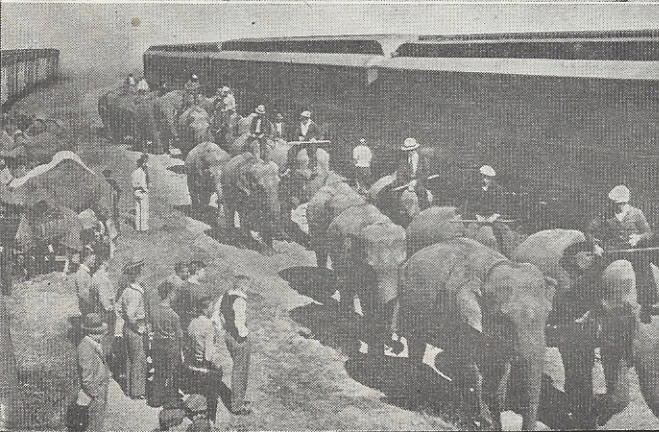
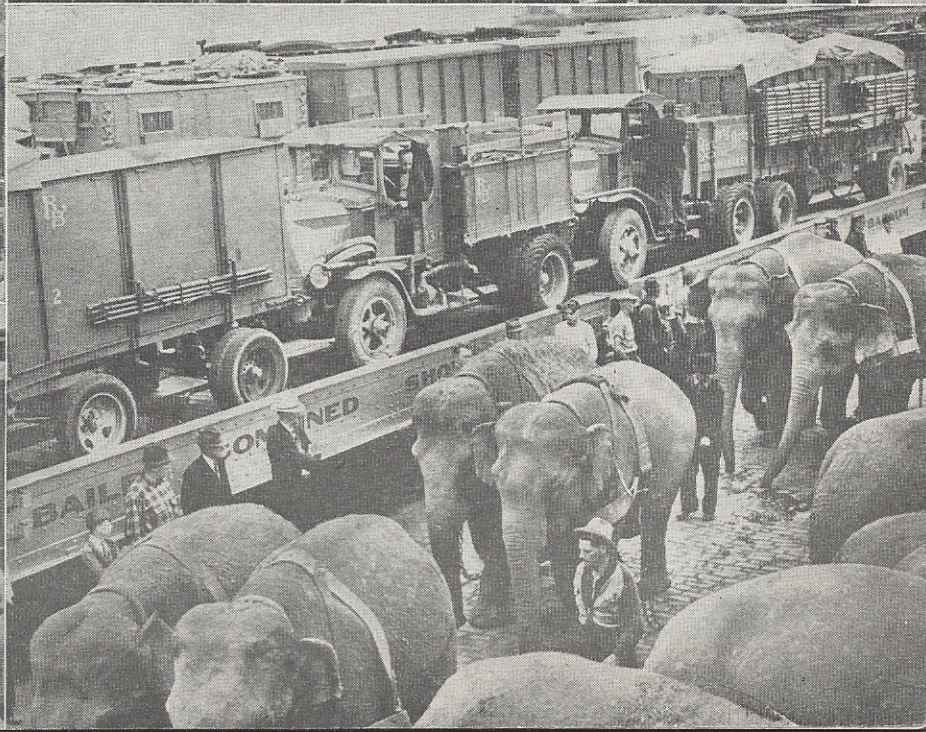
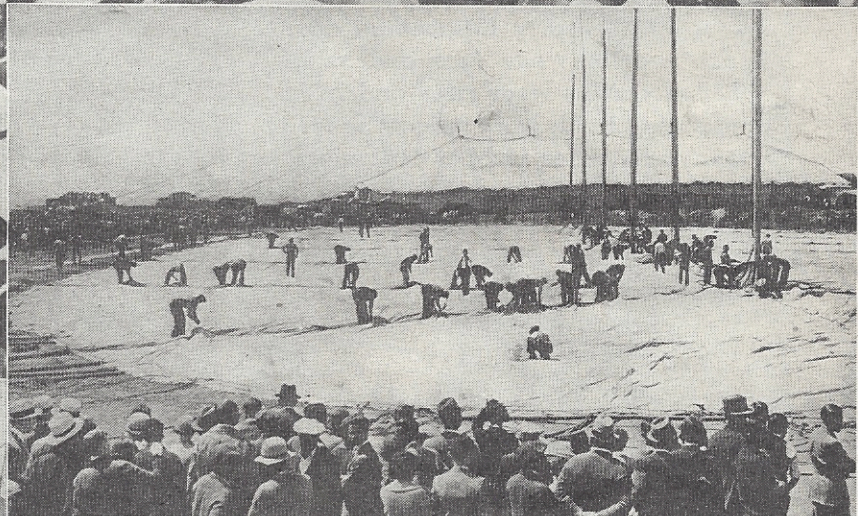
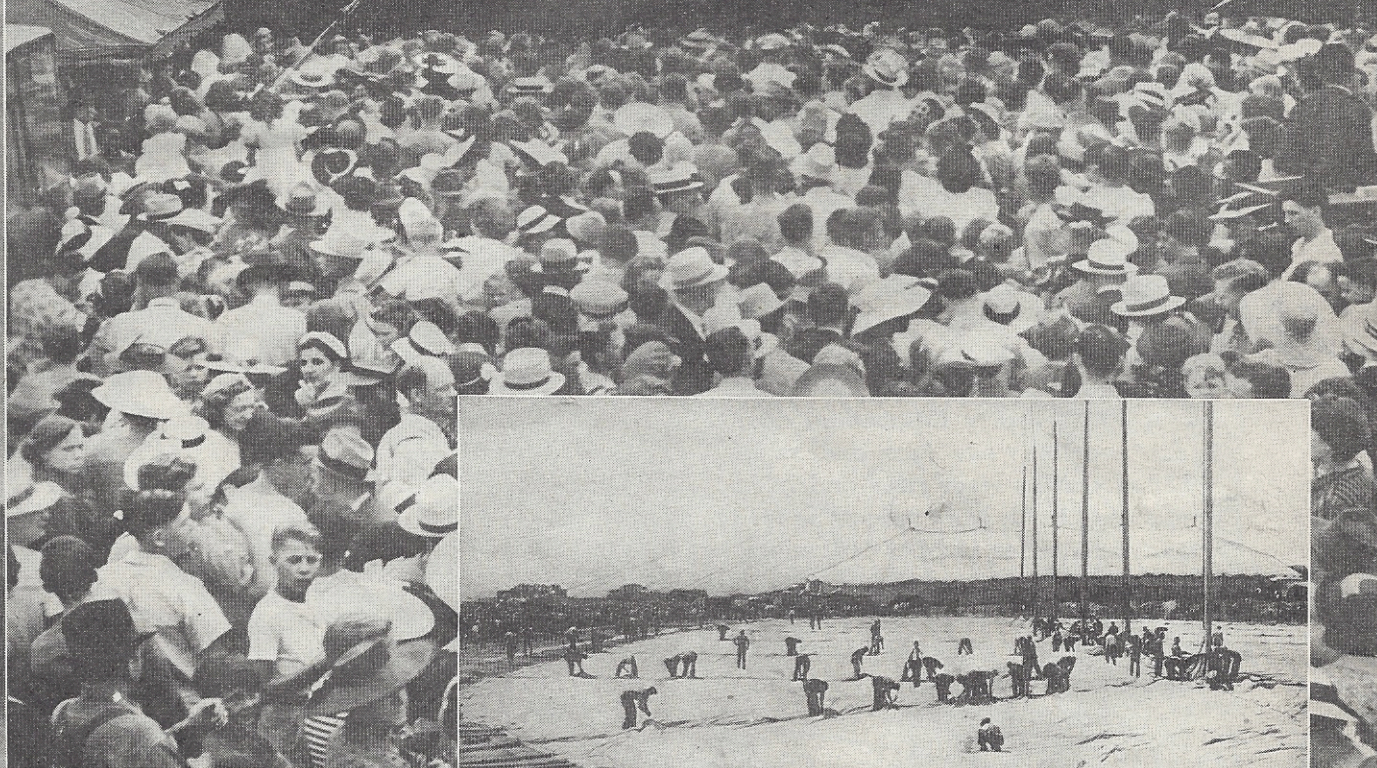


Scenes such as these, following the arrival of the huge Ringling Bros and Barnum & Bailey Circus, always thrill youngsters of all ages, be they three or three score and ten. Traveling on its own long trains of double-length steel railroad cars, the circus carries 1,600 people, hundreds of horses, the world's largest touring menagerie, fifty elephants and 70,000 tons of paraphernalia. Transportation of The Greatest Show on Earth from the railroad yards to the exhibition grounds, is one of the fascinating sights of circus day.

*The*  
**GREATEST  
SHOW ON EARTH**

**MAIN ENTRANCE**

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# CLOWN MAKE-UP

BY DAVE DECAMP

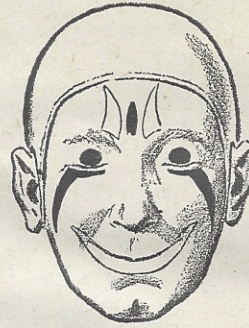


There are nearly as many different kinds of make-up as there are clowns. Each one feels that he is ethically entitled to his own peculiar style. So important is this to the profession that clowns have been known to leave their "faces" to succeeding offspring. There are many variations between the elegant clown and the most fantastic of grotesques. The former was originally so deceptively lacking in the usual make-up that he often defied detection until the audience had been "taken." The pencil sketches on this page illustrate a few of the most popular types of clowns in the arena today. The classic standby since early Elizabethan days is the neat or white face and scalp. Whether clowns wear caps and bells, pom-poms, bald front wigs, padded wigs, putty noses, rubber ball noses, or eyes that pop at you, they are all out for one serious thing, to "feel" you're with them when they "bust-out" in the walkaround.

## TYPES OF CLOWNS

These are not just synonyms for the word "clown." In the serious business of clowning each is a distinct type reckoned by make-up, action, dress, etc.

- |                |                     |
|----------------|---------------------|
| Funny Rustic   | Entree              |
| Female         | Tumbling Pantaloon  |
| Motley Fool    | Grimacer            |
| Grimaldi       | Fat-Boy             |
| Hot One        | Odd Zany            |
| Cracker Jack   | Joker               |
| Merry Andrew   | Wit                 |
| Loon           | Double Face         |
| French Comique | Rooster Man         |
| Pierrot        | Character           |
| Harlequin      | Tramp               |
| August or      | Punchinello         |
| Silly August   | Neat                |
| Musical Clown  | Producing Clown     |
| Bumpkin        | Jim Crow            |
| Sunny Jim      | Riding Clown (etc.) |
| Elegant        | Cascadeur           |



NEAT



AUGUST



GROTESQUE



TRAMP



FUNNY RUSTIC



FEMALE



CHARACTER



DOUBLE FACE

Quality  
carries on

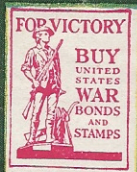


Drink

*Coca-Cola*

TRADE-MARK REG. U.S. PAT. OFF.

Delicious and  
Refreshing







# BEAUTY AND THE BOMB . . .

● *What are those brilliant, shimmering scarfs doing in the same picture with that bomb? Odd but true—the viciousness of an American block buster, and the lovely colors in the fabrics, come from the same basic material . . .*

Scientists at the "University of Petroleum," Shell's research laboratories, found how to produce nitration grade *toluene*, on a commercial scale, from petroleum. Their discovery was big news in the War and Navy Departments—for toluene is the starting point of TNT.

That's the job now—making enough TNT for our "all out" bombing offensives. *Every day, Shell plants are supplying enough toluene to make block busters by the hundreds.*

*Yet like a good soldier, Shell's toluene will live an enormously important, constructive peacetime life.*

After it is demobilized, you will meet it, day by day, in scores of products. The dye manufacturer will use it as the chemical framework on which to hang enduring colors for cotton, rayon, silk, or wool. It will enter the making of low-cost, luxurious artificial leather . . . oilcloth and linoleum . . . enamels and lacquers . . . even the ink on the printed page!

\* \* \*

*As a result of Shell Research, petroleum molecules reach amazing destinations. Think of the pent-up destruction in toluene as an example of petroleum at war . . . Then think of toluene, coming from the same research achievement, appearing as the handmaiden—even the "glamour girl"—of scores of peaceful arts!*



First oil refinery to win the Army-Navy "E"—Shell's Wood River Refinery.



**SHELL RESEARCH**

*Sword of Today*

*Plowshare of Tomorrow*



# SAFER FOR YOUR NOSE AND THROAT.

*because scientifically proved less irritating!*

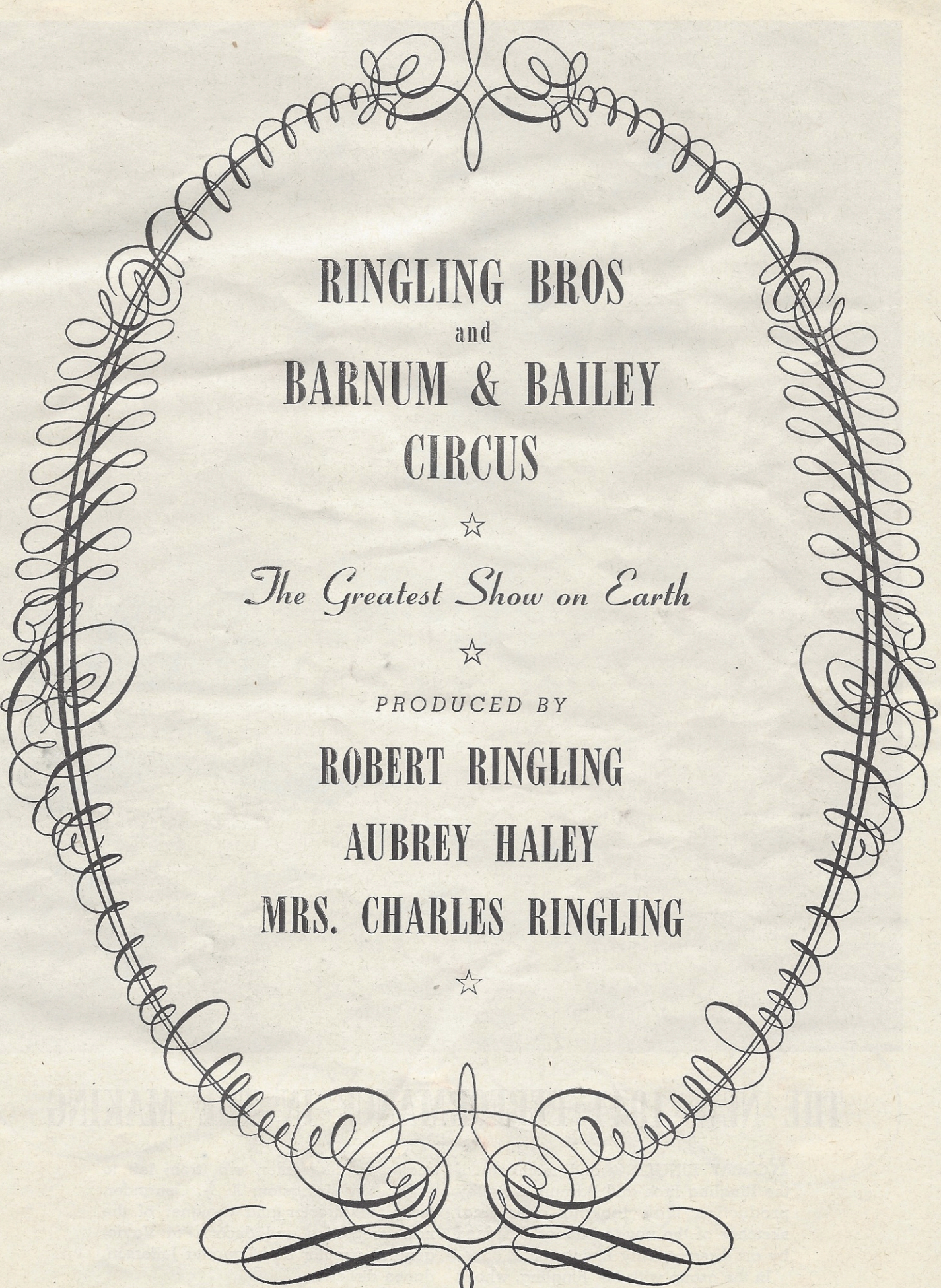


When smokers changed to PHILIP MORRIS, every case of irritation of the nose or throat — due to smoking — either cleared up completely or definitely improved! — Reported in an authoritative medical journal from the findings of distinguished doctors, in clinical work with men and women smokers.



# CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE!



**RINGLING BROS**  
and  
**BARNUM & BAILEY**  
**CIRCUS**



*The Greatest Show on Earth*



PRODUCED BY

**ROBERT RINGLING**

**AUBREY HALEY**

**MRS. CHARLES RINGLING**





## THE NEW 1944 PERFORMANCE IN THE MAKING

**ROBERT RINGLING** and members of the Ringling Bros and Barnum & Bailey production staff looking over final sketches of the new costumes designed by art director, Billy Livingston.

In the group with Mr. Ringling, who is

seated in the center, are (from left to right): Mr. Livingston; A. A. Ostrander, technical director and designer of the new properties and decor; Pat Valdo, general director and Lauretta Jefferson, dance director.

**THE GREATEST PERFORMANCE**  
in the History of  
**THE GREATEST SHOW ON EARTH**



STAGED BY  
**ROBERT RINGLING**

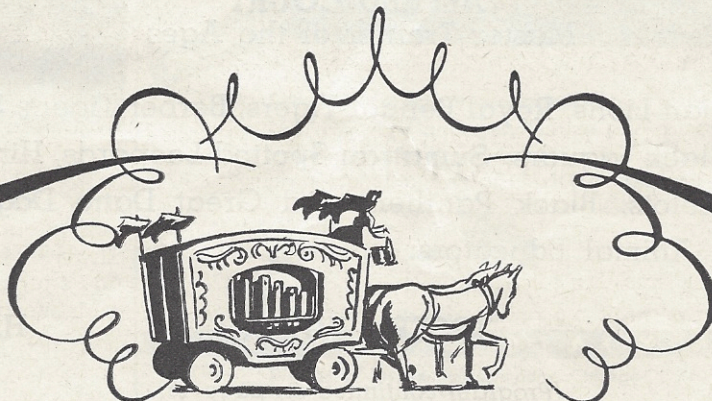
**PAT VALDO** ..... *GENERAL DIRECTOR*

**BILLY  
LIVINGSTON**  
*Art Director  
and Designer  
of Costumes*

**A. A.  
OSTRANDER**  
*Technical Director  
and Designer of  
Properties and Decor*

**BERT KNAPP**..... *Musical Composer*  
**FRED BRADNA**..... *Ringmaster*  
**VANDER BARBETTE**..... *Aerial Director*  
**MERLE EVANS**..... *Director of Music*

DANCE DIRECTOR  
**LAURETTA JEFFERSON**



PERFORMANCES AT 2:15 and 8:15 P.M.

DOORS OPEN AT 1 and 7 P.M.

Patrons are afforded more than an hour's time before the performance begins to leisurely visit the Mammoth Menagerie of rare animals, including the world famous giant gorillas, MR. and MRS. GARGANTUA the GREAT.

*(The management reserves the right to alter this program when necessary)*

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**DISPLAY 1** NOVEL AND HIGHLY AMUSING INTRODUCTORY PRESENTATION IN WHICH THE ART OF WILD ANIMAL TRAINING IS GIVEN A REVERSE TWIST

A Frolicsome Forerunner of the Magnificent Display of Perfectly - Schooled Man - killers Which Immediately Follows

---

**DISPLAY 2** NATURAL JUNGLE ENEMIES EDUCATED BEYOND BELIEF, PERFORMING TOGETHER IN NEW AND EXCEPTIONALLY EXCITING EXHIBITIONS

Great New Mixed Groups of the Most Treacherous and Ferocious Wild Animals Ever Assembled, Presented Under the Direction of

**ALFRED COURT**  
Master Trainer of the Ages

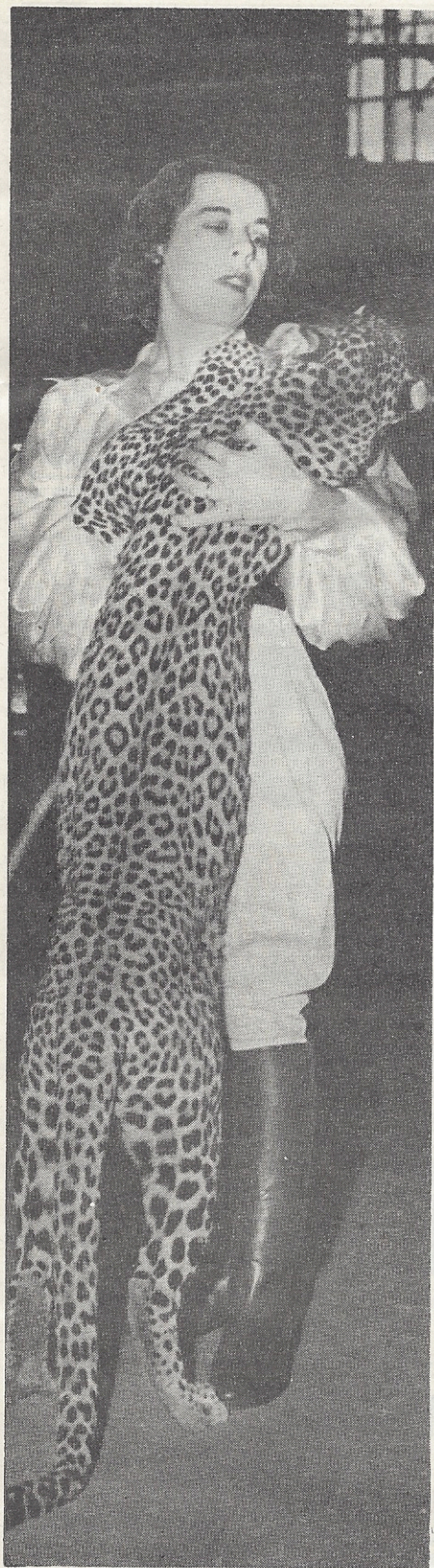
Berber Lions, Abyssinian Lions, Royal Bengal Tigers, Berber Tigers, Siberian Tigers, Polar Bears, Black Bears, Black Jaguars, Sumatran Spotted Leopards, Himalayan Bears, Black Leopards, Pumas, Ocelots, Black Panthers and Great Dane Dogs, Presented by Mr. Court's Famous Wild Animal Educators:

**MAY KOVAR**

**JOSEPH WALSH**

**HARRY KOVAR**

*(Program continued on page 46)*



MAY KOVAR, famous wild animal trainer and "Sonia," one of the performing leopards in Alfred Court's superb mixed groups of educated jungle beasts presented in the 1944 performance of *The Greatest Show on Earth*.

# Curity

REG. U.S. PAT. OFF.

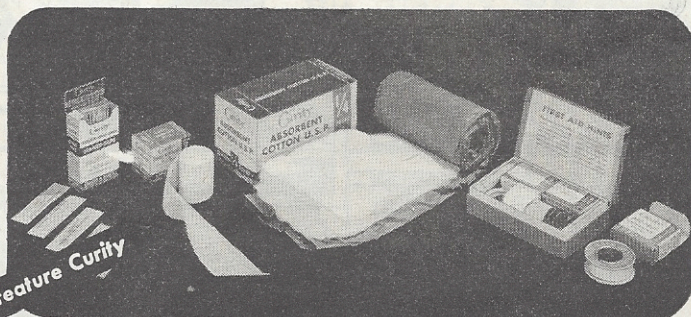
... whenever and wherever wounds are dressed



**In spite of everything, accidents will happen.** But the circus hospital is ready—with Curity Surgical Dressings, the favorite of the Greatest Show on Earth because of their dependable quality, proven efficiency.



**Curity surgical supplies for home emergencies** are identical with those used in the finest hospitals—made to the same surgical standards... under the same rigid scientific controls. You need Curity first aid products—to safeguard your home.



**Leading druggists recommend** and sell Curity Absorbent Cotton, Gauze, Bandages, Gauze and Lisco Pads, Wet-Pruf Adhesive, Handi-Tape and First Aid Kits. Insist on the recognized professional quality of Curity dressings.

BUY WAR BONDS



Products of

**BAUER & BLACK**

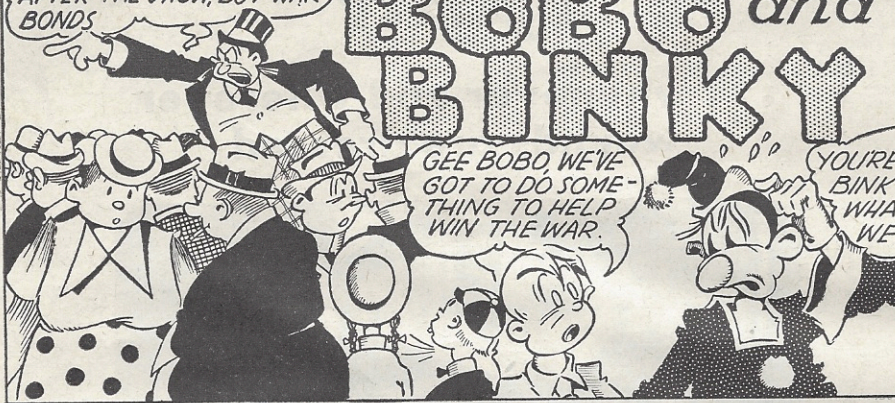
Division of The Kendall Company, Chicago



-AND DON'T FORGET FOLKS, AFTER THE SHOW, BUY WAR BONDS

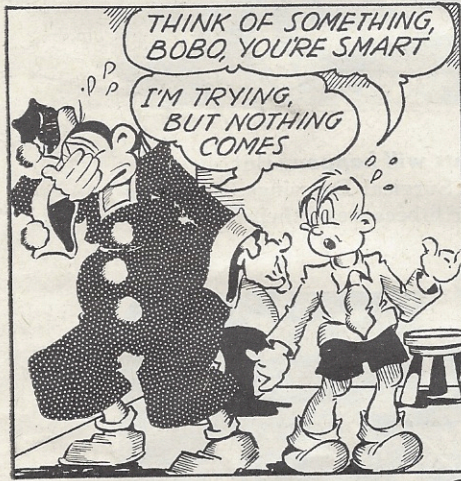
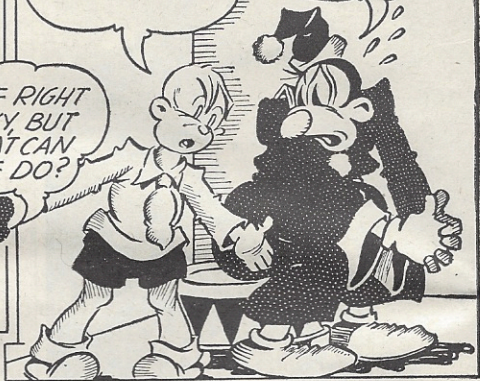
# BOBO and BINKY

WE CAN'T FIGHT, YOU'RE TOO OLD AND I'M TOO YOUNG.  
YES, BUT THAT'S NOT GETTING US ANY PLACE.



GEE BOBO, WE'VE GOT TO DO SOMETHING TO HELP WIN THE WAR.

YOU'RE RIGHT BINKY, BUT WHAT CAN WE DO?



THINK OF SOMETHING, BOBO, YOU'RE SMART

I'M TRYING, BUT NOTHING COMES



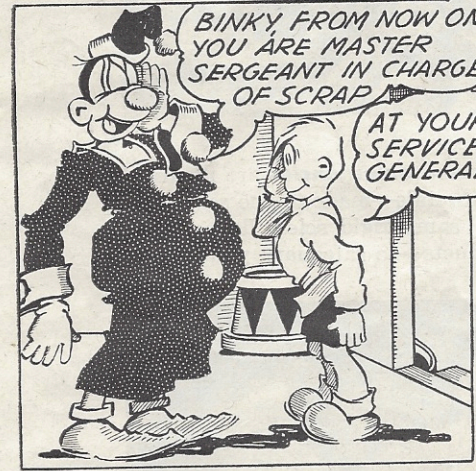
HMMM, LET'S SEE, WHAT DOES THE GOVERNMENT WANT MOST OF CIVILIANS?

I'VE GOT IT BOBO - A SALVAGE DRIVE.



YOU'VE GOT IT, BINKY. WE'LL MAKE THE CIRCUS A PERPETUAL SALVAGE DEPOT.

THAT'S SWELL



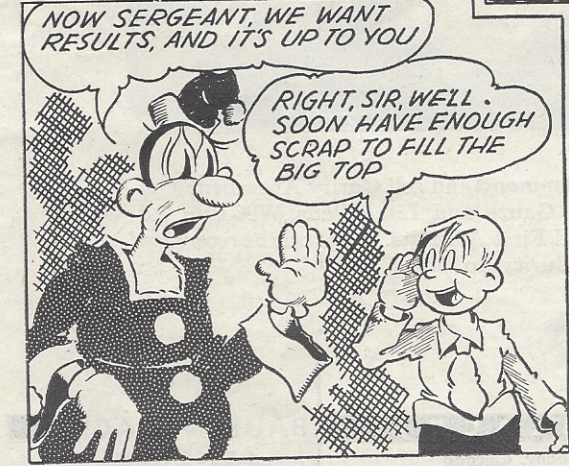
BINKY FROM NOW ON YOU ARE MASTER SERGEANT IN CHARGE OF SCRAP

AT YOUR SERVICE, GENERAL



OKAY, SERGEANT, ON YOUR WAY. TELL ALL THE CIRCUS FOLKS THAT YOU'LL COLLECT THEIR OLD PAPERS, USED FATS AND TINS EVERY MORNING

HOORAY, WE'RE OFF TO DO OUR SHARE!



NOW SERGEANT, WE WANT RESULTS, AND IT'S UP TO YOU

RIGHT, SIR, WELL SOON HAVE ENOUGH SCRAP TO FILL THE BIG TOP



ON YOUR TOES, SERGEANT. SPREAD THE WORD AROUND. COMPANY DISMISSED!

AYE, AYE GENERAL, I'M OFF TO THE WAR.

(Continued on page 64)

## HOW'S YOUR CIRCUS I. Q.?

- Q. What does an elephant eat and how much daily?
- A. 125 pounds of hay, 7 pounds of bran and all the peanuts that visitors will give him.
- Q. In one day how much water does an elephant drink?
- A. About 50 gallons.
- Q. Is it true that the circus oils the hides of its elephants to keep their thick skin from cracking?
- A. Yes. More than 150 gallons of the best grade neatsfoot oil is used annually for this purpose.
- Q. Does the circus own the double-length steel railroad cars on which it travels?
- A. Yes.
- Q. How long are these trains?
- A. The total length of the trains on which the circus moves is nearly a mile and a half.
- Q. How many tents are required to house the circus?
- A. Forty-one.
- Q. How much canvas in this tented city?
- A. 74,000 yards.
- Q. What does the mammoth main tent weigh?
- A. 18 tons, when dry. Three and a third times as much when wet.
- Q. Where does the electrical current that lights the circus come from?
- A. The circus generates its own electrical power from 7 huge Diesel plants with a capacity of 500 kilowatts. Over four miles of cable must be laid daily to carry this current.
- Q. Why does the circus emphasize the fact it has representatives of all four classes of anthropoid apes?
- A. Because few of the world's zoos have such living examples of the four anthropoid species, due to the great difficulty in keeping the gibbon, the gorilla and the orang-utan alive in captivity. The chimpanzee, hardest of the four, is most frequently seen in zoos.

## TINTEX HELPS MILLIONS OF WOMEN

- to waste nothing \*  
- to take good care of the things they have \*

\* FROM THE CONSUMER PLEDGE TO UNCLE SAM



**Y**OU will be *amazed* and *thrilled* when you use Tintex! With these most famous of tints and dyes, hundreds of things in your wardrobe and home decorations take on new beauty, new usefulness. And all so easy, so quick, so perfect! You will understand then why more women *by far* use Tintex than any other tint or dye. Today, more than ever, you need each one of the Tintex products — to help conserve fabrics, to save money and *still* keep fashionable! Read about them. Then use them in *your* home as millions of other women are doing. Buy Tintex *today!* 10¢ & 15¢ sizes at drug, dept. & 10¢ stores.



### Tintex GRAY BOX

Over 50 authentic, long-lasting colors for both *tinting* and *dyeing* silk, rayon, cotton, wool and linen. Restores faded colors or gives smart new colors to all apparel, drapes, slipcovers, etc. Easy as ABC—quick, too. And always perfect results. Ask your dealer to show you the Tintex Color Card. A rainbow of colors!



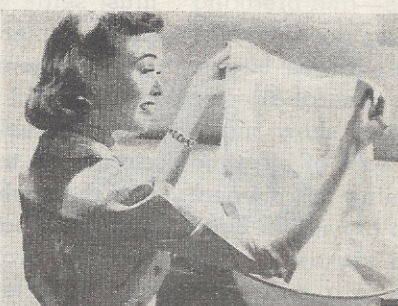
### Tintex BLUE BOX

A special dye for lace-trimmed silks. It magically tints the silk, leaves the lace untouched. Like all Tintex products, the *Blue Box* is easy to use and gives wonderfully beautiful results. 8 lovely pastel shades for *all* your lingerie!



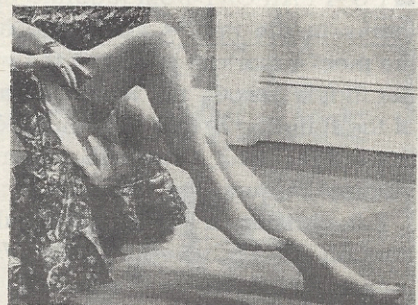
### Tintex CURTAIN ECRU

This is a product made *especially* for curtains. It is such a gorgeous shade of ecru that it has become the most popular curtain ecru dye in the world. Costs less than 1¢ per curtain to make your faded curtains gloriously new again!



### Tintex COLOR REMOVER

Perhaps you have a dark colored dress (or any other article) that you would like in a new light shade. How can you do it? Simple! Just take out the old color with Tintex Color Remover, then re-tint or re-dye it the color you want with Tintex. Easy! Quick! Perfect!



### Tintex STOCKING DYES

Here's a product every woman *needs!* It's especially made for faded stockings and for re-matching odd stockings. It works its wonders in a jiffy on nylon, silk, rayon, cotton, wool and lisle. Just "tint as you rinse." And it comes in *all* the smartest shades for stockings!

PARK & TILFORD Product