

DISPLAY 3

THE LAST WORD IN HIGH WIRE THRILLERS. NEW, HAZARDOUS AND HAIR RAISING FEATS BY WORLD ACCLAIMED ARTISTS WHO SHAKE DICE WITH DEATH AT DIZZY HEIGHTS

THE WALLENDAS

DISPLAY 4

PRE-EMINENT STARS OF THE SADDLE IN THE MOST NOTABLE DISPLAY OF HIGH SCHOOL HORSEMANSHIP EVER BEHELD BY MORTAL EYE

**THE
OSTERMAIERS**

**LOS ASVERAS
TROUPE**

**THE
BRADNAS**

DISPLAY 5

AN UNPARALLELED PRESENTATION OF RENOWNED AERIALISTS IN THRILLING NEW OFFERINGS

**THE
MARDONS**

**THE
LOYALS**

**THE
DE OCAS**

**CARTIER
SISTERS**

**CORA
DAVIS**

**THE
WOLTHINGS**

(Program continued on page 50)

DYNAMIC PAT VALDO

IT'S A FAR CRY from juggling dishes—and breaking them—in the family kitchen to holding down one of the most important jobs with the world's largest circus. But that is exactly the way Pat Valdo, general director of the Ringling Bros and Barnum & Bailey show, made the grade—with, of course, several years of big time vaudeville, juggling and circus clowning in between.

Pat, christened Patrick Fitzgerald in his native Binghamton, N. Y., thought up the Valdo tag as a stage name. But Valdo or Fitzgerald, here is a man who crowds three hours work into every one he spends awake, and he doesn't get much sleep either.

As general director, Pat Valdo is responsible for the huge performing personnel as well as the performance of The Greatest Show on Earth. It is he who scouts performers and acts for the circus. It is he who talks terms and contracts with them and it is he who

must settle any misunderstandings or deal with displays of temperament on the rare occasions when temperament is forthcoming.

In normal times Pat Valdo spends several weeks in Europe, seeking new and novel attractions for the circus. He travels with the Big Show during its tour, and then, when the season's farewells have been said and the great circus rolls into its Sarasota winterquarters, Pat grabs his lists, stuffs them into a brief case and departs on a talent hunt.

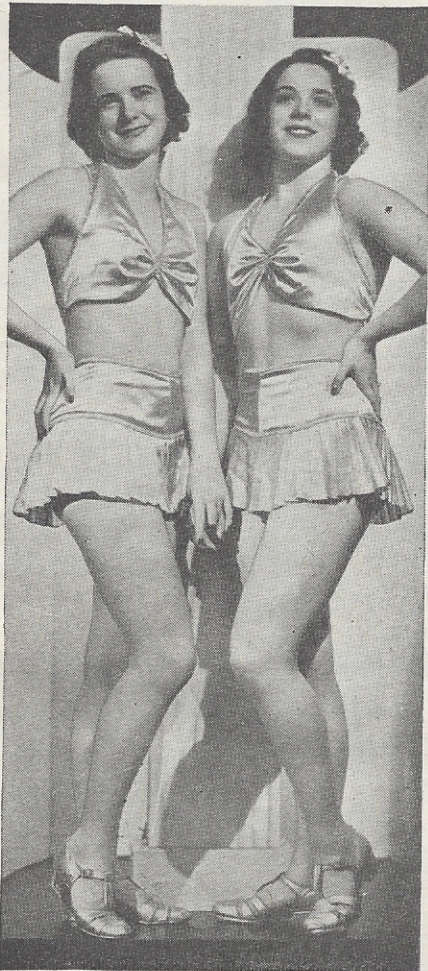
Back again to Sarasota, he has a long session at his desk and all over the vast winterquarters. This is his twenty-sixth year with the circus and in all that time he has never had a vacation.

He has no hobbies, but does harbor an ambition to take up some sort of a side line that would offer more excitement and give him something to do.

TIGER POSES

THE "MOST PAINTED" animal in the world is Paragon, huge Royal Bengal tiger in the wild animal acts of the Ringling Bros and Barnum & Bailey Circus.

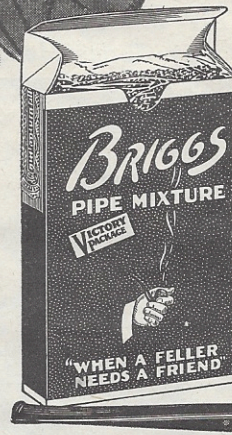
The symmetry and rich coloring of the great beast's markings, plus the fact that he has been adjudged the largest and most perfect Bengal in captivity, has attracted hundreds of prominent artists to his cage, both on the road and in winterquarters of the Big Show in Sarasota, Fla. Paragon is also a favorite with color photo experts. And with true tiger conceit, he doesn't mind posing a bit.



CARTIER SISTERS

Accomplished new members of the Big Show's congress of aerialists.

Ah-h-h!
..that wonderful
BRIGGS!

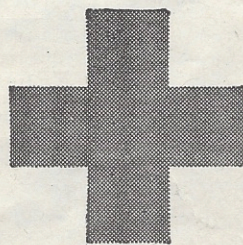


BRIGGS

The Smoke with
a Smile

You're sabotaging your pipe's ability to give pleasure when you load it with anything less than Briggs. For Briggs is cask-mellowed for years—longer than many costly blends—to make your briar a treat. Its ripe perfection cuddles taste-buds with full-bodied goodness—it's a gentle joy to your tongue, a delight to your nostrils. Don't put off the pleasure—try Briggs today!

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GIVE MORE
IN '44

RED CROSS WAR FUND

SPONSORED BY

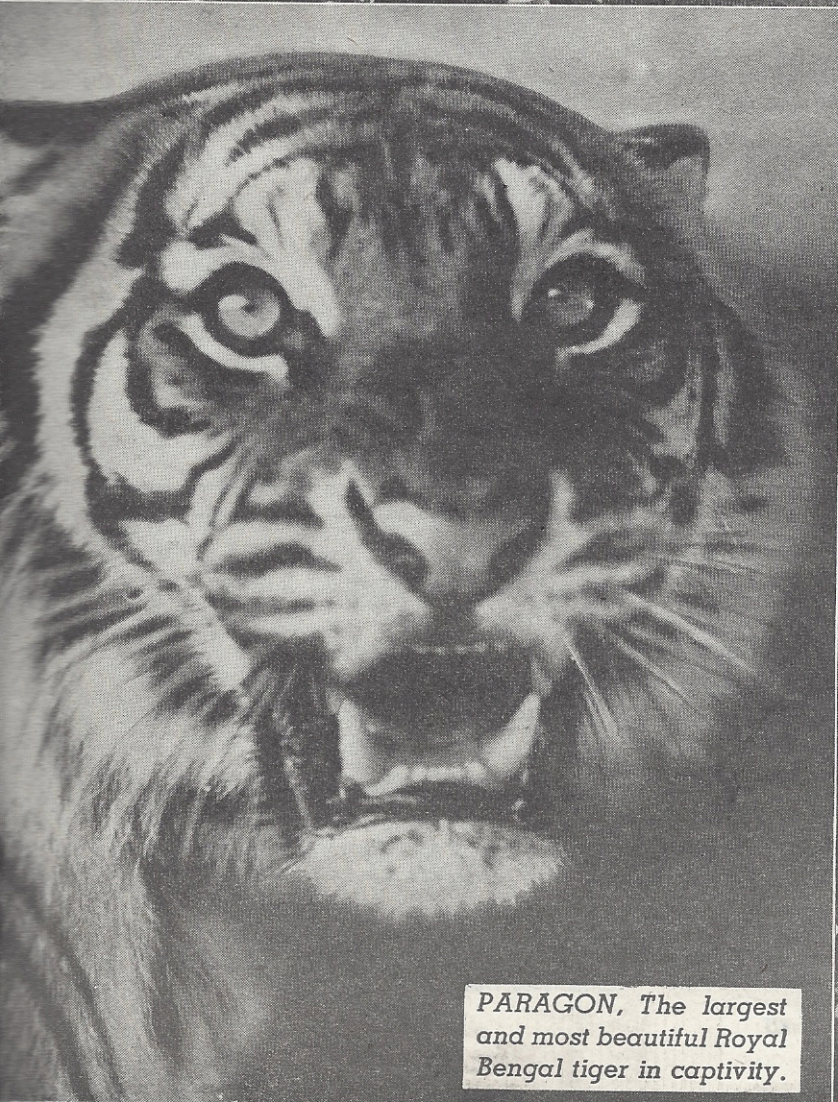
P. LORILLARD COMPANY

ESTABLISHED 1760

Some of the Interesting Rare Animals in **THE BIG SHOW'S MENAGERIE**



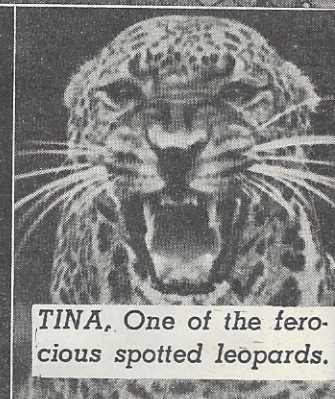
INTERIOR VIEW of the Ringling Bros and Barnum & Bailey Circus Menagerie tent.



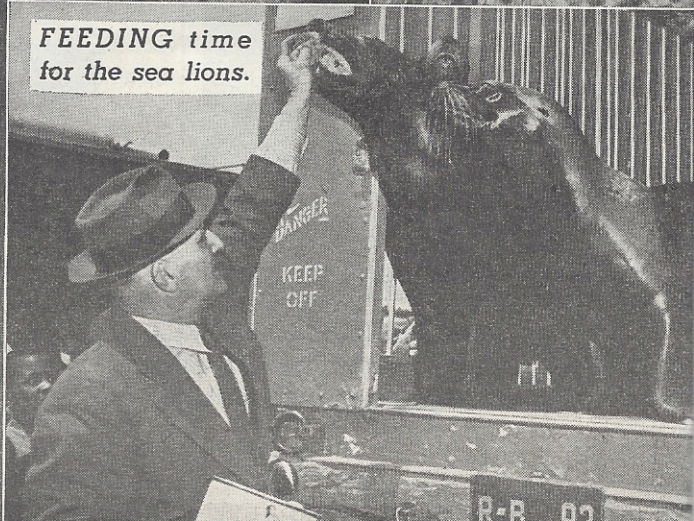
PARAGON, The largest and most beautiful Royal Bengal tiger in captivity.



MENELIK, King of the lion colony.



TINA, One of the ferocious spotted leopards.

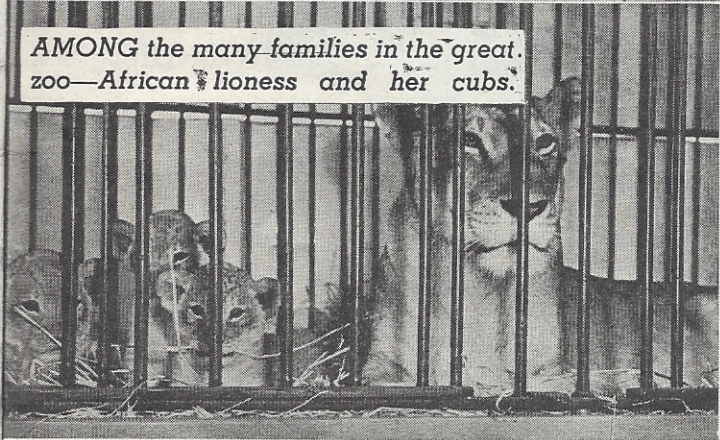


FEEDING time for the sea lions.

SOUDANA, Tallest giraffe ever exhibited.



AMONG the many families in the great zoo—African lioness and her cubs.



ONE of the giant polar bears from the Arctic floes.



MOTHER monkeys and their babies.



STRIPES, Zebra and her jungle colt.

DISPLAY 6 TWO COMPANIES OF INCONCEIVABLY CLEVER AMPHIBIOUS
ARTISTS IN AMAZING NEW ACCOMPLISHMENTS

CAPT. ROLAND TIEBOR'S SEA LIONS

DISPLAY 7 RINGLING BROS AND BARNUM & BAILEY PRESENT THE MOST
MAGNIFICENT AND EXHILARATING SPECTACLE EVER CRE-
ATED IN CIRCUS HISTORY

"PANTO'S PARADISE"

A New and Fanciful Funfeast, Lavishly Garnished with Unprecedented Color, Beauty
and Splendor . . . Featuring the World Famous Prince of Pantomime,

EMMETT KELLY

(Program continued on page 54)

FAST STEPPING LAURETTA JEFFERSON

ALTHOUGH her famous great-grandfather, Joseph Jefferson, in the character of Rip Van Winkle used to sleep for "twenty years" six nights a week with several matinees thrown in, Laretta Jefferson is no "sleepy time gal."

"Jeffie," as this slim and attractive young lady is known to all, is responsible for the various terpsichorean displays during the performance of The Greatest Show on Earth. She is programmed as the dance director, but her duties, both this year and last, have been many.

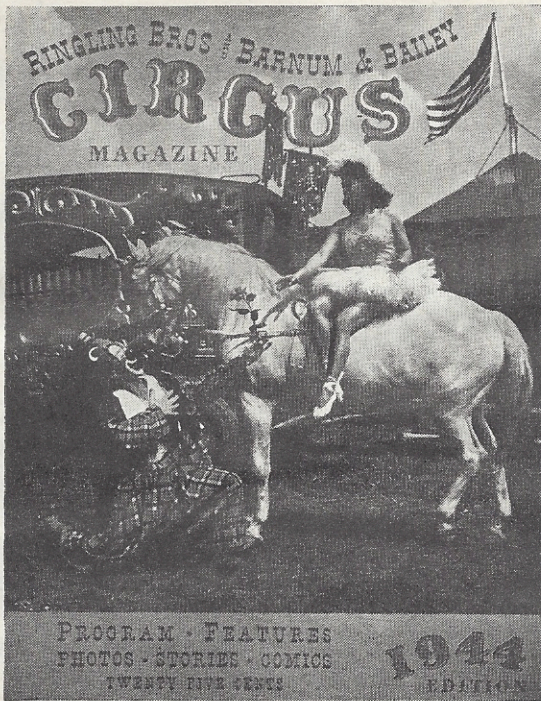
All winter long, Miss Jefferson planned and rehearsed the dancing numbers for the circus. A difficult job, because of the fact that, unlike their sisters in musical comedy with smooth, hard flooring to dance upon, the circus ballet girls must be taught to execute many of their difficult routines on the uneven surfaces of ever changing circus lots.

"Jeffie" has really been "discovered" twice in her life. The first time when she was such an outstanding

performer with the original "Rockettes" that prominent stage directors made her tempting offers to actually produce the dancing steps that they, themselves, were credited with on the program. Her second "discovery" was made by Robert Ringling, who, as a showman with long experience in grand opera and ballet, as well as the circus, saw her true worth and placed her in complete charge of directing the dances for the Big Show, while seeing that she received the credit due her for her creative genius.

Girls like to work with and for "Jeffie" because she is truly a dancer's dancer and when putting on a number works just as hard, step by step, as any of the girls in line under direction. Her rhythm and grace is something beautiful to watch.

Laretta Jefferson's ideas and personally staged precision numbers have enhanced some of the foremost Broadway musical comedies of recent years. You've probably seen them and her credit line which reads—"Choreography by Laretta Jefferson."



COVER GIRL

THE girl on the cover of this magazine is none other than Ernestine Clarke, of the famous Clarkonians, whose daring, peerless flying from the high trapeze is thrilling patrons of the Big Show this year. While delighting audiences here and abroad in past seasons by her skill and charm as an equestrienne star, Miss Clarke actually commenced flying before the public when she was eleven years old. She first appeared with her father, the late Ernest Clarke, whose astounding accomplishments in the air are unsurpassed in circus history. Miss Clarke's mother was Elizabeth Hanneford before her marriage. Both the Hannefords and the Clarkes have been setting records as great circus performers for many generations. Her versatility is the natural result of her heritage from these two great English families. The career of this promising young performer will be interesting to watch.

Known to her closest friends as "Ernie," she was born in New York

City. Between regular show seasons she has made a number of movie shorts in Hollywood. She is extremely fond of dancing and swimming and her work is also her hobby.

The picture on the cover, known as "The Beauty and the Buffoon," was posed by Miss Clarke and Lou Jacobs, world renowned clown. Shown in the background are the famous "Two Jesters" steam calliope, a baggage wagon, and the dressing tent. The setting was directed by K. H. Dunshee and photographed in natural color Kodachrome by Lenny Lautenberger, of Brown Bros., New York. Reproduction of this photo first appeared on the cover of "News from Home," official publication of The Home Insurance Company of New York. This organization which is one of the principal insurers of Ringling Bros and Barnum & Bailey Combined Shows, Inc., wishes to acknowledge with thanks the cooperation of Miss Clarke, Lou Jacobs and the management of the Circus in making this picture possible.



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the crest of quality

since 1890

BLANCA

California red,

white, and sweet...

WINES



You will delight in the "bottle-ripe" flavor of these wines. Since 1890 they have been hailed as the "crest of quality". Ask for them by name.

Tune in! Schenley's "Cresta Blanca Wine Carnival" with Morton Gould's orchestra.

Schenley See your local newspaper
products for time and station each week.

Cresta Blanca Wine Co. Inc. Livermore, Cal.

make your dollars fight, buy war bonds and stamps

WHAT'S
NEW YORK'S BEST
HOTEL BUY?

It's that buy which brings you a big, airy, 20 foot room, with bath, tub and shower, and pantry, nicely furnished with all the service and facilities of this new, modern 17-story fireproof hotel.

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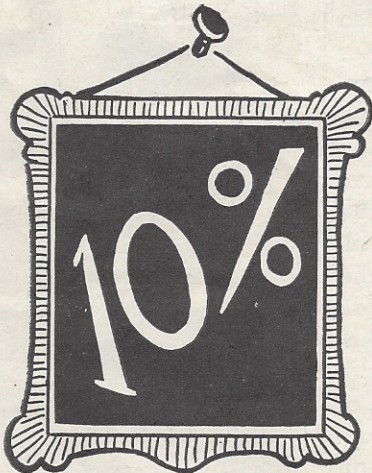
\$5 DOUBLE

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...OF COURSE

319 WEST 48th ST., NEW YORK

Opposite Madison Square Garden



ARE YOU
putting Ten Per Cent of
your Income into U.S.
War Bonds & Stamps?

HIGH WIRE STARS SIGHT POINT FOR GUIDANCE

WHEN they were working in Europe, appearing in music halls, circuses and in parks, the world famous high wire Wallendas frequently performed their perilous feats high over beaches, especially in the Lowlands' resorts and on the Riviera. That is to say, they had their lofty rigging almost at the water's edge.

Despite the gayety and charm of the famous resorts, Carl, Helene, Elizabeth, Herman, Joseph and others with the troupe, dreaded the beach appearances.

The reason is simple. They had difficulty finding a marker to sight on, a fixed point on which to guide. The combers rolling toward the beach often confused them and their work was made doubly hard and trebly dangerous.

Now, the Wallendas are thrilling crowds with new hair-raising feats in the six-pole big top of The Greatest Show On Earth, and there are plenty of fixed points to sight on in that, the world's largest tent. Among the new pulse-quickeners is one in which Helene and Elizabeth revolve on a slender pole, held on the shoulders of Carl and Herman, who balance on the wire sixty feet above the spectators. It is the hardest high wire trick ever attempted, one which the Wallendas themselves for several years feared was impossible.

TOTING WATER FOR GIRAFFES UNUSUAL TASK

WHEN the circus is discussed in any part of the United States and Canada, almost every man present will recall with nostalgia his boyhood thrill in carrying water to the elephants when the great tents ballooned toward the sky.

Yes, countless kids used to lug water buckets to the thirsty pachyderms to earn tickets to the show, but mighty few people have ever heard of kids carrying water to the giraffes. But it has been done.

Now and then, some keen and enterprising youngster finds his way to the giraffe corrals and wheedles the boss, into giving him a job. It's not one tenth as tough as lugging water to the elephants, and the only drawback is that it's mighty hard to catch the giraffes when they need a drink. As a matter of fact, it's been years since the Big Show elephants were watered by hand buckets. Nowadays they are watered from huge canvas troughs, serviced by the show's water trucks.



FELIX ADLER, famous Ringling Bros and Barnum & Bailey clown, personally attends to the feeding of Sweet Spirits of Nitre LX (The Sixtieth), his porcine stooge

ERA OF SPEED KEEPS CLOWNS JUMPING

EVEN FUN has to be condensed into capsules of concentrated convulsions in these days of digest reading, headline scanning, aerial touring, and chemical concentrations.

According to Felix Adler, king of the "joeys" with the Ringling Bros and Barnum & Bailey Circus, clowning has been made over from that ancient and leisurely art of the funnybone tickler.

"A modern clown," says Adler, "must make up his act with the precision of a scientist. I perform in what

I call international terms and I never use any objects in my act that all people in all lands couldn't understand."

Modern clown Felix Adler himself is tall and weighs 195 pounds. He has eyes that seem to live up to his profession . . . laughter. As he speaks, little wrinkles of humor seem to creep up about his eyes and mouth as if to give vent to the healthy supply of jocularly that is pent up within him and which makes him the famous funster that he is.

DISPLAY 8 THE LOVELY HIGH PRIESTESS OF RHYTHM ALOFT

LALAGE

DISPLAY 9 INTRODUCING A CONVULSING CONGRESS OF THE EARTH'S
FOREMOST FUNSTERS

THE FAMOUS RINGLING CLOWN CONTINGENT

With Added Fun and Suspense By

HARRY RITTELY

On His Tower of Toppling Tables

DISPLAY 10 THE GREATEST BAREBACK RIDERS OF THE AGE IN NEW AND
SENSATIONAL EQUESTRIAN FEATS

The Inimitable and Incomparable

LOYAL-REPENSKY FAMILY

(Program continued on page 58)

ANIMALS KEPT IN TOP FORM

DURING the road season of the Ringling Bros and Barnum & Bailey Combined Shows, students of natural history often express admiration concerning the splendid health of the performing jungle beasts. It is hard for them to believe that animals can be kept in such perfect condition when they are on the road seven months of the year, constantly rolling in their cages from train to lot and back again and rumbling over the railroads nightly for the greater part of the circus season. They gaze at the sleek coats, the clear

eyes, the beautiful symmetry and strikingly splendid condition of the lithe bodies of the great cats and continue to marvel at the expertness of the Big Show animal force.

In this respect they are not alone, for the heads of all of America's famous zoos who visit the show on the road and at the Sarasota, Fla., winterquarters are outspoken in their praise of the care the circus animals receive.



UNION MADE



Raleigh

PLAIN OR
TIPPED

AUTO-LITE SPARK PLUGS

IN SERVICE ON EVERY FRONT



"Gran'paw's jinin-up — sez you gotta fight skunks with skunks."

JOIN UP FOR THE WAR ON GAS WASTE

One big gun in the war on gas waste is Auto-Lite's "Plug-Chek" Inspection Service. For you may increase your gas mileage as much as 12% with Auto-Lite's "Plug-Chek," according to tests conducted by the American Automobile Association. As simple an operation as cleaning and regapping your present spark plugs may be all that is necessary. If you need new plugs, insist on ignition engineered Auto-Lite's. Get a "Plug-Chek" at your dealer's.



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AUTO-LITE'S
GREAT RADIO SHOW
STARRING

RONALD COLMAN

IN

"EVERYTHING FOR THE BOYS"

Tuesday Night . . . NBC Network

Featuring men and women at the fighting fronts

IN ITS 26 GREAT MANUFACTURING DIVISIONS, AUTO-LITE IS PRODUCING FOR AMERICA'S ARMED FORCES ON LAND, SEA AND IN THE AIR

CIRCUS BY RINGLING

(Continued from page 30)

ence a thoroughly rehearsed and "letter-perfect" performance this year, Robert Ringling tossed precedent to the four winds and departed from the custom of assembling the show in Madison Square Garden for rehearsals a few days prior to the first performance and then opening "cold" in the Big Town.

He called the entire performing personnel and the musicians to Sarasota well ahead of the metropolitan premiere for weeks of intensive rehearsing and practice. Then, a new outdoor arena of exactly the same dimensions as the one in Madison Square Garden was quickly constructed at winterquarters. The layout of rings, stages, hippodrome track and bandstand was a counterpart of that in the great building which houses the world's largest circus during its annual spring engagements.

The "readying" of the 1944 performance was on a big scale and was carried on at several different locations at winterquarters simultaneously under Mr. Ringling's direction. The rehearsals were held in last year's big top, specially erected for the purpose, in the new arena, the ring barns, elephant kraal, and the wild animal training building.

With Mr. Ringling were Pat Valdo, general director; Lauretta Jefferson, dance director; Billy Livingston, art director and designer of costumes; A. A. Ostrander, technical director who designed the new properties and decor; Bert Knapp, composer of music; Merle Evans, director of music; Vander Barbette, aerial director and a retinue of assistants.

Aubrey Haley and Mrs. Charles Ringling, here, there and everywhere, were on the grounds early and late working hand in glove with Robert Ringling, the production staff and the performers. All hands were in there pitching to make this year's circus "the show of shows" and the rehearsals were characterized by the type of team work that spells success.

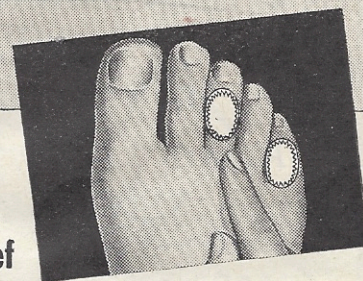
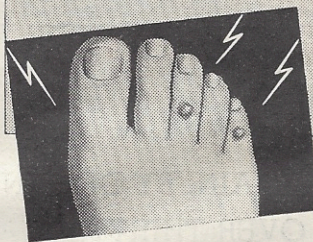
With 800 people in the performance schooled as they'd never been schooled before and the hundreds of animal actors, from Court's cultured carnivora to the performing pinnipeds, trained to perfection's peak, the circus showed its Florida neighbors what was in store for this season's spectators and for the first time in history gave a two-performance preview under canvas prior to its New York opening.

These showings, full and complete in every detail, with the entire proceeds going to charities, were given on March 26 at Sarasota, still further making this charming city the undisputed capital of the circus world.

And now, with its great 1944 season in full swing, the circus is again co-operating with the Office of Defense Transportation by playing fewer cities and extending its engagements in the larger ones to reduce its railroad mileage.

(Concluded on page 65)

Stop Those CORNS



Famous Doctor's Relief Acts Instantly!

DON'T suffer! The instant you apply Dr. Scholl's Zino-pads on your corns, nagging shoe friction stops and painful pressure is lifted—the two causes of the torment of corns. Applied at the first sign of irritation, these thin, downy-soft, soothing, cushioning, protective pads prevent corns, sore toes, blisters; ease new or tight shoes. Used with the separate wonder-working *Medications* included, Dr. Scholl's Zino-pads speedily remove corns. No other method does all these things for you. Costs but a trifle. Get a box today at your Drug, Shoe, Department Store or Toilet Goods Counter. Dr. Scholl's Zino-pads also are made in special sizes and shapes for Callouses, Bunions and Soft Corns between the toes. Insist on Dr. Scholl's!

Dr. Scholl's Zino-pads



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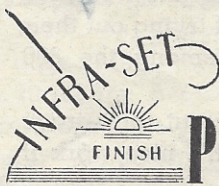
For lovelier and longer wear!

insist on lingerie that has been

INFRA-SET—the miracle finish that is set

for the life of the garment...that washes

better, looks better, wears better.



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PLYMOUTH Dye Works

72 SECOND AVENUE, PATERSON, N. J.

DISPLAY 11 AGAIN, BY DEMAND OF THE CHILDREN, ESPECIALLY THOSE
OVER THIRTY

THE CLOWN FIRE HOUSE

DISPLAY 12 STARS OF THE BOUNDING TRAMPOLINE AND AERIAL BARS
IN ASTOUNDING SOMERSAULTING FLIGHTS AND CATCHES

**THE
DEL MONTES**

**ADRIANNA
& CHARLY**

**THE
LOPEZ TRIO**

DISPLAY 13 ANOTHER AVALANCHE OF FUN FROM THE BIG SHOW'S
DEPARTMENT OF TOMFOOLERY

BATTALION OF BUFFOONS

(Program continued on page 62)

CLOWNS TEST GAGS ON CIRCUS GIRLS

THEY DON'T try it out on the dog in the clown alley of the Ringling Bros and Barnum & Bailey Circus. No, indeed. Not the clowns with The Greatest Show on Earth, for these laughmakers know a more agreeable and conclusive test—that of trying out their gags before the many pretty girls among the 800 performers.

Yes, that's the way the clowns try out their track and ring conceits, and you'll admit it's nice work if you can get it.

There's another angle, and it's no trivial one—

publicity via newspaper cameras. The clowns and the pretty girls, especially when they are engaged in try-outs, make great picture copy for the daily journals, for mix them up as you will, clowns and pretty girls spell circus. Now and then the cameramen throw in an elephant for good measure, and, as there are fifty elephants and three hundred girl performers, they are never at a loss for picture material.

And it's all for the good of the show, which makes everybody happy.

Pond's

FAMOUS CREAMS

Cold

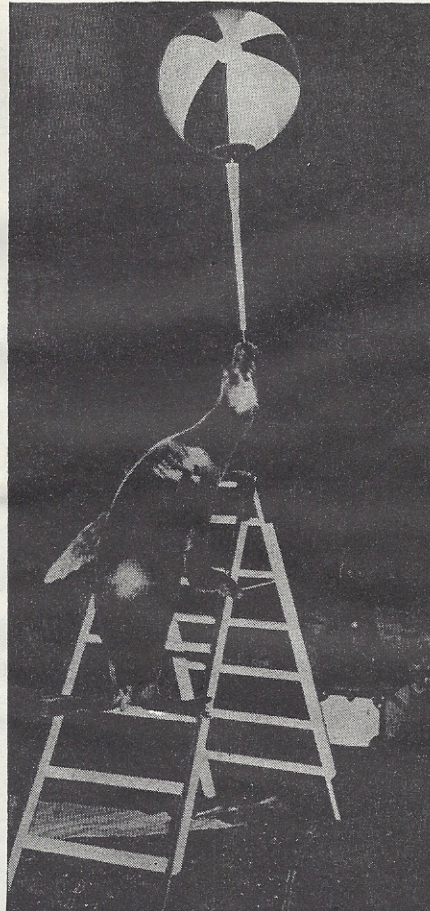
Vanishing

Liquefying

Dry Skin Cream



**Money Cannot Buy
Better Skin Care**



TINY TIM, one of Captain Roland Tiebor's famous performing sea lions with the Ringling Bros and Barnum & Bailey Circus.

SEE IT WITH MUSIC

(Continued from page 15)

they "watched" the show. The peanuts and pop-corn was very important; the children's special commentator who described the action of the show did a capable and understanding job, but the music also did its part in providing a never-to-be-forgotten afternoon of pleasure for those sightless youngsters. Their little faces showed determination as the spirited service songs were played. When the bass instruments sounded their ponderous theme, the children became delightfully excited as they "watched" the huge elephants enter the arena. Rhythmic beats meant dancing, and one little fellow afterwards said: "the dancing girls were wonderful."

You do see it with music.

GEE! IT'S GREAT UP HERE TODAY!

IT'S GREAT ANYWHERE WHEN YOU CHEW MAIL POUCH

MAIL POUCH
RIBBON CUT CHEWING TOBACCO

MAIL POUCH
Chewing Serves To Steady Nerves

ATTACHMENT OF A LETTER OF MONEY
Guaranteed by
Good Housekeeping
IF SUBJECTIVE OR
NOT AS ADVERTISED THEREIN

"O-O-O-O MY FEET!

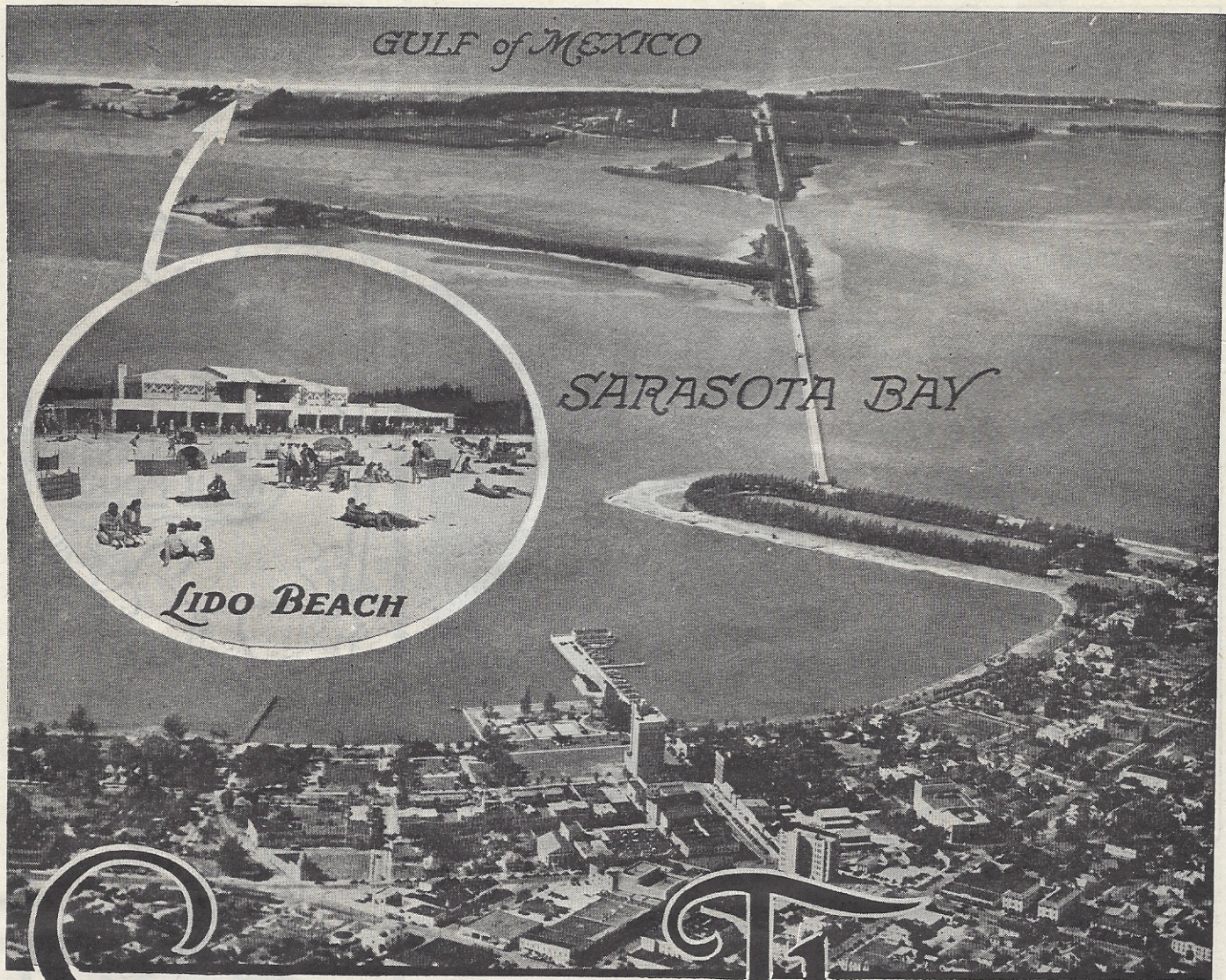
WHEN YOUR FEET HURT,
YOU HURT ALL OVER. TIRED,
BURNING, TENDER, ITCH-
ING, PERSPIRING FEET OR
CORNS AND CALLOUSES
PUT LINES IN YOUR FACE.

QUICK RELIEF!

GET PROMPT RELIEF WITH
EFFICIENT, SOOTHING
JOHNSON'S FOOT SOAP—
THE OLD TIME FAVORITE
FORMULA OF BORAX,
IODIDE & BRAN. SOFTENS
CORNS & CALLOUSES.

Since 1870 JOHNSON'S FOOT SOAP
Has Brought Relief to Millions

JOHNSON'S FOOT SOAP
BORAX, IODIDE AND BRAN



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THE AIR-CONDITIONED CITY
ON THE BEAUTIFUL
GULF OF MEXICO

*Winter Quarters
of*
RINGLING CIRCUS

Home of
**RINGLING
ART MUSEUM**

Thirty Miles of the World's Finest
Snow-white Sand Beaches and Mag-
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Gulf and Bay Fishing in Great Variety
and Accessibility. Year-round Golfing
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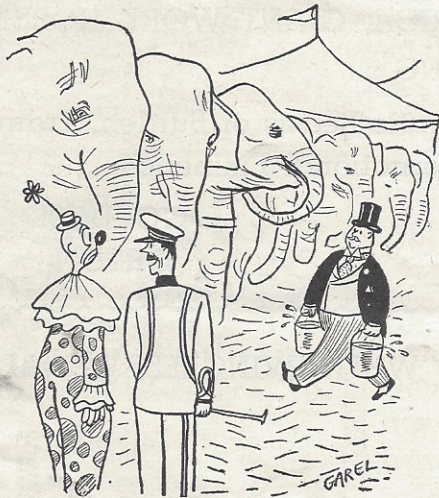
Write Sarasota County Chambers of Commerce
at Sarasota, Venice or Englewood, Florida.

BEAUTIES IN AERIAL BALLET

HIGH above the circus arena, amidst a barrage of spotlights, swirls the all-girl Cloud Ballet of the Ringling Bros and Barnum & Bailey Circus, in a new routine of beautiful and rhythmic breath-taking gyrations performed with unified precision by sixty beautiful and darling girl aerialists.

These lovely girls are seen in thrilling flights and feats as color wheels play upon them in kaleidoscopic effect.

Vander Barbette, director of aerial displays with the Big Show, whose artistic achievements with the world's largest circus for the past several years has made the aerial features so outstanding, has, according to circus critics, wrought a miracle in producing the famous Cloud Ballet for The Greatest Show on Earth's 1944 edition.



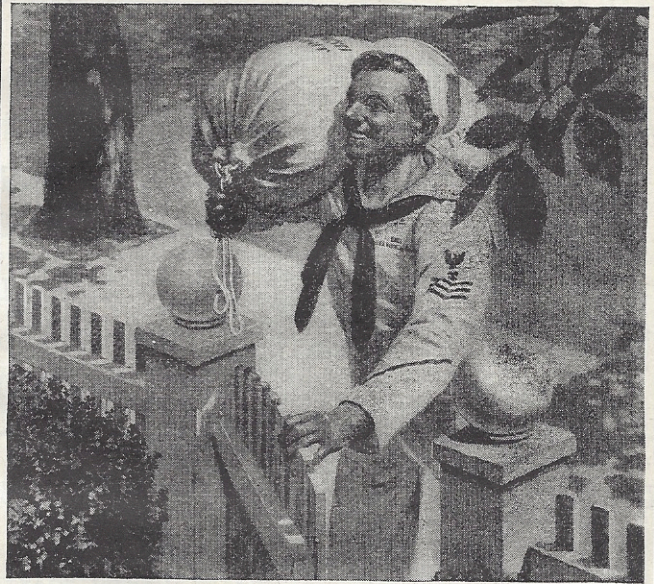
"He started as a small boy and it got to be a habit."

RING HORSES ARISTOCRATS

ALTHOUGH there are hundreds of blueblooded horses in the many displays of the Ringling Bros and Barnum & Bailey Circus, the hats of all the 1600 people with the show are off to the cantering beauties of the bareback riding acts. Thoroughbreds may go, but the white ring horses go on forever—that is, they do in the circus.

Bareback riding act horses live the life of Riley, for they rarely work over two hours a day, even when their lords and masters, the agile riders, are putting in their hardest licks in learning new tricks. These ring horses have another proud distinction—they have their initials carved on the foresides of their front hoofs.

Let's Bring Him Home Quicker!



Loose talk lengthens the war

Keep it under your **STETSON**

JOHN B. STETSON COMPANY

PHILADELPHIA

HOMMEL'S

Distinctly American Champagnes naturally fermented in the bottle, slow process.



Hommel's
EXTRA DRY Champagne
Hommel's
WHITE STAR Champagne

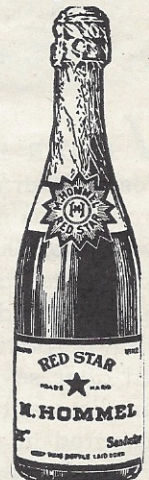
also
Hommel's Red Star } Sparkling
Hommel's Ideal Red } Burgundy

And a full line of
Dry and Sweet Wines
Try our New Quince
Cocktail Wine. Makes
a big improvement in
your cocktails.

AMERICAN
CHAMPAGNES
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Since 1878

*Highest awards
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THE M. HOMMEL
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*When in Sandusky visit
Our Celebrated Champagne Cellars*