

**DISPLAY 14** SCORES OF ASTOUNDINGLY ACCOMPLISHED BEAUTIES IN A BREATH-TAKING AND SENSATIONALLY STUNNING NEW MID-AIR ENSEMBLE

**THE CLOUD BALLET**

Featuring the Intrepid Trio,  
**VICTORIA, RIETTA AND TORRENCE**

**DISPLAY 15** THREE TROUPES OF SUPERB STEEDS IN THE MOST AMAZING LIBERTY HORSE DISPLAY IN HISTORY. INTRODUCING FOR THE FIRST TIME IN AMERICA, GIANT WORK HORSES PERFORMING IN A CIRCUS RING

Great, Proud, Purebred Percherons, the Most Aristocratic Beasts of Burden, Trained and Presented by Arturo Konyot, Equine Educator of International Eminence

**TEX  
ELMLUND**

**ARTURO  
KONYOT**

**GORDON  
ORTON**

**DISPLAY 16** THE WORLD RENOWNED "WHITE WINGLESS PEGASUS"  
"DOHOES"

Presented by  
**ALBERT OSTERMAIER**

*(Program continued on page 66)*

**THE CIRCUS BALLET MASTER OF THE AIR**

**V**ANDER BARBETTE, aerial director of Ringling Bros and Barnum & Bailey, got his first glimpse of the circus in his native Texas town on his ninth birthday. Twenty-four hours later he had fallen off his mother's clothesline attempting to imitate the wire walking stunts he had witnessed the day before.

Mr. Barbette, always the persistent type, kept trying and after several years in vaudeville as a topflight aerialist went to England and the Continent, where he appeared in variety theatres throughout Europe and eventually realized his lifelong ambition when he was engaged by the Cirque Royal at Brussels. Then followed several seasons in Continental circuses, including the famous Olympia in London.

Three years ago, Mr. Barbette joined The Greatest Show on Earth as director of aerial displays and his inspirational innovations in aerial ballets have been sensational. The beautiful Cloud Ballet of the 1944 performance is, without doubt, the greatest achievement in mass aerial presentation ever witnessed and speaks volumes for the coaching ability of Vander Barbette.

Hitherto, such group displays by ballet girls were confined to the simpler feats in aerial work, but in just three months of intensive rehearsals at winterquarters in Sarasota, Florida, sixty girls were taught the complete routines of renowned stars who have made the cloud swing famous.

MEDICATED FOR  
**CLOTHESPIN  
NOSE**

Got a cold?  
Get two-way relief with Luden's! A Luden's on your tongue helps soothe the throat—then, as it melts, releases cool menthol vapor. Your breath carries this to clogged nasal passages, helps open your "clothespin nose!"



Copr. 1939, Luden's, Inc.

**DON'T BUY  
SEGAL BLADES**

*Unless You Need Them*

Demand For Segal Blades By Armed Forces And Civilians Is Greater Than Production Permitted By The Government.

BE FAIR. Don't Buy More Than You Need So That There Will Be Enough to Go 'Round For Everyone. Remember—It's Good Economy To Buy Segal.

Segal Quality Gives You More For Your Money—15¢ Buys A Pack of 5 "Barber-Keen" Segal Blades, At Dealers Everywhere.

• **Fit All Double-Edge Razors** •

Put Your Savings In War Bonds. Let's Work Together For Victory.

SEGAL SAFETY RAZOR CORP.—N.Y.C.

**CORNS** 

Corns and calluses quickly removed with Mosco, the stainless corn salve. Easy and pleasant to use. No knife, plaster or cloths necessary. At your druggist's. Jar 30c. Money refunded if not satisfied.

The Moss Co., Rochester, N. Y.

**MOSCO CORN REMOVER**

**HOPE SAYS BYE-BYE  
TO LOOSE  
FALSE TEETH**

Your plate will fit more securely if you sprinkle HOPE DENTURE POWDER on it. This caressingly softer powder holds false teeth very much tighter. Try it. Amazing security for nervous people. Get HOPE for extra comfort, only 30c.

**SUGGESTIONS**

Physicians and others who anticipate being summoned during the performance are requested to leave their seat numbers at the main entrance, in order that they may be promptly notified.

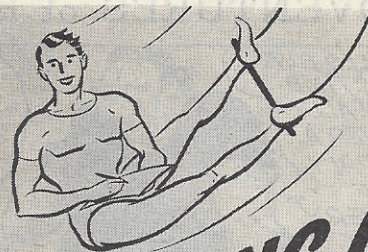
All articles found by any of the employees will be left at the main entrance, where owners may direct inquiries.

Patrons who find articles left in the seats are requested to leave them at the main entrance. The management will gladly and thoroughly investigate any charges of discourtesy preferred against any of its employees.

Demands for fees or acceptance of money for seats by ushers or other employees, or any incivility or inattention of attaches, will not be tolerated. Patrons will confer a distinct favor by reporting to the management any violation of this rule.

In order not to disturb the audience, all persons are earnestly requested to remain seated until the end.

The management reserves the right to refuse tickets bought from speculators and can in no manner be held responsible for such transactions.



**HITTING A  
NEW HIGH**

IN WRITING VALUE

ONLY \$14<sup>75</sup>

WITH SERVICE  
GUARANTEED  
FOREVER

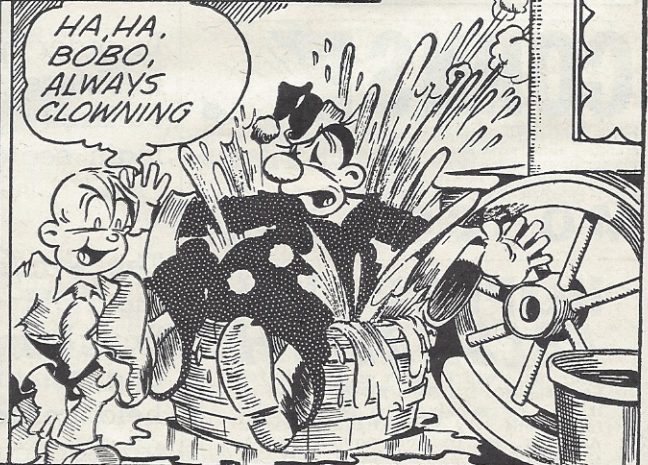
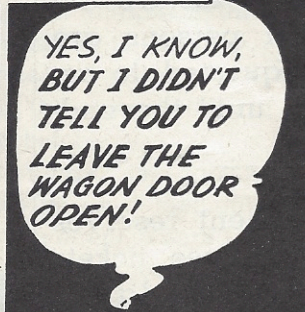
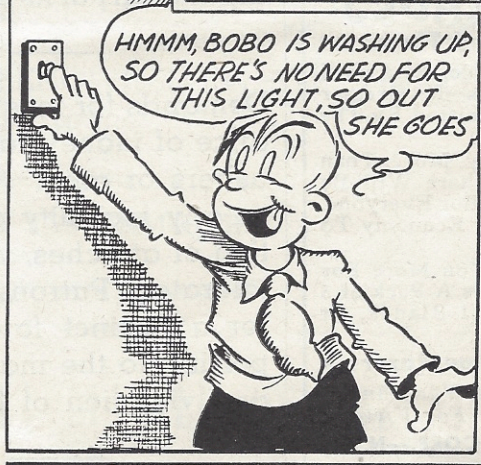
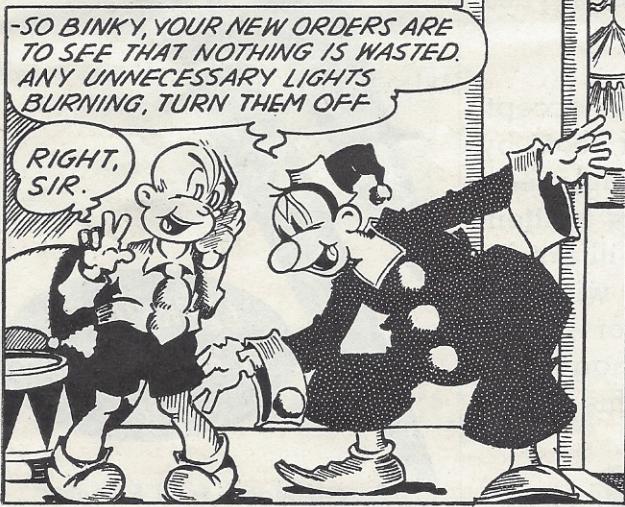
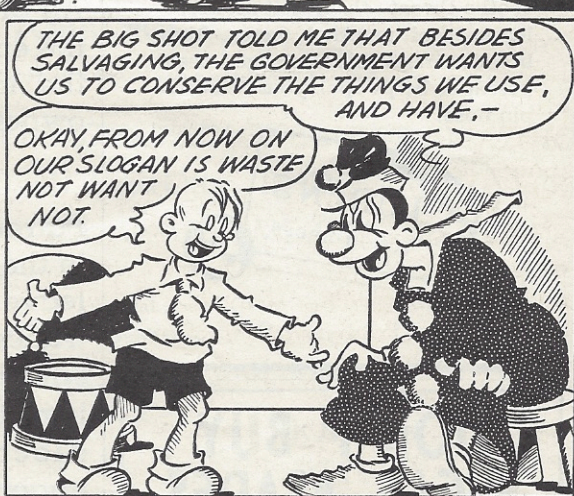
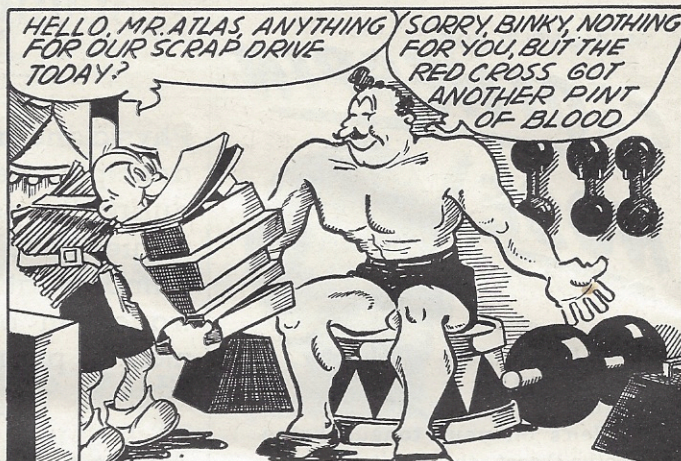
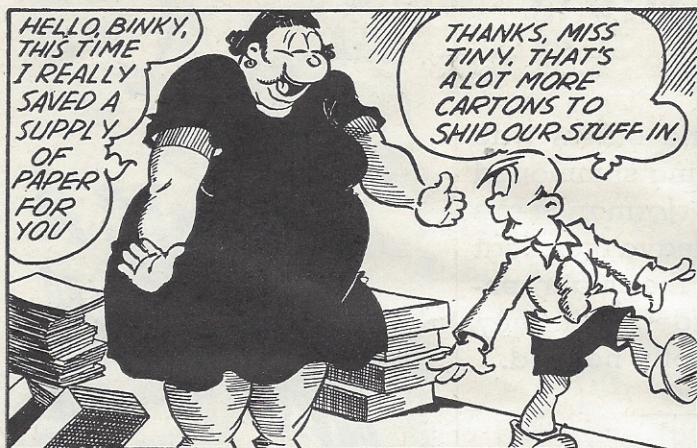


*EVERSHARP  
Presentation  
Set*

**Famed Magic Feed Prevents  
Flooding High in a Plane—So  
at Ground Level, Too!**

Caps are genuine 14-karat gold over sterling silver. Harmonizing solid-color plastic barrels in choice of modern colors. New Featherweight Repeater Pencil feeds new points like a machine gun at touch of Magic Button! Pen \$9.75. Repeater Pencil \$5.00. Men's and Ladies' sizes.

*Give EVERSHARP  
and you give the finest!*



JACK ROMER

# HAY! HAY!

(Continued from page 11)

To an elephant, the main course of the day's repast is hay. Of course, they do have a side dish of mash, made of seven pounds of bran, and not being particular about their figures, have found much added enjoyment in the peanuts fed them by visitors between meals. This menu of hay, bran-mash and peanuts is duly washed down by some fifty or more gallons of water daily.

"Hay-burners", is the term applied to these huge animals by circus men, but while elephants are willing to work and perform many hours of the day, just for a bale of hay . . . there is no telling what they would not do for tobacco . . . they love it, contrary to the old fable.

It is the Asiatic elephant that predominates in the circus, as the African species does not respond to training as well. But there is no difference in the matter of their appetites.

A veritable symbol of the American circus, the elephant today holds the affections of the public just as it did in George Washington's time, when it was a newcomer in this country. For, what would the circus be without elephants?

With innovations and modernization of the transportation system of a circus, even today, when the rains come and the gaudy wagons bog down in the muddy mire and man-made motors fail to respond to the terrific pull, the faithful elephant is brought forth and with head bent to the effort, the balky truck or wagon is soon on its way again.

Elephants are not cheap. The original purchase price runs into the thousands and the upkeep is tremendous. Much of the hay fed to the "bulls" on the Big Show is especially grown and cultivated at the Ringling Bros and Barnum & Bailey farm at Peru, Indiana and shipped to Winterquarters at Sarasota during the winter months. But the hay consumed during the circus season is bought locally wherever the circus might be playing.

## CIRCUS BY RINGLING

(Continued from page 57)

The Big Show is also stimulating the sale of War Bonds, as it did last season. Through tickets donated to the U. S. Treasury Department for free distribution to extra War Bond purchasers, the circus hopes to top its 1943 record, when such sales totalled one hundred million dollars.

A great job accomplished by a great personnel has truly made The Greatest Show on Earth now greater than ever.

With it and for it at every turn, these 1,600 circus people have every right to share in the exultation of the Ringling Bros and Barnum & Bailey organization as it proudly peregrinates this season.

Indian chief  
had heap  
big cold



( 'cause he didn't keep his wig wa'm)



So he puffed  
a pack of  
KOOLS

(His throat felt peaceful)

He liked 'em  
without  
reservation  
then



(So he said)



"Why don't I  
tote'm all  
the time?"

Switch  
from "Hots"  
to KOOLS

*-for good!*



**DISPLAY 17**      A HURRICANE OF HOWLING HILARITY IN WHICH 100 MERRY  
MASTERS OF THE MONKEYSHINE ART INDULGE THEIR  
EXHIBITIONISTIC URGE

**CLOWNVILLE CONVENTION**

---

**DISPLAY 18**      FEARLESS AND PEERLESS MID-AIR MARVELS IN SPECTACU-  
LAR FLYING FEATS AND AERIAL EVOLUTIONS

**THE  
CLARKONIANS**

**FLYING  
ROYALS**

---

**DISPLAY 19**      AN EXCITING EQUILIBRISTIC EXHIBITION IN WHICH CHINA'S  
WIZARDS OF THE WIRE VIE WITH STARS OF THE OCCIDEN-  
TAL WORLD

**THE  
BRANNOCK  
TROUPE**

**THE  
FOUR  
SKATING  
MACKS**

**THE  
CHINESE  
NAITTO  
TROUPE**

**REYNOLDS  
& DONEGAN  
6 PYRAMID  
SKATING  
GIRLS**

**THE  
KARREL  
TROUPE**

---

*(Program continued on page 70)*

---

**GIRLS TRAIN WITH SANDBAGS**

**T**HEY DO IT with sandbags.

Yes, that's how the Reynolds and Donegan Pyramid skating girls, six pretty acrobatic and adagio dancing whirlwinds on roller skates, gain the strength to spin dizzily with other girls swinging horizontally from their necks. In practice, the girls use 80 pound sandbags, whirling them at arms' length before trying it with their partners.

The girls attain terrific speed in all their astounding feats awheel on the stages of the Ringling Bros

and Barnum & Bailey Circus and they named their act because of the pyramids they build while swiftly skating. Climbing up on one another's shoulders, they form two and three high groups, which are tricks that could climax any thrill act, but which are by no means the top feats of these remarkable young artists. They prefer their tangle-foot and diving tricks and circus-goers marvel at the tremendous speed they achieve.

## THE CIRCUS AT HOME

(Continued from page 13)

and carpenter shops, canvas storage warehouse, truck repair shop, seat department and many others. Across from these was the largest building on the 200 acres of circus wonderland. This structure housed part of the menagerie on the ground floor and on the second floor was the famous Ringling sail loft where each year the largest tent in the world is made and the forty other canvas spreads required by the circus.

We visited the sail loft presided over by Ralph Harding and there, amid thousands of yards of canvas—it requires 74,000 yards a year to equip the circus and 70 miles of rope—I saw a couple of dozen veteran sailmakers working on the big top itself.

Enough canvas to cover 12 full acres of land is used. Enough sailmakers' thread and twine to stretch across the United States. Eighty-five hundred man hours are consumed in constructing the big top alone, and it seats 11,000 persons!

A trip down the elevator brought me to the vast menagerie on the ground floor. Outside there was a large pool of hippopotami. A short distance away, looking pensively over high iron fences were Soudana, the tallest giraffe in captivity, and her mate.

We next strolled over to a large tent which houses the air-conditioned cage of Mr. and Mrs. Gargantua the Great. I am sorry not to be able to report much progress on their highly publicized love affair.

Only a few steps away was the elephant kraal where I met my old friends, fifty of these huge good-natured beasts. Some of them were being put through their routine of tricks in a regular size ring by the elephant boss, Eddie Allen.

In the mechanical department I met William Yeske, famous master mechanic, whose family for three score years has built wagons and equipment for the Big Show.

Though the folks back home in the North were shivering with the icy blasts of winter, it was real summertime here at circus Winterquarters and hundreds of visitors were coming and going in gay holiday mood. I was reminded of the spirit which permeates the air on circus day when the show is on tour.

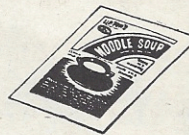
And I learned something I had never before realized. I was one of those thousands who believed that circuses "just happened" or, like Topsy, "just grew." To me the sights I had witnessed at Ringling Bros and Barnum & Bailey Winterquarters had been the greatest performance of The Greatest Show on Earth.

**End the War in '44  
Buy More War Bonds**

# ALWAYS A HEADLINER



## LIPTON'S CONTINENTAL NOODLE SOUP



Takes only minutes to make!

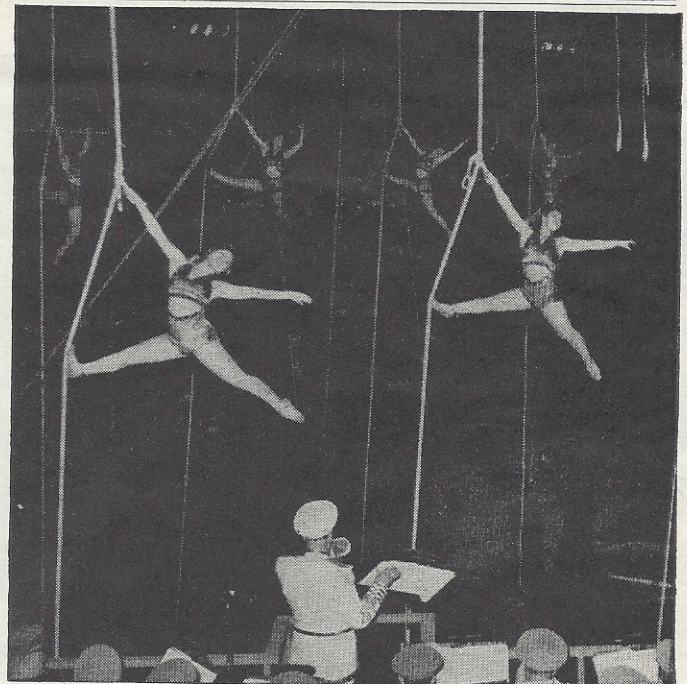
Homemade-tasting... chicken-y... with a flavor just like Grandma's old-fashioned kind!

Gives you 1½ times as much delicious soup as the average can... 4 to 6 generous helpings!

★ ★ ★

A prepared soup mix made by the Lipton Tea People whose brisk, fragrant Lipton's Tea is bought by more Americans than any other brand.

**DON'T WASTE FOOD... IT IS A VITAL MUNITION OF WAR!**



● **48 BEAUTIFUL GIRLS** owe their safety to **PLYMOUTH ROPE!** The "Cloud Ballet," one of the most unusual acts of all circus-dom, takes place in mid-air. There, on a slender Plymouth rope, accomplished aerialists go through a breath-taking routine.

**PLYMOUTH CORDAGE COMPANY**  
NORTH PLYMOUTH, MASSACHUSETTS and WELLAND, ONTARIO



*LOTUS, Famous 3½-Ton Hippopotamus.*

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ANIMAL COVERS, CARRIAGE  
and HORSE TRAPPINGS, MASKS,  
WIGS and HAND PROPS, for  
ALL PRODUCTION NUMBERS  
and ACTS, FURNISHED BY

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Brooks Costumes Every  
Broadway Show. 100,000  
Costumes in Stock to Rent. ★  
Be sure your next Costumes  
come from us.

Army, Navy and Marine  
Officers Uniforms in stock,  
lowest prices. Send for Cat-  
alogue showing Uniforms  
of every kind.



*New Beauty!*  
—with America's only  
"Color-Keyed" Face Powder

8 out of 10 women use the wrong shade of face powder! But now every woman can be right — with Park & Tilford "Color-Keyed" Face Powder. The "Shade Selector" determines your "Powder-Wardrobe"—your glamor shades for day and night! In \$1, 50c, 25c and 10c sizes at drug, department and 10c stores.

The  
Face Powder  
that has  
EVERYTHING!



SMART WOMEN ALSO  
USE PARK & TILFORD  
PERFUMES, COLOGNES,  
LIPSTICKS, ROUGES &  
PERFUMED DEODORANT



DISPLAY 20

A LUDICROUS WARTIME DEMONSTRATION IN WHICH THE NEIGHBORHOOD CLUB MORE CLOSELY COOPERATES IN "SHARING A CAR" THIS SEASON

**THE BIG SHOW CLOWNS**

---

DISPLAY 21

THE INCARNATION OF INGENUITY AND INTREPIDITY — A STARTLINGLY BEAUTIFUL NEW THRILLER BY THE MOST DARING DUO THAT EVER DISREGARDED DANGER IN THE GARDEN'S DOME

**"THE COUPLE IN THE COMET"**

**VICTORIA  
and  
TORRENCE**

*(Program concluded on page 72)*

---

**ANIMAL TRAINING IS JUST PATIENCE**

**W**ITHOUT gun fire or fireworks, Alfred Court, Europe's greatest wild animal trainer, is presenting his three famous mixed groups of lions, tigers, black leopards, Polar bears, Himalayan bears, jaguars, pumas, cougars and Great Dane dogs as the sensational feature of the Ringling Bros and Barnum & Bailey Circus.

Never before have so many different species of jungle, plain and forest creatures performed together in this or any other country, and everywhere one hears this query, "How does he do it?"

Let Alfred Court tell it: "Training starts when the animal is young. Training is just patience, flattery,

knowledge, courage and more patience. To train wild animals you must first of all train yourself. You must discipline yourself to endless patience and repetition. You must, like a boxer, completely submerge temper. Anger has no part in training animals.

"The first step is to teach the animal its name. Then each is taught to sit quietly on its pedestal. Each recognizes his own name, and that is the start of routine. When my whip curls through the air, the animal watches it. I call out 'Rajah' or 'Pasha', and, as my whip cracks over a particular spot, the pupil knows that I want him to take position on that spot."

**So Sweet!  
So Cool!  
So Gratifying!**

**Pipe-smoking  
REVELATION  
of our century!**

**LOOK!  
5 GREAT  
TOBACCOS  
CUT  
5 DIFFERENT  
WAYS!**

**BURLEY**  
makes REVELATION smoke even and clean!

**CAROLINA**  
adds sparkle to REVELATION'S taste.

**VIRGINIA**  
lends spice and body to REVELATION.

**PERIQUE**  
gives deep aroma and rich flavor to REVELATION.

**LATAKIA**  
the master's touch!  
Today - enjoy REVELATION!

**REVELATION**  
SMOKING MIXTURE  
THE P

**REVELATION**  
PIPE TOBACCO **15¢**

A Product of PHILIP MORRIS

## ACKNOWLEDGMENTS

Costumes for production numbers and acts, hand props, animal coverings and horse trappings by  
Brooks Costume Company,  
New York

Uniforms for entire staff by  
Brooks Uniform Company,  
New York

Fabrics for costumes and draperies  
by  
Dazian's, Inc., N. Y.  
Gladstone, N. Y.  
Kalmo, N. Y.

Draperies and upholstery on floats,  
properties and decor by  
I. Weiss & Sons

Feathers by  
Sittenberg

Floats by  
Gebhardt, N. Y. Vail, N. Y.

Production Litters by  
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R. E. Fennell, Lexington

Shoes by  
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Lerch, N. Y.

Music from "She's The McCoy" in  
"The Changing of The Guard"  
by  
Buddy Phayle

Phil Fein,  
Assistant to Mr. Valdo

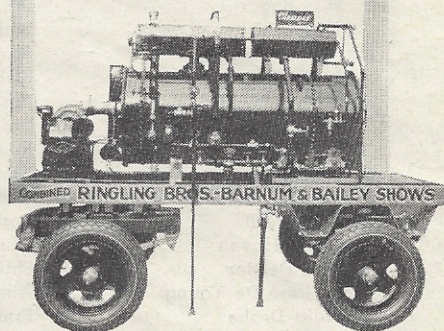
Gordon Orton,  
Assistant to Mr. Barbette

Arthur Springer,  
Master of ceremonies

Doug Morris,  
Assistant director of lighting

Lucinda Ballard,  
Associate designer for Mr. Ostrander

**100,000  
Miles and  
1600  
Bumps is  
No Circus  
for a  
Heating  
Plant!**



### **This Cleaver-Brooks Steam Generator—**

has been a trouper for several years, making the countrywide swing with "the greatest show on earth." Its job is to provide steam and hot water for the kitchen and hygienic needs of the circus company. The oil-fired Cleaver-Brooks Steam Generator travels with the circus—on trains—rolled to and from show grounds; it is subject to varying climatic and water conditions—but its ruggedness and built-in dependability make it fully equal to all the hardships of travel. In "show business" or regular business and industry Cleaver-Brooks steam generators are known for high efficiency, simple, low-cost operation and maintenance.

Cleaver-Brooks products include stationary and portable steam generators, bituminous heating equipment, and special units for the military services for water-distilling, bathing, disinfecting, sterilizing and other important hygienic needs.

**Cleaver-Brooks**  
COMPANY  
MILWAUKEE 9, WISCONSIN

DISPLAY 22

GRAND FINALE—

MILITARY MAIDS AND MASTODONS IN A STIRRING CLOSING  
FEATURE OF THE GREATEST SHOW ON EARTH

HUGE HOST OF GORGEOUSLY GARBED GIRLS AND ELEPHANTS  
IN THE TRULY TERRIFIC ALL-NEW 1944 EDITION OF

"THE CHANGING OF THE GUARD"

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

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Valerie Antalek  
Beatrice Augustine  
Anne Bendel  
Reggie Bogart  
Shirley Buehner  
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Camille Lacross  
Vivian LeClaire  
Dorothy Lee  
Libby Lee  
Shirley Lindeman  
Albertina Lobaso  
Ermide Locatelli  
Estherina Lochak  
Simone Locke

Violet Loder  
Zefta Logani  
Larue Mackie  
Kay Marlin  
Sally Marlowe  
Theol Marlowe  
Jeanette Marshall  
Bee Mason  
Laura May McKenzie  
Jacqueline McNeil  
Doris Moore  
Edna Morre  
Vicky Murali  
Gary Myles  
Ala Narri  
Margie Nash  
Nio Neglia  
Audrey Palmer  
Ann Rhinehart  
Bert Ritchey

Mildred Ritchey  
Joan Roberts  
Elizabeth Scott  
Bebe Seigrist  
Jo Ann Seigrist  
Florence Sieling  
Pat Smith  
Polly Sorsby  
Bobby Steele  
Rose Sullivan  
Alin Timber  
Yvonne Tremblay  
Ruth Voight  
Lee Wade  
Helen Wagner  
Martha Walker  
Dorothy Ward  
Patty Warfield  
Vivian Webster  
Marie Woodley

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Al Albrecht  
Jimmy Alphonse  
Ducky Ames  
Dick Anderson  
Three Balarges  
Bangs Duo  
Barton Bean  
Charles Bell Trio  
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Johnny Brennan  
Beaver Brooks  
Al Brown  
Edgar Budlong  
Arthur Burson  
Ted Butterworth  
Clayton Chase  
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Lilliputian Clowns  
Tiny Tunn  
Adrian Turner  
Harry Varco  
Joe E. Ward  
Walter Ware  
Bemis Waterhouse  
Bob Weaver  
Paul Wenzel Trio  
Ed Williams  
George Wilson  
Ernest Young



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## "Wait, Elmer, wait — the clowns do it better!" laughed Elsie

"WHO'S CLOWNING?" groaned Elmer, the bull. "I just thought I'd skate to the office and save wear on our tires. O-o-o-h, I'm ruined."

"Does that mean you won't be able to take us to the circus tonight, daddy?" asked little Beulah anxiously.

"Of course not," chuckled Elsie, the Borden Cow. "Your father will be feeling fit as a fiddle in less time than it takes me to say: 'Pure, wholesome Borden's Milk is a Basic 7 Food.'"

"If you were sitting where I am, you wouldn't be so blasted cheerful," grunted Elmer, rubbing himself tenderly.

"Boo hoo," sobbed little Beulah, "I want to go to the circus."

"And you shall go, child," soothed Elsie. "I wouldn't miss it for anything. Why, they have a man there so strong you'd swear that he drank Borden's Hemo — the new way to drink your vitamins and like 'em — a hundred times a day!

Then there's the India rubber man —"

"India rubber man," thrilled little Beulah. "Oh, goody! Does he bounce?"

"I doubt it," replied Elsie thoughtfully. "I don't think it's that kind of rubber. Now if you really want to see something bounce, you should see a baby that's fed on Borden's Evaporated Milk. Borden's, you know, is so digestible and rich in Vitamin D that loads of doctors approve it for feeding tiny infants."

"When that load of doctors finish approving your precious evaporated milk," roared Elmer, "get one of them to look at me. I feel as though every bone in my body was broken."

"Nonsense," smiled Elsie cheerfully. "But speaking of breaks, just think what

a break a woman gets when she serves Borden's Ice Cream and Milk Sherbets for dessert. They're great foods as well as grand treats."

"I know a way to talk about the circus and Borden's, too," burst out little Beulah. "Listen: why is the circus like Borden's Fine Cheeses?"

"I never was much good at riddles," beamed Elsie. "Do tell mummy the answer."

"Because they both give you a real show for your money," giggled Beulah.

"Young lady," frowned Elmer, "if I were you I'd leave the riddles to older people and stick to Borden's. Because folks do say: 'If it's Borden's, it's got to be good!'"

*-if it's Borden's, it's got to be good!*

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