



THE 1949 PERFORMANCE OF AMERICA'S FAVORITE SHOW COLE BROTHERS CIRCUS



(Program subject to change due to conditions beyond the control of the management)

Performances at 2:15 and 8:15 P. M.; Doors open an hour earlier

EVERY MATINEE PERFORMANCE PRECISELY THE SAME AS THE
EVENING PRESENTATION



Performance Conceived and Staged by VANDER BARBETTE
Choreography by LAURETTA JEFFERSON
Costumes by JACKS OF HOLLYWOOD
Musical Direction by JACKSON KYES
Equestrian Direction by PAUL NELSON
Superintendent of Elephants EUGENE SCOTT
Wardrobe Mistress KATHRYN LUCKEY
Assistant to Mr. Barbette JOHN EDWARD BURNSIDE



DISPLAY NO. 1— Glittering East Indian Spectacle of Unparalleled Opulence and Im-
mensity. Moving Mastodonic Mountains of Jungle-bred Talent and of
Gorgeous Dancing Temple Maidens From the Exotic Land of Rudyard
Kipling Where "The Dawn Comes Up Like Thunder..."

★ MANDALAY ★

NOTE: Physicians and others expecting to be called
during the performance should leave a record of
their reserved seat location at the circus main en-
trance.

LOST and FOUND articles should be reported at the
circus main entrance.

Please report to the Management any discourtesy on
the part of circus employees. Patrons will confer a
distinct favor by reporting any demands for fees or
acceptance of money for seats by ushers or other
employees. The management reserves the right to
refuse tickets bought from speculators and can in
no way be responsible for such transactions.

LISTEN TO PHILIP MORRIS NITE WITH HORACE HEIDT—Sunday 10:30 P.M.—E.D.S.T.



WHY TAKE LESS WHEN PEPSI'S BEST

DISPLAY NO. 2— Comedy Mosaic of Mirth-Provoking Acrobatic Prowess

HILARITY
BROTHERS

THE
TUMBELTYS

READY
TROUPE

DISPLAY NO. 3— Prancing Ponies in Precision Patterns and Canine Rough-and-Tumble

PONIES

DOCKY'S
DOGS

PONIES

DISPLAY NO. 4— Captains of Caprice Compelling Cacchinations Incomparable

THE COLE BROS. CIRCUS CLOWNS

DISPLAY NO. 5— A Nostalgic Walk Up Memory Lane with the Granddaughters of
Spangled Queens Who Made Grandpappy's Blood Bubble on Circus
Days Long Gone. In the Perilous Upper Reaches of the Canvas Dome
with Rockless Reliance on Dental Tenacity, a 1949 Presentation of the
Beautiful and Traditional

HUMAN BUTTERFLYS

DISPLAY NO. 6— Europe's Foremost Exponents of Equilibristic Skill on Unsupported Lad-
ders and on Teeter-boards.

THE SOVANIS

THE ST. LEONS

THE SOTAROS

Continued on page 18

WANT TO BE QUEEN FOR A DAY?—TUNE IN MUTUAL E.D.S.T.—2 P.M. MONDAY THRU FRIDAY



BEECH NUT CHEWING TOBACCO

ENJOY ICE COLD PEPSI COLA

DISPLAY NO. 7— A Sixteen-Horse Hitch of Handsome Palominos Directed by a Roman-standing Rider in the Finest Olympic Tradition
MISS JINX ADAMS

DISPLAY NO. 8— The Dancing, Tumbling, Somersaulting Artist on the Silver Strand. The Inimitable Interpreter of Spanish Terpsichorean Intricacies and the Originator of the Famous FORWARD Somersault on the Tightwire.
CON COLLEANO

DISPLAY NO. 9— A Procession of Histrionic Nonsense by the Emissaries of Frolic
THE COLE BROS. CIRCUS CLOWNS

DISPLAY NO. 10— Unprecedented Excursions of Acrobatic Wizardry Beyond the Abyss of Intrepidity on Bars and Perch
THE IVANOVS THE ORANTOS THE ASIABATICS

(Continued on page 23)

"NO CIGARETTE HANGOVER WHEN YOU SMOKE PHILIP MORRIS"

PEPSI-COLA HITS THE SPOT

DISPLAY NO. 11— Europe's Renowned Exponent of Superb Horsemanship and Dressage with Highly-Educated, High-Blooded and High-Stepping Equine Stars
THE DORITA COLE
GENTRYS KONYOT DUO
And on the Hippodrome Track the Princess of Waltz-and-Rear, Jinx Adams

DISPLAY NO. 12— Fearless Femininity in a Beautiful Corps de Ballet Extravaganza. The Epitome of Poetry in the Air
AERIAL FANTASY

DISPLAY NO. 13— Circusdom's Greatest Horse Trainers with a Startling Diversissement of Difficult Drills in Galloping Unison
MAHLON PAUL CAPT. JOHN
CAMPBELL NELSON SMITH

(Continued on page 24)

Nearly 200 years of
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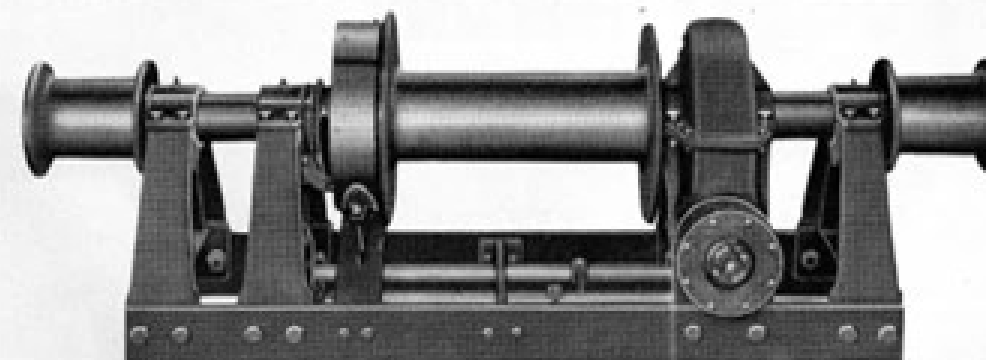


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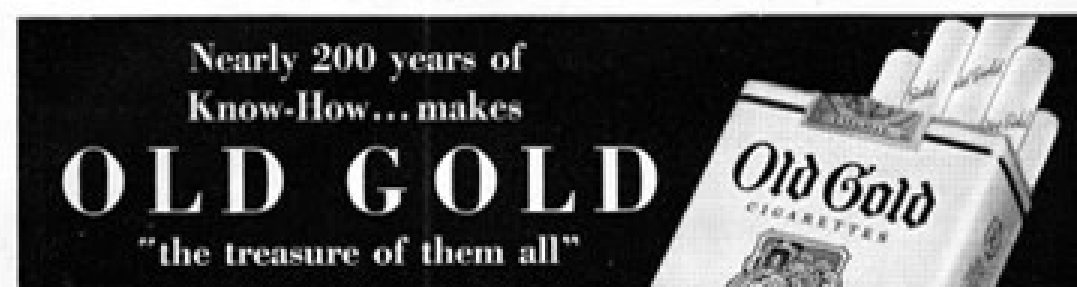
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FOR ON THE SPOT ENJOYMENT . . . PEPSI-COLA

- DISPLAY NO. 14—** Gloom-busting Battalions of Buffoonery on the Hippodrome Track
THE COLE BROS. CIRCUS CLOWNS
- DISPLAY NO. 15—** Demons on Wheels in a Kaleidoscopic Whirlwind of Skating and Cycling Sensations
THE LOCKWELLS **THE MATHIS DUO** **JUANITA'S INTERNATIONS**
- DISPLAY NO. 16—** Car Capacity Personified by Circus Gloom-Chasers Out to Prove There's
ALWAYS ROOM FOR ONE MORE!

(Continued on page 26)



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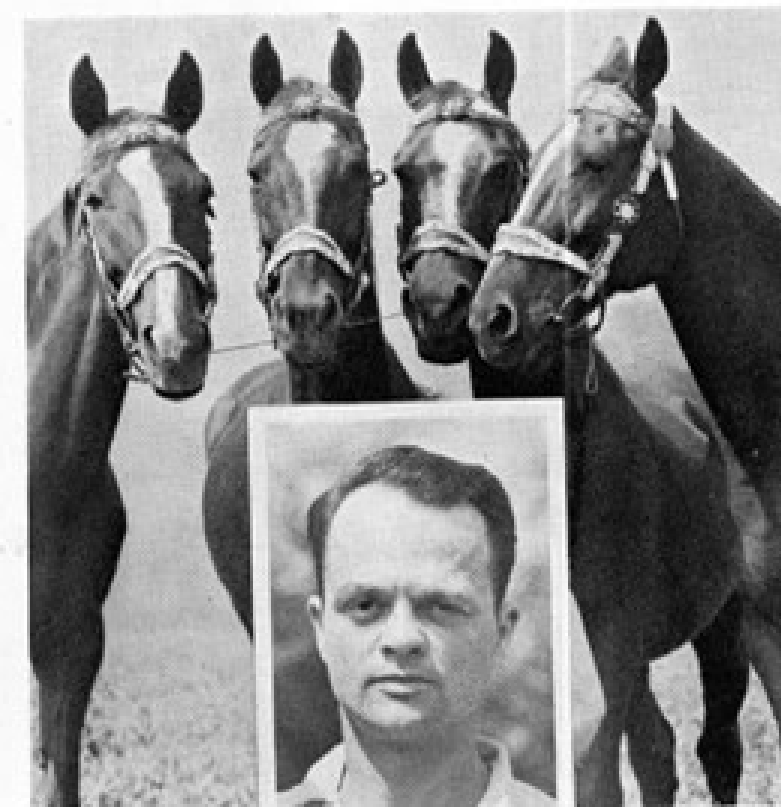
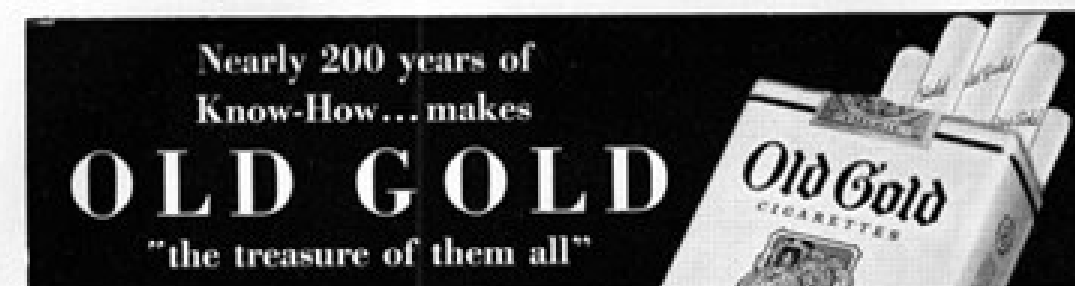


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PEPSI-COLA FOR TOPS IN QUALITY

- DISPLAY NO. 17—** A Peerless Plethora of Living Acrobatic Tapestries by the Orient's Champion Gymnastic Precisionists
JIM WONG **THE MING** **THE TONG BROTHERS**
TROUPE **SINGS** **and MISS TOY LU**
- DISPLAY NO. 18—** Flying Hoofs and Speed Duels on the Hippodrome Track
CIRCUS RACING
- DISPLAY NO. 19—** **THE HUMAN PROJECTILES**
A Courageous Youth and His Pretty Sister Shot from the Mouth of a Monster Repeating Cannon is the Outstanding Circus Thrill Presentation of All Time.
SYLVANA and DONALDO ZACCHINI



He shows 'em high, wide and handsome both ahorse and afoot, does Paul Nelson, the foremost horse trainer with the Cole Brothers Circus. Nelson comes by his circus blood naturally, being the son of a famous acrobatic family. Paul's father and mother and his sisters made circus history for many years and one of the novelties of the Nelson family presentation was the introduction of the baby of the group. This fledgling trouper always made his or her appearance out of a carpet bag which Pop Nelson has carried into the arena with him. Paul, youngest of the kids, was the last one out of the bag before the act dispersed as a family group and became individual stars. But Paul liked horses better than acrobatics, and he has proved his prowess with the famed equine stars of the big show. His work is the more remarkable when you know that he lost a leg in a hunting expedition accident several years ago and wears an artificial limb. Circus troupers never know when they're whipped.