

OFFICIAL PROGRAM

COLE BROTHERS CIRCUS

SEASON OF 1942

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

PERFORMANCES AT 2 AND 8 P. M.

DOORS OPEN AT 1 AND 7 P. M.

Every Matinee precisely the same as the Night Performance

AN HOUR'S TIME IS GIVEN PATRONS BEFORE THE PERFORMANCE BEGINS IN WHICH TO INSPECT THE WORLD'S GREATEST TRAVELING HORSE SHOW WITH ITS VAST ARRAY OF FINE REGISTERED SADDLE HORSES AND THE HUGE MENAGERIE WITH ITS ALMOST PRICELESS COLLECTION OF WILD ANIMALS FROM EVERY CLIME.

HARRY J. McFARLAN, Equestrian Director

COL. HARRY THOMAS, Manager of Production and Official Announcer

VICTOR ROBBINS, Bandmaster

FLORENCE TENNYSON, Soloist

[Continued on page 25]

It's No Trick at all with Sayman Vegetable Wonder Soap



Circus troupers discovered long ago how to enjoy complete and refreshing cleanliness . . . and how to keep their skin soft and velvety smooth . . . despite the dust and dirt of the "Big Top" and the different types of water from one town to the next.

From the water boy to the glamorous gal on the high wire, they know Sayman Vegetable Wonder Soap fairly whisks away dust, dirt, grime and grease paint . . . that it rinses away completely in clear water without leaving any soapy film on the skin, scalp or hair . . . that it leaves the skin feeling smooth as silk, soft as velvet, tingling with cleanliness.

Try Sayman Vegetable Wonder Soap for toilet, shower, tub and shampoo. Troupers can get it at the circus commissary—anyone can buy it for a few cents a bar at any good drug, department, grocery and variety store. . . . You'll say it's wonderful.

SAYMAN Vegetable
Wonder **SOAP**

Luxuriously
MODERN

HOTEL FORT DEARBORN



Every room bright and new in furnishings and decorations. All public space thoroughly modernized. Better service—finer food—with rate economy still the feature.

BEAUTIFUL NEW COCKTAIL LOUNGE
POPULAR PRICED RESTAURANT

IDEALLY LOCATED
LA SALLE & VAN BUREN STS.
Opposite La Salle Street Station

Harold M. Harper, Mgr.

550 ROOMS
FROM \$1.50

CHICAGO

DISPLAY NO. 1—COLE BROTHERS INTRODUCES THE MOST IMPRESSIVE CIRCUS PERFORMANCE IN HISTORY WITH THE MAGNIFICENT SOUTH AMERICAN INAUGURAL PAGEANT IN KALEIDOSCOPIC SPLENDOR, AUGMENTED WITH SONG—ENTITLED,

SAPA-INCA

Preceded by a glittering array of unsurpassed Pan American Grandeur. A lavishly bejeweled maze of countless participants from the Americas.

THE CROWNING TRIUMPH OF GORGEOUS PAGEANTRY

Conceived and staged by Col. Harry Thomas. Musical arrangements by Victor Robbins. Dances by the Courtney School of the Dance, directed by Kevin Smith and Lilia Courtney, Louisville, Kentucky. Costumes by the Mahieu Company of New York City, and The Eva Languay Company, Chicago. Shoes by the Evans Company, New York City. Electrical effects by Louie Scott.

THE STORY OF SAPA—INCA

SAPA-INCA, courageous leader of the Incas who lives near the beautiful city of QUITO in Ecuador, is the only living person who knows the location of the cavern TAMPU-TOCCO (The House of Widows) in which is hidden the fabulous treasures of his forbears. He is set upon by ruffians who, failing to wrest the secret from him, beat him and throw him into the river. His life is saved by RODRIGUEZ, a young Spanish leader of QUITO, who takes SAPA-INCA to his home, administers to him and calls him BROTHER. So impressed by this kindness is the Indian that he imparts his secret to RODRIGUEZ and promises to lead him to the buried treasure upon promise that part of the gold will be used by RODRIGUEZ to erect a Temple of God in the city of QUITO. A great cavalcade is formed, the trip to TAMPU-TOCCO is successful, the gold is secured, and true to his promise RODRIGUEZ erects near the city of QUITO the magnificent Cathedral of San Francisco, which stands to this very day and is used as a Temple of Worship. Our scene opens with the return of the successful caravan from TAMPU-TOCCO with the gold and treasures of the INCAS, lead by the youthful RODRIGUEZ, whose wife has prepared a magnificent Fiesta in honor of his success.

DISPLAY NO. 2—THE ELABORATELY COSTUMED AND SPECTACULAR EQUINE BALLET,

THE FETE OF THE GARLANDS

THE MOST INTRICATE AND THRILLING DISPLAY EVER PERFORMED WITH SADDLE HORSES, EACH HORSE RIDDEN BY AN EXPERT RIDER.

DISPLAY NO. 3—SPECTACULAR SOMERSAULTING TRAMPOLINE STARS—

Ring No. 2

THE SENSATIONAL AUSSIE IMPS

First American Tour

[Continued on page 27]

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

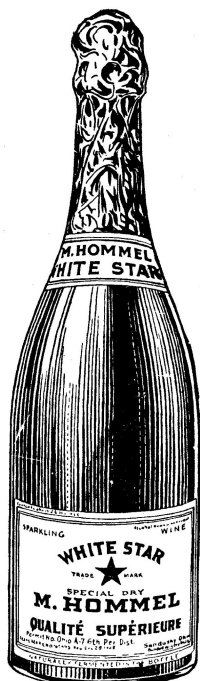
And a full line of Dry and Sweet Wines

Try our New Quince Cocktail Wine. Makes a big improvement in your cocktails

AMERICAN CHAMPAGNES for AMERICANS since 1878

Highest awards wherever exhibited

THE M. HOMMEL WINE CO.
SANDUSKY, OHIO



When in Sandusky Visit Our Celebrated Champagne Cellars

DISPLAY NO. 4—AMAZING GYMNASTIC FEATS ALOFT BY AGILE PERFORMERS ON THE AERIAL BARS—
COMBINED WITH THE NO-LESS DEXTEROUS FEATS BY COMIQUES OF THE AIR—PRESENTING

Ring No. 1
THE VOISE TROUPE

Ring No. 3
THE HAROLD TROUPE

DISPLAY NO. 5—A FEATURE EXTRAORDINARY, IN WHICH A HUMAN BEING IS CARRIED AROUND THE
HIPPODROME TRACK WHILE SUSPENDED BY HIS HEAD IN THE MOUTH OF A PONDEROUS
ELEPHANT—

"THE HUMAN PENDULUM"

Introducing

THE GREAT SULTAN

Capt. Eugene Scott PRESENTS COLE BROTHERS FAMOUS CARIOCA ELEPHANTS

DISPLAY NO. 6—COLE BROTHERS PRESENTS THE WORLD'S GREATEST PERFORMER ON THE SLACK
WIRE, THRILLING YOU WITH INCOMPARABLE FEATS OF BALANCE AND SKILL—

Ring No. 2

MR. HUBERT CASTLE

DISPLAY NO. 7—COLE BROTHERS CONGRESS OF CLOWNS IN SIDE-SPLITTING DIDOES, HEADED BY
OTTO GRIEBLING—HORACE LAIRD—FREDDIE FREEMAN—HAROLD HALL—AND MANY OTHERS—

DISPLAY NO. 8—EQUESTRIANISM INCOMPARABLE—FAMOUS RIDING STARS IN ENTHRALLING AND
NOVEL DISPLAYS. BEAUTIFUL BAREBACK RIDING BALLERINAS.

Ring No. 1

MISS MICKEY FREEMAN

Ring No. 2

MISS ERNESTINE CLARK

Ring No. 3

MISS ROSE REIFFENACH

Skilled and Daring Horsemanship—Unusual Feats of Bareback Riding

DISPLAY NO. 9—THREE HERDS OF PONDEROUS ELEPHANTS, WITH THEIR TRUNKS FULL OF NEW
TRICKS, INTRODUCING "BLANCHE," THE FIVE-TON ADAGIO DANCER, PRESENTED UNDER THE
DIRECTION OF THEIR TRAINER, CAPT. EUGENE SCOTT.

Ring No. 1

MISS HELEN SCOTT

Ring No. 2

MISS JEAN ALLEN

Ring No. 3

MISS MARION KNOWLTON

AND—ON THE TRACK

**THE THRILLING AND SPECTACULAR
BALLET OF ELEPHANTS**

[Continued on page 29]

FARMERS USE **REX** Oil

To Stop Breeding Failures
in *FARM ANIMALS*..

COLE BROS. also use **REX** Oil

To Stop Breeding Failures
in *Menagerie Animals*

"In our menagerie," writes R. O. Scatterday, of Cole Bros. Circus, "we have all kinds of animals and through the use of REX WHEAT GERM OIL, we have had phenomenal success in breeding of animals, especially Water Buffalo, African Yak, Deer and Camels.

"Previous to using REX WHEAT GERM OIL, we had considerable trouble breeding show animals, but in the use of your fine product we have overcome difficulties that we previously encountered."

TRY REX WHEAT GERM OIL

If you have slow or non-breeding cows, sows, horses, dogs or goats, chances are the addition of REX Oil to their feed will correct the trouble. REX Oil contains factors that act favorably on reproduction. Try REX Oil—order direct from this ad.

Prices: 4 oz. can \$1.00; Pint \$3.50; Quart \$6.00

VioBin Corporation

Dept. C

Monticello, Ill.

ENTRANCE
TO
HOSPITALITY

IN

Indianapolis

300 MODERN ROOMS

\$1 25

from
with running water

\$1 50

from with bath

HOTEL

F.R. Stubbins, President



Discover for yourself why the Linden is called the friendliest hotel in Indianapolis. Here is service and hospitality that can't be beat. Excellent location, moderate rates. Coffee Shop and Grill - beautiful new cocktail room, "The Lounge" - all delightful - air conditioned for your comfort.

Linden
ILLINOIS AT NEW YORK ST.

BUY U. S. WAR BONDS REGULARLY



DISPLAY NO. 10—TWO TROUPES OF MARVELOUS, EDUCATED SEA LIONS, AND A TROUPE OF TINY SHETLAND PONIES, WONDERFULLY TRAINED—

Ring No. 1
PONIES

Trainer
CAPT. JOHN SMITH

Ring No. 2
SEA LIONS

Trainer
JOE BELEVOSKEY

Ring No. 3
PONIES

Trainer
MISS RUTH NELSON

DISPLAY NO. 11—INTRODUCING SOME OF THE PRIZE WINNING CHAMPIONS FROM AMERICAN AND MEXICAN RODEOS WHO WILL APPEAR WITH MEXICO'S FAMOUS COWBOY STAR

SEÑOR JUAN LOBO

and his sensational Wild West after show
A THRILLING EXHIBITION IMMEDIATELY AFTER THE CIRCUS PERFORMANCE
COLE BROS.' CHAMPION WRESTLER
"WHITEY" GOVRO

DISPLAY NO. 12—COLE BROTHERS' ARMY OF CLOWNS TAKE OVER THE HIPPODROME TRACK TO BRING YOU SIDE-SPLITTING TOMFOOLERY AND ANTICS.

DISPLAY NO. 13—DIRECT FROM ENGLAND COLE BROTHERS PRESENTS FOR THE FIRST TIME IN AMERICA THE UNIQUE AND UPROARIOUSLY FUNNY—

Ring No. 2

BOXING HORSES

Introducing
EASTER CLOUD

"A World's Champion Prize Fight"

Introducing
EASTER BOY

DISPLAY NO. 14—KINGS AND QUEENS OF THE AIR IN HAZARDOUS FEATS INTRODUCING SCORES OF BEAUTIFUL GIRL AERIALISTS ON LOFTY SWINGING LADDERS, CLOUD SWINGS AND THE FLYING TRAPEZE, FEATURING THE GIRLS IN THE GOLDEN WHIRL.

A SPECTACULAR AERIAL BALLET

Staged by Mr. Paul Nelson

THE MISSES PARTELLO & DEARO

THE MISSES RICH AND NELSON

and
MR. ERNIE WHITE

and
MR. BERT DEARO

[Continued on page 30]



BUY U. S. WAR BONDS REGULARLY

DISPLAY NO. 15—COLE BROTHERS PRESENTS AMERICA'S GREATEST AERIAL GYMNASTIC MARVEL

MISS MARLYN RICH

An incomparable feat of endurance and skill.

DISPLAY NO. 16—THE CHAMPION MUSICAL FUN MAKERS OF ALL SPANGLE-LAND, COLE BROTHERS' FAMOUS CLOWN BAND.

OTTO GRIEBLING, Directing.

DISPLAY NO. 17—COLE BROTHERS PROUDLY PRESENTS THE FINEST DISPLAY OF KENTUCKY-BRED THREE AND FIVE GAITED HORSES OF ALL TIME, PRESENTED BY SOME OF THE WORLD'S GREATEST RIDERS OF GAITED HORSES.

DISPLAY NO. 18—SURPASSINGLY BEAUTIFUL LIVING ART CREATIONS, DEPICTING PAINTINGS OF THE OLD MASTERS—

Ring No. 1

- No. 1—"Indian Summer"
- No. 2—"A Persian Garden"
- No. 3—"Liberty"

Ring No. 2

- No. 1—"Indian Summer"
- No. 2—"A Persian Garden"
- No. 3—"Liberty"

Ring No. 3

- No. 1—"Indian Summer"
- No. 2—"A Persian Garden"
- No. 3—"Liberty"

MISS FLORENCE TENNYSON, Soloist

Directed by Col. Harry Thomas

Electrical Effects by Louie Scott

DISPLAY NO. 19—COLE BROTHERS' FAMOUS SIXTEEN-HORSE HITCH OF PALAMINO STALLIONS—THE ONLY DISPLAY OF ITS KIND IN THE WORLD, DRIVEN BY THAT RECKLESSLY DARING RIDER—

Miss Polly Lasley

DISPLAY NO. 20—GRACE AND BEAUTY OF EQUESTRIANISM, CONTRASTED AMUSINGLY WITH THE CONVULSING MIS-HAPS OF THE WORLD'S FUNNIEST RIDING COMEDIAN.

Ring No. 2

THE CELEBRATED

REIFFENACH TROUPE

with

CLARENCE BRUCE

Greatest of all riding comics



Stop at the SEELBACH we'll take care of the REST

You needn't worry about a thing...check in at the Seelbach and you're sure of a good bed, attentive service, fine food and a friendly atmosphere. You'll awaken in the morning refreshed and ready for a successful day.

500 ROOMS WITH BATH
from \$2.50



VISIT THE
PLANTATION
AND LAMP ROOM
Newest Rendezvous
in town

WALNUT AT
FOURTH ST.

LOUISVILLE, KY.

3 MODERN FIREPROOF HOTELS
IDEALLY LOCATED ON
SEVENTH AVENUE NORTH

**SAM DAVIS
HOTEL**

Quiet
Comfortable
Economical

**James Robertson
HOTEL**

**Memorial Apartment
HOTEL**

700 ROOMS and
APARTMENTS
from **\$2**

TENNESSEE

For economy, comfort and convenience, these fine hotels stand unsurpassed in Nashville. The James Robertson, only uptown hotel with garage in building. All rooms in the Sam Davis equipped with tub, shower and running ice water.



DISPLAY NO. 21—COLE BROTHERS AGAIN PRESENTS THE IDOL OF THE LATIN COUNTRIES DIRECT FROM OLD MEXICO—

SENOR JUAN LOBO

AND HIS COMPANY OF INTERNATIONAL RODEO STARS

DISPLAY NO. 22—ONCE AGAIN COLE BROTHERS' ARMY OF CLOWNS OVERRUN THE HIPPODROME TRACK IN A HODGE PODGE OF MERRYMAKING AND SIDE-SPLITTING COMEDY.

DISPLAY NO. 23—A SENSATIONAL DISPLAY OF BREATH-TAKING AERIAL FEATS, INTRODUCING

MISS BETTY RICH

"Queen of the Air"

Sensational Butterfly Ballet

WATCH HER!

Without a Net Below

DISPLAY NO. 24—IN THE RINGS AND ON THE TRACK THE OUTSTANDING HORSEMEN AND RIDERS OF AMERICA, IN THE MOST NOTABLE DISPLAY OF HIGH SCHOOL EQUESTRIANISM EVER PRESENTED UNDER THE COLE BROTHERS' BANNER, INCLUDING A COMPANY OF DISTINGUISHED RIDING MAIDS, FEATURING THE GREATEST AND MOST DARING RIDER OF WALTZING, REARING, AND HIGH JUMPING HORSES IN ALL THE WORLD—

MISS JEAN ALLEN

and the distinguished company of Riding Maids.

Josephine Cofield

Virginia Cuddy

Priscilla Cuddy

Golda Grady

Polly Insley

Marian A. Knowlton

Helen Partello

Erlan V. Seline

Virginia Tiffany

Nena Speer

Ethel Freeman

Ruth Nelson

Aletha Clark

Gertrude Scott

Marie Wolfe

Madeline Fisher

Jackie Burslem

[Continued on page 33]

COLE BROTHERS keep Wagons and Equipment Clean with

DIC-A-DOO

Now 2 Kinds of DIC-A-DOO Cleaner



For large cleaning jobs—a whole room, etc.—use REGULAR DIC-A-DOO (1-lb. package—mix with water.)

For small daily or weekly jobs . . . use PREPARED DIC-A-DOO (2-lb. and 5-lb. Pails—already mixed.) And use it on the sink, bathtub and on your hands. It's great!



"PUT IT ON—WIPE IT OFF—DIRT'S GONE!"

BUY U. S. WAR BONDS REGULARLY

DISPLAY NO. 25—THE SCREAMINGLY FUNNY PRIZE FIGHT AS PRESENTED BY TWO OF COLE BROTHERS GREATEST CLOWNS.

OTTO GRIEBLING



Ring No. 2
THE FIGHTERS



FREDDIE FREEMAN

DISPLAY NO. 26—AN AMAZING CONSTELLATION OF WORLD FAMOUS CIRCUS STARS IN UNBELIEVABLE FEATS OF ACROBATIC SKILL.

Ring No. 1

THE GREAT SILVERS
and
MISS VIRGINIA TIFFANY

Ring No. 2

THE AUSTRALIAN WALLABIES
Their First Tour of America

Ring No. 3

MISSSES DELBOSQ
and
DEARO

DISPLAY NO. 27—INTRODUCING COLE BROTHERS' FAMOUS LIBERTY HORSES. THREE GROUPS OF HANDSOME KENTUCKY BLUEBLOODS. PRESENTED SIMULTANEOUSLY IN THE THREE RINGS AND FEATURING IN THE CENTER RING THE ONLY GROUP OF PALAMINO LIBERTY HORSES IN THE WORLD, INTRODUCING "SMOKY," THE LION HEARTED.

Ring No. 1

CAPT. JOHN SMITH

Ring No. 2

ADOLPH DELBOSQ

Ring No. 3

BRUCE CAMPBELL

The most gigantic and spectacular equine assemblage in circus history.

DISPLAY NO. 28—THE PARADE OF CLOWNS IN WHICH THE HIPPODROME TRACK IS SURRENDERED TO THE SLAPSTICK COMEDIANS FROM EVERY LAND.

DISPLAY NO. 29—BREATHTAKING MID-AIR MARVELS IN SPECTACULAR FLYING FEATS.

THE SIX FLYING THRILLERS

featuring

EILEEN HAROLD

THE ONLY GIRL EVER TO ACCOMPLISH A DOUBLE TWISTING SOMERSAULT TO A CATCH IN MID-AIR WHILE BLINDFOLDED.

[Continued on page 35]

Cole Brothers' Winter Home

[Continued from page 9]

Cole Brothers maintains just such a spacious winter home in Louisville, Kentucky, at the State Fair grounds. A beautiful spot of some six hundred acres which has been moulded into one of the outstanding points of interest in the blue grass state.

It is there, under the skillful direction of Zack Terrell, the owner and general manager, that a veritable "circus city" functions from the moment the nomadic railroad caravans come rolling home in late autumn, and remains until the new season opens the following April each year.

The cost of maintaining such a winter home is enormous. Tons of food are consumed each day. New animals from the far corners of the earth are purchased and trained. Cages, dens, wagons and floats are made new. Railroad equipment is readied for another season of travel and twenty-six tents of varying sizes, including the big-top, are made to order. Countless tent poles, stakes, grandstand equipment and properties—all, are fashioned at winter quarters during the long winter months.

There are long rows of commodious stables where the hundreds of thoroughbred horses are quartered and cared for. A huge building where the machinery is located, and there are the buildings that house the paint shop, the harness shop and the wardrobe department. Also, the "circus cafe" building, and the sleeping quarters building for the hundreds of men and women employed during the winter.

Others include the General Office building, the world famous Horse Show building—the home of the Annual \$10,000 five-gaited Saddle Horse classic, the long wagon sheds, the commissary building, and last but far from least, the big four-towered building near the Main Gate wherein all of the Cole Brothers' wild jungle beasts spend their winter months—

[Continued on page 38]

Deep in the Old South
A MODERN HOTEL
The
CLARIDGE

The traditional hospitality of Dixie is perpetuated at the Claridge, where nothing grows old—where the charm of the South and the march of progress are blended into a delightful atmosphere. New rooms. Excellent location. Popular Coffee Shop.

FROM \$2.50

MEMPHIS
TENNESSEE

Visit the Sensational New
BALINESE ROOM



DISPLAY NO. 30—PATRONS ARE REQUESTED TO REMAIN IN THEIR SEATS AND OFF THE TRACK DURING THIS NUMBER.

THE HIPPODROME RACES

No. 1—Shetland Ponies with novelty riders.
No. 2—A tiny pony versus a horse and rider.

No. 3—A gentleman's flat race.
No. 4—Roman standing race.

DISPLAY NO. 31—A GORGEOUS AND SPECTACULAR DISPLAY FITTINGLY CLOSING THE COLE BROTHERS' 1942 PERFORMANCE, DEPICTING THE GLORIES AND FREEDOM OF THE UNITED AMERICAS.

MY AMERICA

Staged by Col. Harry Thomas

Kindly remain seated.

Electrical effects by Louie Scott

COLE BROTHERS CIRCUS, INC.

GENERAL OFFICES AND WINTERQUARTERS
STATE FAIR GROUNDS—LOUISVILLE, KY.

EXECUTIVE STAFF
for

ZACK TERRELL

President and General Manager.

J. D. NEWMAN,
General Agent and Traffic Manager.

FRED E. SCHORTERMIER,
General Counsel.

ROBERT DELOCHTE,
Treasurer.

LORANE RUSSELL,
Auditor.

Press Staff
ORA O. PARKS,
General Press Representative.

A. E. Waltrip
C. Foster Bell

Harry Chipman
C. S. Primrose

FRED SEYMORE,
Superintendent.

RICHARD O. SCATTERDAY,
Nat'l. Adv. Rep.

NOYELLS BURKHART,
Supt. Front Door.

GENE WEEKS,
Supt. Concessions.

COL. HARRY THOMAS,
Director Performer Personnel.

HARRY MCFARLAN,
Equestrian Director.

MITT CARL
Supt. Commissary.

LOUIE SCOTT,
Electrical Supt.

ORVILLE STEWART,
Superintendent.

PAUL NELSON,
Director Aerial Displays.

ARTHUR HOFFMAN
Mgr. Side Show.

EUGENE SCOTT,
Supt. Menagerie.

BUY U. S. WAR BONDS REGULARLY