OFFICIAL PROGRAM

COLE BROTHERS CIRCUS

SEASON OF 1938

(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

BEFORE EVERY PERFORMANCE, ONE HOUR IS ALLOWED FOR PATRONS TO PAY A LEISURELY VISIT TO THE HUGE DOUBLE-MENAGERIE OF THE COLE BROTHERS CIRCUS WITH ITS NEAR-PRICELESS COLLECTION OF RARE ANIMALS GATHERED FROM THE JUNGLES, THE DESERTS AND THE MOUNTAIN FASTNESS OF THE FOUR CORNERS OF THE WORLD.

RAY DEAN, JR. .....Equestrian Director

VICTOR ROBBINS.....Band Master MIKE MICHAELS .....Soloist

RING NO. 1 RING NO. 2 RING NO. 3

DISPLAY NO. 1—COLE BROTHERS CIRCUS BRINGS TO YOU A MAGNIFICENT TOURNAMENT AND SPECTACLE, NEVER BEFORE SEEN IN AMERICA.

LA SEVILLE

A kaleidoscopic inaugural pageant of rare lavishness participated in by more than 1,000 men, women and beasts in priceless costumes and trappings. Written and produced by **Rex de Rosselli**; wardrobe by **Mrs. Jack Biggers**; electrical effects by **Lewis Scott.**

DISPLAY NO. 2—SKILLFUL AND HILARIOUS EXHIBITIONS BY AMAZINGLY AGILE ACROBATS AND GROUND GYMNASTS.

Ring No. 1	Ring No. 2	Ring No. 3
THE HARDDIGG TRIO	**ALL-STEEL ARENA**	**HOLLIS TROUPE**
Astound with their lightning Fast Comedy Gymnastics	Clowns on Hippodrome Track	Pre-sterling athletes in unrivaled Acrobatics

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DISPLAY NO. 3—A MERE SLIP OF A GIRL, MISTRESS OF THREE BUNDLES OF TREACHEROUS FURY, DARES DEATH WITH A NUBIAN LION, A BENGAL TIGER AND A HUGE SIAMESE ELEPHANT IN THE GREAT CIRCULAR ALL-STEEL ARENA. THIS IS THE ONLY DISPLAY OF ITS KIND IN THE WORLD.

HARRIET BEATTY

The first time in history these jungle beasts, Nature's most deadly enemies, have ever been made to perform together.

DISPLAY NO. 4—PEERLESS FEATS OF EQUESTRIANSHIP BY DARING AND BEAUTIFUL RIDERS.

Ring No. 1	Ring No. 3
MISS BESSIE HOLLIS	**MISS RITA AURELIA**
A Beautiful and Talented English Equestrienne	A Peerless European Rider Displaying Unusual Feats in the Equestrian Art

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DISPLAY NO. 5—BEAUTIFUL QUEENS OF THE AIR PERFORM PERILOUS FEATS IN THE PEAK OF THE BIG-TOP, INTRODUCING AN AERIAL BALLET BY INTERNATIONAL STARS IN A THRILLING SERIES OF AERIAL GYMNASTICS.

Featuring

MISS RUBY CUTSHALL, MISS PAT LINDSAY, MISS VIVIAN NELSON, MISS HILDA BURKHART, MISS DORIS MICHAELS, MISS JOSEPHINE TATUM, MISS HELEN SHARON, MISS ANDREA GALLAGHER

[Continued on page 25]

OLD GOLD

America's Double-Mellow CIGARETTE

PROTECTED BY 2 JACKETS OF CELLOPHANE



DISPLAY NO. 6—THE COLE BROTHERS GREAT ASSEMBLAGE OF CLOWNS ROMP AROUND THE GREAT HIPPODROME TRACK IN AN AVALANCHE OF MIRTH.

DISPLAY NO. 7—THE LARGEST AND MOST PERILOUS WILD ANIMAL DISPLAY ON EARTH. THE GREATEST GROUP OF PERFORMING BLACK-MANED NUBIAN LIONS AND BENGAL TIGERS, BOTH MALE AND FEMALE, EVER GATHERED TOGETHER AT ONE AND THE SAME TIME, PERFORM IN A BREATH-TAKING DISPLAY. ALL ARE NEWLY RECRUITED FROM THEIR NATIVE JUNGLES AND MOUNTAIN HAUNTS. THIS IS THE MOST STARTLING AND THRILLING WILD ANIMAL DISPLAY EVER PRESENTED. SURROUNDED ON ALL SIDES BY TREACHEROUS MAN-EATING BRUTES, A FEARLESS YOUNG MAN DEMONSTRATES HIS UNCANNY MASTERY OVER THE MOST FEROCIOUS OF ALL ANIMALS.

CLYDE BEATTY

Featuring "King" and "Menelik", the Famous Sitting Lions, and "Nigger", World Renown Spinning Tiger.

DISPLAY NO. 8—AN EXHIBITION OF AMAZING INTELLIGENCE IS DISPLAYED BY COMPANIES OF THE WORLD'S MOST REMARKABLE EDUCATED SEALS, PERFORMERS FROM THE FRIGID OCEAN DEPTHS.

Ring No. 1	Ring No. 2	Ring No. 3
Presented by **ROLAND HEBELER**	**ALL-STEEL ARENA**	Presented by **CAPTAIN BARNARDI**

Featuring in Ring No. 1 "Smoky", the world famous musical seal.
Clowns on Hippodrome Track

DISPLAY NO. 9—INTRODUCING A HUGE COMPANY OF THE WORLD'S MOST ADEPT AND DARING COWBOYS AND COWGIRLS FROM THE WESTERN AMERICAN PLAINS, THE PAMPAS OF THE ARGENTINE, THE STEPPES OF RUSSIA AND MANY OTHER FAR-OFF CORNERS OF THE WORLD, HEADED BY THE WORLD FAMOUS MOVIE STAR AND CHAMPION RIDER

KEN MAYNARD

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His interest in Western heroes and their exploits dates back to the time when he was a schoolboy. He admired William S. "Bill" Hart so much in those days, that he managed to get a job changing the records on the old fashioned phonograph in the lobby of the local theatre that was used by nearly all of the old nickelodeons of that time. It was his first job in the amusement field. "After I got a record start, I would rush into the theatre and watch my hero on the flickering screen," Maynard recalls in relating his early experiences. "Sometimes a record would almost die down before I finally rushed back to do some more winding. Then the great disaster of my life happened. In my hurry, after rushing back to rewind the raucous old instrument, I tripped and knocked the rickety table to the side walk, breaking a great many records and ending up by being fired.

This did not totally discourage him, however, and he soon ran away with a small wagon circus, where, a few days later, his father found him peeling potatoes in the cookhouse, and took him back home. But it was only a short time later that he was off again, this time to stay.

From then on, he divided his time between riding for some of the biggest cow outfits in the Southwest, and riding and roping with various circuses and wild west shows throughout the country. Later, as he became a name in his chosen profession, with a great many riding and roping championships to his credit, and a star at the time with a major circus, he was selected for picture stardom.

Maynard's hobby really is flying. He holds a license and owns a fine aeroplane, which he constantly flies between pictures to remote places in Central and South America for the pure love of flying and exploration. He has been flying ten years and has owned seven planes. He also owns a fine yacht on which he makes periodic cruises.

Ken's famous mount, "Tarzan," is insured for thousands of dollars, and there is a peculiar clause in the policy that allows him to have Tarzan's body should he break a leg. Insurance companies assume a horse is dead when he has broken a leg, but it is possible, by many months of careful nursing and having the animal suspended in a sling for the leg to mend.

Naturally, Ken would want to preserve Tarzan at all costs, even though his usefulness were past, so it became necessary to insert a clause calling for the "Body" if he broke a leg. This is the only time on record where such a policy has been written.

OLD GOLD

America's Double-Mellow
CIGARETTE

PROTECTED BY 2 JACKETS OF CELLOPHANE



DISPLAY NO. 10—THE WORLD'S GREATEST EXHIBITION OF ELEPHANTINE TONNAGE. THREE GREAT HERDS OF HUGE BRUTES FROM SIAM AND INDIA PERFORM AT THE SAME TIME IN THE FASTEST AND MOST SPECTACULAR ELEPHANT DISPLAY IN THE WORLD.

TRAINED BY **EDDIE ALLEN**, COLE BROTHERS MASTER ELEPHANT TRAINER

Ring No. 1	Ring No. 2	Ring No. 3
Introducing	Introducing	Introducing
MISS WANDA WENTZ	**MISS JEAN ALLEN**	**MISS BETTY STEVENS**

DISPLAY NO. 11—EUROPE AND AMERICA COMBINE TO PRESENT NEW AND NOVEL DISPLAYS, OFFERING WIDELY DIFFERING AND SPECTACULAR FEATS OF AGILITY, EQUILIBRIUM AND DEXTERITY.

Ring No. 1	Ring No. 2	Ring No. 3
THE CASCA BROTHERS	**THE ZOEPPE FAMILY**	The World Famed
Stars of the Rolling Globes	Direct from Europe. The World's Greatest Unsupported Ladder Marvels	**KINKO**
		A Melange of Gymnastic Feats and Tumbling Comedy

DISPLAY NO. 12—MEXICO'S FAMOUS MATADOR

SENOR JOSE GONZALES

DISPLAY NO. 13—COLE BROTHERS CONGRESS OF CLOWNS TAKE OVER THE BIG-TOP FOR LAUGH-PROVOKING, SIDE-SPLITTING CAPERS AND DIDOES IN A HURRICANE OF HILARITY.

DISPLAY NO. 14—THE WORLD'S LARGEST AND MOST MAGNIFICENT LIBERTY HORSE DISPLAY! DOZENS OF THE MOST BEAUTIFUL HORSES ON EARTH WITH ALMOST HUMAN INTELLIGENCE PERFORM THEIR INTRICATE TACTICS SIMULTANEOUSLY!

Ring No. 1	Ring No. 2	Ring No. 3
Liberty Horses Presented by	**JORGEN CHRISTIANSEN'S**	Liberty Horses Presented by
PAUL NELSON	World's Largest Liberty Horse Exhibition! 24 Equine Beauties in One Spectacular Display!	**JAMES FOSTER**

[Continued on page 28]



"RIGHT THIS WAY, FOLKS!"

Right, any way, in fact. There's nothing more cheering than a hot cup of BOVRIL. Out-of-sorts or well-and-able, it tastes good . . . chases chill, fights the feeling of fatigue, perks up namby-pamby appetites—like the succulent essence of hot roast beef itself.

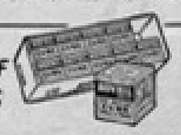
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AT FOUNTAINS, 10c A CUP—HOT

Also at food and drug stores, in jars for home use. BOVRIL also adds a chef's magic to stews, gravies, soups and sauces. BOVRIL OF AMERICA, Inc., Camden, N. J.



"BEVERAGE BEEFSTEAK" **BOVRIL** *ALSO BOVRIL BEEF BOUILLON CUBES*



OLD GOLD

America's Double-Mellow
CIGARETTE

PROTECTED BY 2 JACKETS OF CELLOPHANE



DISPLAY NO. 15—

ERNIE WISWELL'S
Original
"LIZZIE OF THE SAWDUST"
Funniest Ford on Earth

DISPLAY NO. 16—THE WORLD'S GREATEST TIGHT WIRE ARTIST IN A HILARIOUS AND ASTOUNDING EXHIBITION OF EQUILIBRIUM, DEXTERITY AND DARING WHILE DANCING, TUMBLING AND SOMERSAULTING IN THIN AIR.

THE GREAT SILVERS

DISPLAY NO. 17—MASTERS IN MIRTH IN AN UNIQUE COMEDY DISPLAY. ROARS OF LAUGHTER. THE SURPRISE OF THE YEAR!

DISPLAY NO. 18—AMERICA'S MOVIE AND COWBOY IDOL, **KEN MAYNARD**, AND HIS VAST CONGRESS OF ROUGH-RIDERS OF THE WORLD.

DISPLAY NO. 19—THE EUROPEAN CONTINENT'S GREATEST COMPANY OF EQUESTRIANS THRILL AND ASTOUND WITH THEIR DARING AND SPECTACULAR FEATS OF BAREBACK ARTISTRY.

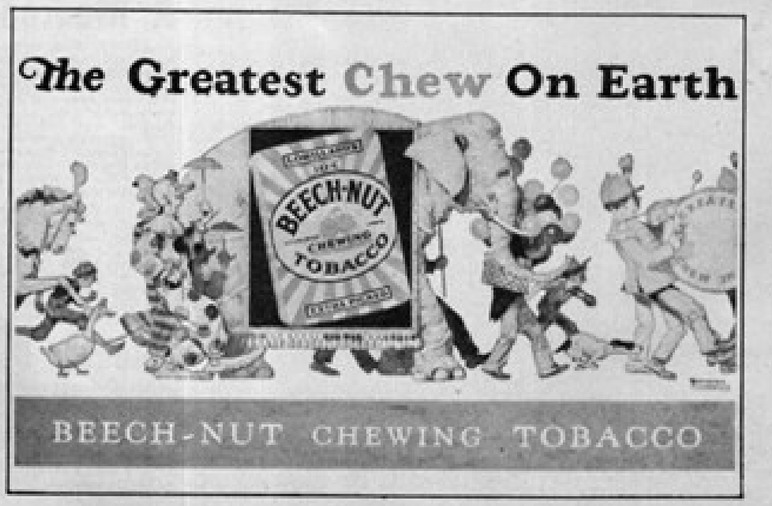
THE AURELIA FAMILY

DISPLAY NO. 20—A COMPANY OF CHARMING LADIES MOUNTED ON THOROUGHBRED HORSES DEMONSTRATE THE DIFFICULT ART OF PERFECT TRAINING OF GAITED EQUINES.
Introducing the World's Most Daring Equestrienne

MISS ANDREA GALLIGHER

DISPLAY NO. 21—THE MOST SENSATIONAL AND DARING HIGH-WIRE EXHIBITION EVER PRESENTED ANYWHERE IN THE WORLD! INTREPID AND NERVELESS PERFORMERS, WHOSE DEATH-DEFYING EXPLOITS MAKE THOUSANDS GASP DAILY. INTERNATIONALLY FAMOUS—

THE GREAT GRETONAS



DISPLAY NO. 22—THE PARADE OF THE CLOWNS! COLE BROTHERS ARMY OF FUNSTERS IN GROTESQUE AND FANTASTIC COSTUMES PROVOKE GALES OF LAUGHTER!

DISPLAY NO. 23—A MULTITUDE OF MID-AIR MARVELS CHALLENGE THE LAWS OF GRAVITY IN AN ALMOST UNBELIEVABLE SERIES OF BREATH-TAKING FEATS ON THE LOFTY TRAPEZE IN THE PEAK OF THE BIG-TOP.

Ring No. 1

Daring Displays of Unrivaled Accomplishments on the Flying Trapeze by World Famous Aerial Marvels

THE PEERLESS ILLINGTONS

Ring No. 3

A Company of Absolutely Fearless and Unrivaled Aerialists, Who Fly Like Winged Birds Through Space! Featuring **EILEEN**, the only girl ever to accomplish a two-and-one-half Somersault to a Catch in Mid-Air!

THE FLYING HAROLDS

DISPLAY NO. 24—FIRST TIME SHOWN IN AMERICA! DIRECT FROM EUROPE! THE MOST STUPIFIANT SENSATION OF THE CENTURY! COLE BROTHERS CIRCUS TAKES JUSTIFIABLE PRIDE IN PRESENTING THEIR LATEST AND GREATEST IMPORTATION

THE GREAT FLORENZO

In his death-defying, super-daring somersaulting automobile.

HARVEY A. MAYER, GENERAL MANAGER, PROGRAMS CONCESSIONS, INC.

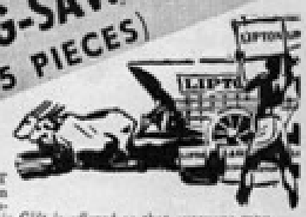
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FOR

JESS ADKINS and ZACK TERRELL

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COLE BROS. CIRCUS

SEASON OF 1938

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Max Fletcher.....Local Contractor
Ora O. Parks.....General Press Representative
C. Cornwall Spencer.....Press Representative
Rex de Rosselli.....Press Representative
Earl De Glopper.....Contracting Press Representative
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Al Hoffman.....24 Hour Man
D. C. Hawn.....24 Hour Man

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Loren Russell.....Ass't Treasurer
James Mills.....Ass't Treasurer
Walter Reardon.....Secretary
Carleton George.....Comptroller
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George Valentino.....Ass't Legal Adjuster
Orville Stewart.....Gen'l. Superintendent
Rex de Rosselli.....Production Manager
Frank Orman.....Supt. Tax Collections
Victor Robbins.....Band Master
Ray Dean, Jr.....Equestrian Director
Noylles Burkhart.....Manager Front Doors
George Cutshall.....Supt. Tickets
Lou Delmore.....Mgr. Sideshow and Annex
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Eugene Weeks.....Supt. Concessions
Arthur Stallman.....Ass't. Supt. Concessions
Vic Wisenberg.....Cashier Concessions
R. H. Nichols.....Supt. Commissary
Roxy McAleer.....Supt. Ushers
Mrs. Jack Bigger.....Wardrobe Mistress
Charles Young.....Supt. Big Top Canvas
Joe Kuta.....Ass't Supt. Big Top Canvas
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Louis Scott.....Master Electrician
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Eugene Scott.....Supt. Menagerie
Malcolm F. Campbell.....Supt. Ring Stock
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Jack Bigger.....Train Master
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