

OFFICIAL PROGRAM

COLE BROTHERS CIRCUS

SEASON OF 1944

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

PERFORMANCES AT 3 AND 8 P. M.

DOORS OPEN AT 2 AND 7 P. M.

Every Matinee precisely the same as the Night Performances

AN HOUR'S TIME IS GIVEN PATRONS BEFORE THE PERFORMANCE BEGINS IN WHICH TO INSPECT THE WORLD'S GREATEST TRAVELING MENAGERIE WITH ITS PRICELESS COLLECTION OF WILD ANIMALS FROM EVERY CLIME.

HARRY J. McFARLAN, Equestrian Director

PAUL NELSON, Assistant Equestrian Director

COL. HARRY THOMAS, Producer, and Official Announcer

EDDIE WOECKENER, Bandmaster

JAN CIDNEY, Soloist

Ring 1

Ring 2

Ring 3

DISPLAY NO. 1—COLE BROS. CIRCUS INTRODUCES THE MOST PRETENTIOUS CIRCUS PERFORMANCE IN HISTORY WITH THE MAGNIFICENT SAGA OF THE MAHARAJAH SHA JEHAN—A PAGEANT OF KALEIDOSCOPIC SPLENDOR, AUGMENTED WITH SONG, ENTITLED

THE CASTLE OF TAJ MAHAL

A glittering display of unsurpassed grandeur—a lavishly bejeweled maze of countless participants from the Allied Nations.

THE CROWNING TRIUMPH OF GORGEOUS PAGEANTRY

Conceived and staged by Col. Harry Thomas. Musical arrangements by Eddie Woeckener. Dances directed by Lilius Courtney. Costumes by the Mahieu Company of New York and Eva Lanquay, Chicago. Shoes by Leo, Chicago, and Byck's Louisville. Collaborators; Magical Effects, Marquis, World Famous Magician, and Rinehart, renowned illusionist. Electrical effects by Floyd Lee.

THE STORY

Hearing of the mysterious illusions created by the Maharajah, Sha Jehan, in his magnificent castle Taj Mahal near Agra, India, a great cavalcade was formed by adventurers of many nations, and wended its way to Agra. Sha Jehan, hearing of its coming, arranged a pageant in honor of his distinguished guests. Personally escorting them to his castle, he clapped his hands, and behold Mumtag Mahal, the most beautiful woman in all India appeared by magic from the thin air, as did countless other beautiful Oriental dancing girls. The visitors were astounded, and having brought dancing girls from their own countries, joined in the festivities which followed. History tells us that Sha Jehan took the beautiful Mumtag Mahal to wife, and when she died he buried her in the Castle of Taj Mahal, which still stands a magnificent monument to his genius—a sepulchre which is visited by thousands annually.

DISPLAY NO. 2—SOMERSAULTING STARS ON THE TRAMPOLINE, INTRODUCING,

THE PATTERSON TROUPE

[Continued on page 25]

That Extra Something!

...You can spot it every time



BUY U. S. WAR BONDS REGULARLY



Apple "Honey" now protects
the *Freshness of*
Old Gold

DISPLAY NO. 3—AMAZING GYMNASTIC FEATS ALOFT BY AGILE PERFORMERS OF THE AERIAL BARS,
COMBINED WITH THE NO-LESS DEXTEROUS FEATS BY COMIQUES OF THE AIR—PRESENTING—
THE VOISE TROUPE **THE HAROLD TROUPE**

DISPLAY NO. 4—A FEATURE EXTRAORDINARY, IN WHICH A HUMAN BEING IS CARRIED AROUND THE
HIPPODROME TRACK WITH HIS HEAD IN THE MOUTH OF A PONDEROUS ELEPHANT—
INTRODUCING
THE GREAT SULTAN
"The Human Pendulum"

DISPLAY NO. 5—COLE BROTHERS CIRCUS PROUDLY PRESENTS THE BOUNDING, SAMERSAULTING STAR
OF THE TIGHT WIRE—TRULY THE PEER OF ALL TIGHT WIRE PERFORMERS, THE ORIGINATOR OF
THE FORWARD SOMERSAULT ON THE WIRE—
The Great

CON COLLEANO

DISPLAY NO. 6—ON THE TRACK—COLE BROTHERS FAMOUS HIND LEG WALKING AND DANCING PONY,
AUNT MATILDA, PRESENTED BY AN ARMY OF CLOWNS AND JESTERS IN A MERRY, FUN PROVOKING
GAG-FEST.

DISPLAY NO. 7—GRACEFUL BAREBACK STARS IN ALL THREE RINGS, COMBINING GRACE AND RHYTHM
WITH FEATS OF DARING ON THE BACKS OF FAST GALLOPING HORSES.

Ring 1
THE REIFFENACHS

Ring 2
THE HODGINIS

Ring 3
THE FREEMANS

[Continued on page 27]

"The Flavor
Lingers Longer"
WHEN YOU CHEW

LEAF



LEAF GUM COMPANY,
Chicago, Illinois, U. S. A.

That Extra Something!

...You can spot it every time



DISPLAY NO. 8—COLE BROS. CONGRESS OF CLOWNS IN SIDE SPLITTING DIDOES, HEADED BY OTTO GRIEBLING, HORACE LAIRD, JACK KENNEDY, CECIL EDDINGTON, AND MANY OTHERS.

DISPLAY NO. 9—THE HERDS OF PONDEROUS ELEPHANTS WITH THEIR TRUNKS FULL OF NEW TRICKS, FEATURING YOUNG LADY TRAINERS AND BALLERINAS EXTRAORDINARY. PRESENTED UNDER THE DIRECTION OF THE MASTER OF ALL ELEPHANT TRAINERS—EUGENE SCOTT.

Ring 1

MISS HELEN SCOTT

Ring 2

MISS JEAN ALLEN

Ring 3

MISS MARION KNOWLTON

AND ON THE TRACK—184,000 POUNDS OF ELEPHANTS IN A THRILLING AND SPECTACULAR DISPLAY—**THE BALLET OF ELEPHANTS**

DISPLAY NO. 10—BROUGHT FROM ENGLAND BY POPULAR DEMAND COLE BROTHERS PRESENTS THE UNIQUE AND UPROARIOUSLY FUNNY—

Ring 2

EASTER CLOUD

BOXING HORSES

EASTER BOY

Their trainer—**JOHN SMITH**

DISPLAY NO. 11—TWO TROUPES OF MARVELOUSLY TRAINED SEA LIONS, FEATURING THE ONLY ACT OF ITS KIND IN AMERICA—THE BAREBACK RIDING SEAL—THE HEIGHT OF ANIMAL INTELLIGENCE.

Ring 1

Sea Lions

Presented by

MISS JEAN ALLEN

Ring 2

"HARRY"

The bareback riding seal

Presented by **PAUL NELSON**

Ring 3

Sea Lions

Presented by

MISS MARION KNOWLTON

These marvelously trained mammals of the deep are under the supervision of the world's master trainer of these highly intelligent animals—

CAPT. MELVIN PLUNKETT

DISPLAY NO. 12—THE DISTINGUISHED APPEARANCE OF THE FAMOUS OLD PLAINSMAN—

COL. HANK LINTON

Former pal of the Great Pawnee Bill, and introducing a congress of the outstanding cowboys and cowgirls of the western plains. AUGMENTED BY AN INTRODUCTION OF AN ADDED COLE BROTHERS FEATURE ATTRACTION—THE CHAMPION WRESTLER—

WHITEY GOVRO

DISPLAY NO. 13—KINGS AND QUEENS OF THE AIR IN HAZARDOUS FEATS OF SKILL AND DARING, INTRODUCING BEAUTIFUL GIRLS ON HIGH SWINGING ANCHORS, MUSCLE GRINDS, CLOUD SWINGS AND SWINGING TRAPEZE, AND FEATURING

MISS RUTH NELSON

The mighty mite of the Giant Half Plange

A SPECTACULAR AERIAL BALLET—IN SONG

With

MISS JAN CIDNEY

Conceived and staged by **MR. PAUL NELSON**

The Misses Partello & DeAro

Mr. Bert DeAro

Senoritas Ester Cardenas & Celo Carrillo

The Petroffs

DISPLAY NO. 14—THE CHAMPION FUN MAKERS OF ALL TIME—COLE BROTHERS FAMOUS

CLOWN BAND

OTTO GRIEBLING, Directing

DISPLAY NO. 15—COLE BROTHERS PROUDLY PRESENTS THE FINEST DISPLAY OF KENTUCKY-BRED THREE AND FIVE GAITED HORSES OF ALL TIME, RIDDEN BY SOME OF THE WORLD'S MOST DISTINGUISHED RIDERS OF GAITED HORSES.

[Continued on page 29]

BUY U. S. WAR BONDS REGULARLY



Apple "Honey" now protects
the *Freshness of*
Old Gold

DISPLAY NO. 16—SURPASSINGLY BEAUTIFUL LIVING ART CREATIONS, DEPICTING PAINTINGS OF THE OLD MASTERS—

Ring 1

1. Columbus
2. Spring
3. Victory

Ring 2

1. Columbus
2. Spring
3. Victory

Ring 3

1. Columbus
2. Spring
3. Victory

Introducing for the first time with any circus "LESTERLITE," a magnificent phosphorescent effect of unsurpassing beauty.
Directed by **Col. Harry Thomas**

Soloist, **Miss Jan Cidney**

Electrical effects by **Floyd Lee**

**DISPLAY NO. 17—ON THE TRACK, THE ARMY OF CLOWNS IN AN UPROAROUSLY FUNNY SKETCH—
THE BURLESQUED WEDDING**

**DISPLAY NO. 18—COLE BROS. FAMOUS SIXTEEN HORSE HITCH OF PALAMINO STALLIONS, THE ONLY DISPLAY OF ITS KIND IN THE WORLD, DRIVEN BY THAT RECKLESSLY DARING YOUNG LADY—
THE GIRL WHO KNOWS NO FEAR—**

MISS GEORGIA SWEET

DISPLAY NO. 19—GRACE AND BEAUTY OF EQUESTRIANISM, CONTRASTED AMUSINGLY WITH THE CONVULSING MISHAPS OF A FAMOUS RIDING COMEDIAN.

Ring 2

The Celebrated

JOE HODGINI FAMILY

WORLD'S GREATEST BAREBACK RIDERS

DISPLAY NO. 20—AGAIN INTRODUCING A GROUP OF AMERICA'S OUTSTANDING COWBOYS AND COWGIRLS, AND THAT GREAT STAR OF THE OLD WEST—

COL. HANK LINTON

Added Feature—**WHITEY GOVRO**, Cole Brothers Champion Wrestler

DISPLAY NO. 21—IMPORTED FROM MEXICO FOR THIS YEAR'S FAVORITE AMERICAN CIRCUS, A GALAXY OF STARS OF THE TIGHT WIRE AND THE BOUNDING ROPE.

Ring 1

The Cardenas

Ring 2

The Queen of the
Bounding Rope

Senorita Celo Carrillo

Ring 3

The Caudillos

DISPLAY NO. 22—IN THE RINGS AND ON THE TRACK, THE OUTSTANDING RIDERS OF AMERICA IN THE MOST NOTABLE DISPLAY OF HIGH SCHOOL EQUESTRIANISM EVER PRESENTED UNDER THE BANNER OF COLE BROS. CIRCUS, INCLUDING A DISTINGUISHED COMPANY OF RIDING MAIDS, FEATURING THE GREATEST AND MOST DARING RIDER OF WALTZING AND REARING HORSES IN ALL THE WORLD—

MISS JEAN ALLEN

And featuring America's youngest rider of high jumping horses

MISS RUTH NELSON

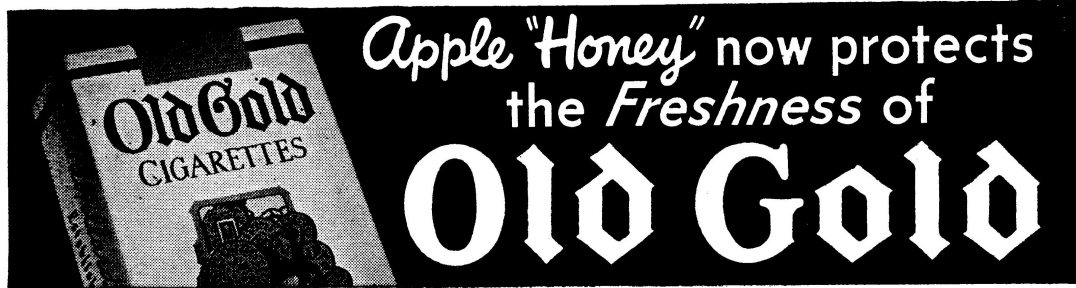
A distinguished company of girl riders, including

Marion Knowlton
Georgia Sweet
Helen Scott
Bobby Peak

Nena Thomas
Helen Partello
Golda Grady
Josephine Cofield

Ethel Freeman
Virginia Tiffany
Cora Linton
Vicki Kernan

[Continued on page 30]



DISPLAY NO. 23—THE MOST DARING AND SPECTACULAR HIGH PERCH DISPLAY IN THE WORLD.

Center Ring

THE GREAT ANTALEKS

OUTSTANDING!

THRILLING!

DISPLAY NO. 24—THE SCREAMINGLY FUNNY PRIZE FIGHT, AS PRESENTED BY TWO OF COLE BROS. GREATEST CLOWNS—

Otto Griebing

Ring 2
The Fighters

Freddie Freeman

DISPLAY NO. 25—AN AMAZING CONSTELLATION OF WORLD FAMOUS CIRCUS STARS IN UNBELIEVABLE FEATS—

Ring 1
Miss Virginia Tiffany
Mr. Bert DeAro

Ring 2
Six Moroccan sons of the Desert
The Famed

Ring 3
Caudillo Sisters

SLAYMAN-ALI TROUPE

Of Arabs

DISPLAY NO. 26—INTRODUCING COLE BROTHERS FAMOUS LIBERTY HORSES, TWO GROUPS OF HANDSOME KENTUCKY BLUEBLOODS, AND FEATURING IN THE CENTER RING THE LARGEST GROUP OF PERFORMING PALAMINO STALLIONS IN ALL THE WORLD.

Ring 1
Capt. John Smith

Ring 2
Mr. Paul Nelson

Ring 3
Mr. Mahlon Campbell

DISPLAY NO. 27—THE PARADE OF CLOWNS, IN WHICH THE HIPPODROME TRACK IS SURRENDERED TO THE SLAPSTICK COMEDIANS OF THE SAWDUST RING.

DISPLAY NO. 28—BREATH-TAKING, MID-AIR, SOMERSAULTING MARVELS IN THRILLING AND SPECTACULAR FLYING FEATS.

THE FLYING THRILLERS

Featuring

A Double somersault and half twister while blindfolded.

DISPLAY NO. 29—PATRONS ARE REQUESTED TO REMAIN IN THEIR SEATS AND OFF THE TRACK DURING THIS NUMBER.

THE HIPPODROME RACES

- No. 1 Shetland Ponies with Monkey riders
- No. 2 A tiny pony versus a horse and rider
- No. 3 Roman Standing race

DISPLAY NO. 30—A GORGEOUS, SPECTACULAR PATRIOTIC DISPLAY FITTINGLY CLOSES THE 1944 PERFORMANCE OF COLE BROS. CIRCUS, DEPICTING THE GLORIES AND FREEDOM WHICH WILL RETURN TO US AFTER THE GREAT CONFLICT—

OLD GLORY

Staged by Col. Harry Thomas

Jan Cidney, Soloist.

Electrical effects by Floyd Lee

That Extra Something!

...You can spot it every time



COLE BROTHERS CIRCUS, INC.

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

EXECUTIVE STAFF

ZACK TERRELL

President

NOYELLES BURKHART,

General Manager

J. D. NEWMAN,

General Agent and Traffic Manager.

FRED E. SCHORTEMEIER,

General Counsel.

JOE HAYWORTH,

Legal Adjustor.

ROBERT DeLOCHTE,

Treasurer

LORNE M. RUSSELL,

Auditor

H. E. LEEMAN,

Timekeeper

EDWARD JOHNSON

FRANK LEE

PRESS STAFF

JACK GRIMES

ORA O. PARKS

C. S. PRIMROSE

W. H. (BILL) CURTIS,
General Superintendent.

ORVILLE STEWART,
Master of Transportation

CECIL LA BELLE,
Supt. Front Door.

GENE WEEKS,
Supt. Concessions.

JACK BIGGER,
Trainmaster

RICHARD O. SCATTERDAY,
Nat'l Advertising Rep.

HARRY McFARLAN,
Equestrian Director.

PAUL NELSON,
Ass't. Eques. Director.

FLOYD LEE,
Supt. Illuminations.

EDWARD LONGADORE,
Supt. of Properties

V. A. WILLIAMS,
Advertising Manager

COL. HARRY THOMAS,
Director Performer Personnel.

ARTHUR HOFFMAN,
Mgr. Side Show.

EUGENE SCOTT,
Supt. Menagerie.

MAHLON CAMPBELL,
Supt. Ring Stock.

WALTER RICE,
Supt. Public Address.

Buy More War Bonds

Cole Bros. Circus donates 192 reserved seats to every performance, in every town visited during the season, to people who purchase War Bonds through their local committee.

This is but part of the nation wide campaign of Cole Bros. to sell bonds, their contribution toward helping the armed forces at home and overseas.

The enormous amount of work necessitated by this gesture is handled personally by Noyelles Burkhart, General Manager of Cole Bros. Circus, and last season, on the road tour, well over a total of one million dollars worth of bonds were sold by the circus, through this medium, to patriotic people who availed themselves of this novel method of visiting the circus.

This year we hope to exceed this amount. If you are one of those seated in the special bond section we take this means of thanking you for your patriotism.



Noyelles Burkhart

BUY U. S. WAR BONDS REGULARLY