

NEW YORK HIPPODROME

43rd to 44th Streets at 6th Avenue

FRED DE WOLFE,
Resident Manager

MICHAEL S. JACOBS,
Managing Director

OFFICIAL PROGRAM

COLE BROS. — CLYDE BEATTY CIRCUS

SEASON OF 1937

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

PERFORMANCE AT 2 AND 8 P. M.

DOORS OPEN AT 1 AND 7 P. M.

Every Matinee Precisely the Same as the Night Performance

NEW YORK HIPPODROME ENGAGEMENT MARCH 18 - APRIL 11, Including SUNDAYS

DISPLAY NO. 1

COLE BROS.-CLYDE BEATTY CIRCUS brings to you a magnificent and kaleidoscopic inaugural pageant.

CIRCUS CONTINENTAL

Participated in by hundreds of men, women, horses, elephants, yaks and beast of the forests and jungle . . . dancers and musicians.

Staged by ALLAN K. FOSTER; music arranged by VICTOR ROBBINS; H. J. MC FARLAN, Equestrian Director. REX DE ROSSELLI, Personnel Director.

DISPLAY NO 2

Surprises and novelties abound in this hilarious melange of fun provoking oddities. Champion funmakers going to town. Created by DENNIS CURTIS.

THE TAXIMETER

DISPLAY NO 3

A troupe of amazingly clever equilibrists; masters of the unsupported ladders. Direct from Europe; first appearance in America.

ZOEPPPE FAMILY

On the stage a huge array of athletic girls in a novel ladder tableaux. Staged by ALLAN K. FOSTER.

DISPLAY NO. 4

Queen of aerial gymnasts, who will amaze you with her wonderful feats of strength and endurance. Suspended at dizzy heights this miniature marvel in mid-air breaks every law of gravity, casting hr body over her own shoulder scores of times, without pause.

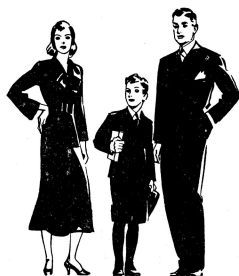
MLLE. O'DELL

DISPLAY NO. 5

An exhibition of outstanding feats performed by a troupe of the world's most remarkable educated sea lions; marvellous actors from the deep. Presented by

ROLAND HEBLER

(Continued on Page 12)



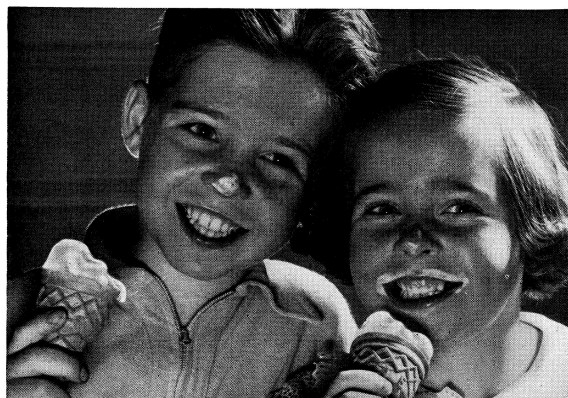
● Make Absorbine Jr. your family liniment. For relieving sore muscles, wrenches, sprains, muscular rheumatic aches and pains, this famous old remedy carries the highest recommendations of many doctors, nurses and athletic trainers. Famous, too, for destroying the fungus of Athlete's Foot. Ask your druggist for Absorbine Jr., \$1.25 a bottle. For free sample, write W. F. Young, Inc., 438 Lyman Street, Springfield, Mass.

ABSORBINE JR.

MUSICAL PROGRAM—Cole Bros., Clyde Beatty Circus Band

VICTOR ROBBINS, Bandmaster

- | | | | |
|---|--------------|--|--------------|
| 1. Selection—Folies Bergere de Paris..... | Stern | 24. Selection—Louise | Fulton |
| 2. Selection—Gold Diggers of 1935..... | Warren | 25. Selection—Victor Herbert Favorites..... | Herbert |
| 3. Selection—No! No! Nanette..... | Youmans | 26. Selection—Babes in Toyland..... | Herbert |
| 4. Selection—Rose Marie | Tobani | 27. Selection—Three Twins | Herbert |
| 5. Selection—Merry Widow | Lehar | 28. Selection—Chin Chin | Lincke |
| 6. Selection—Bohemian Girl | Balfe | 29. Selection—Prince of India..... | King |
| 7. Selection—Carmen | Bizet | 30. Selection—Fountain of Youth..... | King |
| 8. Selection—Student Prince | Romberg | 31. Selection—Gipsy Life | Pierre |
| 9. Selection—Desert Song | Ord Hume | 32. Selection—King Dodo | Luders |
| 10. Selection—Wm. Tell | Rossini | 33. Selection—Old Timers Waltz | Lake |
| 11. Selection—Rio Rita | Tierney | 34. Selection—Wang | Luder |
| 12. Selection—Faust, Ballet Music..... | Gounod | 35. Selection—Fest Overture | Lachner |
| 13. Selection—Irish Melodies | Kelly | 36. Selection—Comin' Round the Mountain Novelty..... | Fillmore |
| 14. Selection—Scotch Favorites | Campbell | 37. Selection—Czardas | Gungi |
| 15. Selection—Jolly Old England..... | Robbins | 38. Selection—Pas des Amphores | Chaminade |
| 16. Selection—1863 Medley | Calvin | 39. Selection—Valse des Fleurs..... | Tschaikowsky |
| 17. Selection—Pahjammah Oriental | Danierff | 40. Selection—Ballet Egyptian | Verdi |
| 18. Selection—Persian Market | Kettelby | 41. Selection—Sicilian Vespers | Verdi |
| 19. Selection—La Burlesque | Fr. V. Suppe | 42. Selection—Fire Fly | Romberg |
| 20. Selection—Best Loved Southern Melodies..... | St. Foster | 43. Selection—Maytime | Kern |
| 21. Selection—Down South Descriptive..... | Middleton | 44. Selection—Don Juan (Minuet) | Mozart |
| 22. Selection—Cocoanut Dance | Metz | 45. Selection—Moment Musical | Schubert |
| 23. Selection—Henry the VIII..... | Germain | 46. Selection—Chant from the Great Plains..... | Busch |



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more like 'em! . . .
all crazy about
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at the
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(MAIN FLOOR and MEZZANINE)

One taste of Borden's and you'll know why this delicious ice cream is the talk of the town! For it's made with lots of rich dairy cream, real fruits, meaty nuts and pure cane sugar. The result is the taste thrill of your

life! Make your evening's enjoyment complete . . . with Borden's. On sale now at the refreshment counters on the Main Floor and Mezzanine. And, of course, at Borden's Selected Ice Cream Stores throughout New York.

★ *Borden's Ice Cream* ★

PROGRAM—Continued

DISPLAY NO. 6

CHAMPION FUNMAKERS — A special congress of clowns gathered this year from all parts of the world.

DISPLAY NO. 7

A beautiful and talented English equestrienne

MISS JUANITA HOBSON

Together with a bevy of beautiful maids and attendants.

DISPLAY NO. 8

Hilarious fun for the little folks; great dane dogs highly trained impersonating equines and reflecting unlimited patience on the part of their trainer.

JORGEN M. CHRISTIANSEN

DISPLAY NO. 9

An old time clown on parade with his educated canine.

CHESTER BARNETT AND SKIPPY

DISPLAY NO. 10

Presenting a great troupe of performing elephants from Siam and India in a single display. Elephants who dance the Caricoa and The Continental. They salute you under the direction of their master trainer

MISS GENE ALLEN

DISPLAY NO. 11

You are now witnessing the smartest array of high school horses in amusement history. Europe and America's most noted mistresses of the menage who have won countless ribbons in the foremost horse shows throughout the world.

The riders

Miss Gladys Wykoff

Miss Rita Carl

Miss Jennie O'Brien

Miss Rosemary Scott

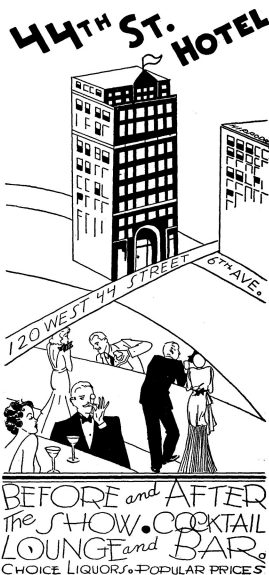
Miss Viola Barnett

Miss Norma Humes

Miss Bertha Denham

Miss Betty Keen

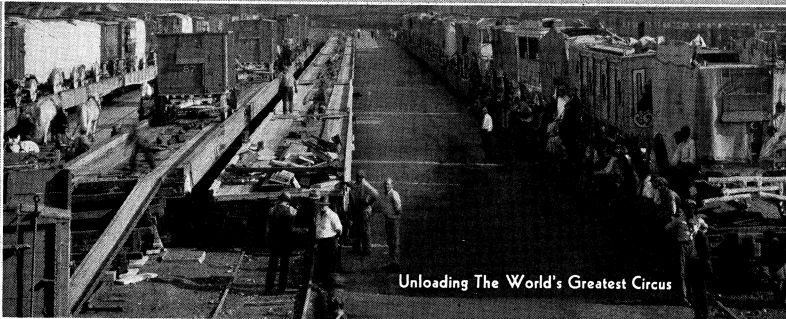
(Continued on Page 18)



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Unloading The World's Greatest Circus



Clyde and Harriet Beatty
in a Home Portrait

LOADS OF
FUN

ANIMAL JIG-SAW PUZZLE
(125 PIECES)

FREE

Hours of fun and enjoyment for both young and old. Here is a puzzle designed to sharpen the wits of grown-ups, yet not too difficult for the children's amusement. All users of Lipton's fine quality tea are entitled to this puzzle set—why not get yours. Get a package of Lipton's from your grocer today. Lipton's is the favorite beverage of circus performers—served exclusively in the dining tent.

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Simply print your name and address on the top of a package of Lipton's Tea and mail it to: "Program Dept." Thomas J. Lipton, Inc., Hoboken, New Jersey.

LIPTON'S
TEA

YELLOW LABEL
ORANGE PEKOE AND PEKOE
GREEN LABEL, JAPAN TEA



PROGRAM—Continued

DISPLAY NO. 12

From the land of the Mikado comes these undisputed champion equilibrists and risley artists

IMPERIAL TATOMAS

DISPLAY NO. 13

Children's number, arranged especially for the delight of the little folks. A multitude of amazingly clever clowns in a musical hodgepodge.

DISPLAY NO. 14

The dancing, tumbling, somersaulting acrobat on the tight wire — incomparable feats — by the juvenile wonder

HAROLD BARNES

DISPLAY NO. 15

EL CORRIDA

Mexico's Hilarious Bull Fight

DISPLAY NO. 16

Startling feats of skill and sureness by an amazing troupe of acrobats whose fearless feats defy imitators.

THE GREAT PICCHIANNI TROUPE

DISPLAY NO. 17

On the flying trapeze, a thrilling exhibition in which an amazingly clever young star who astounded all Europe. Will set a new high in an aerial novelty.

MLLE. RITA LA PLATA

DISPLAY NO. 18

UNDER WESTERN SKYS

Cowboys and cowgirls of the far West with songs of the plains. Indian nights with roping, fast riding exponents of the frontier plains including The variety quartette. Terry Barbara Barbole. The Foster girls and the celebrated equestrians, the Hobson Family.

Intermission

DISPLAY NO. 19

A great company of mid-air aerialists in a thrilling and breath-taking series of astounding exploits.

FLYING HAROLDS

DISPLAY NO. 20

Tiny performing ponies, highly trained dog and monkey equestrians and bucking mules in novel and entertaining feats for the kiddies, presented by their trainers.

THE TORELLIOS

DISPLAY NO. 21

The daring young man on the flying trapeze; a startling demonstration of skill and courage.

FRANK SHEPHERD

Together with a bevy of charming and youthful ensemble of the Foster girls.

DISPLAY NO. 22

LA BELLE LA TAKIMI

A distinct and novel surprise created by the greatest clown of this age—Otto Giebling.

(Continued on Page 24)

CIRCUS COMMENT

Many a bank president without children of his own will use his wife's sister's little boy as an excuse to get to the circus himself—or the neighbor's children, in a pinch. Sometimes we suspect he might even report himself "in conference" and sneak off to an afternoon performance unaccompanied!

When once mobilized for the season's tour, the people and the animals traveling with a great circus form a gigantic "family," whose ties are seldom broken; the "joining together" process is a tremendous task. Like the members of some world-wide convention, so do the recruits of the white tops journey from various and remote parts of the globe that the union of all nations and all species of animals, may be effected.

Of such is the cosmopolitan inhabitants of the Cole Bros.-Clyde Beatty Circus, numbering 1,080 people.

"There is no more ticklish or dangerous task than tracking lions in the vast Nubian deserts," stated Clyde Beatty in a recent interview. The scorching sun pours down with such force that few men can stand it. The effect on the eyes is blinding. There is little or no shade. The warriest and most careful hunter may be tracking an animal and at the same time be tracked by the animal he is seeking which may spring on him at any moment.

"For capturing full-grown lions, large traps of various forms are used. One trap is square, one of the sides lifting upon a spring like the old-fashioned mouse trap. This trap is baited with a piece of fresh meat, and as soon as the lion has entered the trap the door shuts down and he is a prisoner."

COME TO

THE

MANSFIELD

BAR AND RESTAURANT

12 WEST 44th STREET

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—Till 4 A.M.—

The Most Fun in Town

With the one and only DAVE behind the bar, and SIDNEY NESBITT, a grand entertainer, — both singing sophisticated and popular songs.

You'll Blush a Little—Laugh a Lot

DELICIOUS FOOD

LUNCHEON • COCKTAIL HOUR
DINNER SEPARATE

PROGRAM—Continued

DISPLAY NO. 23

Introducing the greatest liberty act in circus history, simultaneously presenting complete companies of performing horses. Easily the greatest equine display of all time. Trainer

JORGEN M. CHRISTIANSEN

DISPLAY NO. 24

Champion of funmakers of the arena who will uncork a melange of tomfoolery.

DISPLAY NO. 25

SONS OF THE DESERT

A realistic and colorful tableaux of Arabic splendor with native singers . . . Egyptian dancers.

THE BEHEE-RUBYATTE & BEN HAMID TROUPES

DISPLAY NO. 26

The most thrilling high-wire act ever presented. An incomparable company of intrepid performers whose astounding exploits have made two continents gasp. Directly imported from the Winter Garden, Berlin, Germany.

THE GREAT GRETONAS

DISPLAY NO. 27

Champion riders of Continental Europe; in a sensational exhibition of hazardous and unequalled feats, newly recruited from Spain.

AURELIA TROUPE

DISPLAY NO. 28

The Argentine sends its greatest aerial gymnasts to amaze with feats of equilibristic balancing never before attempted.

AMAZING PARROFFS

★ DISPLAY NO. 29 ★

The world's greatest group of performing lions and tigers, newly recruited from native jungle and mountain fastness. The most startling wild animal display ever presented. A fearless youth demonstrates his uncanny power over the most ferocious of all beasts.

Clyde Beatty

DISPLAY NO. 30

BALLET

Show Girls—Miss Dorothy Ellis, Miss Lona Abril, Miss Doris Kingston, Miss Alfreida Neill, Miss Helene Sexton, Miss Stella Andrus, Miss Darlene Clair, Miss Dixie Ruse, Miss Ann Louaine, Miss Marlyn Angelic, Miss Dorothy Lamb, Miss Kay Bradford, Miss Marion Naster, Miss Lois Stytle, Miss Madeline De Foster, Miss Pat Downs.

Dancing Girls—Miss Nanette Gaye, Miss Renee Montague, Miss Joan Madden, Miss Lolita Breng, Miss Joyce Cook, Miss Lorraine Davis, Miss Phyllis Lake, Miss Mildred Shaw, Miss Joan Bergere, Miss Helen Maguire, Miss Kay Sto, Miss Charlotte Ross, Miss Dorothy Layne, Miss Rita Burke, Miss Joan Abbey, Miss Babe Ruth Zurke, Miss Violet Fwik, Miss Joan Howell, Miss Louise Marsh, Miss Olga Mikuls, Miss Marjorie Ames, Miss Barbara Conway, Miss Marilyn Nelson, Miss Georgie Green, Miss Betty Louisa, Miss Myrtle Gonzalas, Miss Anna Ross, Miss Rose Baker, Miss Carrie Loretta, Miss Nanette Bashier.

WARDROBE BY MAHIEU . . . LIGHTING EFFECTS BY KIEGEL BROS. TOURNAMENT MUSIC: SHARON STEPHENS, HARRY HUGUENOT AND GEORGE F. BRIEGLE, INC.

NOTICE—IN ORDER NOT TO DISTURB THE AUDIENCE, ALL PERSONS ARE EARNESTLY REQUESTED TO REMAIN SEATED UNTIL THE END.