

OFFICIAL

SOUVENIR

ROUTE BOOK



TOM
MIX
CIRCUS

SEASON OF 1937



TRUMPHANT INTERNATIONAL TOUR





A TREASURE CHEST OF MEMORIES

BORNE on the swift moving stream of time, the 1937 season of the Tom Mix Circus has passed into the misty realm of receding yesterdays.

This route book is but a postscript to the memoirs which those yesterdays have written. Page by page it records the colorful incidents and remarkable accomplishments which made this great International Tour an outstanding chapter in the proud history of this modern tented enterprise.

With this, its fourth year, the spectacular motorized Big Show created and guided by Tom Mix, has definitely established its right to a prominent niche in Circusdom's Hall of Fame.

Neither the written word nor printed page can properly portray the fascinating story embodied in the seven-month journey of this modern caravan . . . but, if this brief chronicle evokes pleasant memories in the hearts of the troupers who made this triumphal tour a reality, it will have served its purpose well.



AT THE END OF THE TRAIL





TOM MIX CIRCUS



TOM MIX CIRCUS

Route Book

FOR THE
SEASON OF 1937

EDITED AND PUBLISHED BY
FRANK (Mickey) DOYLE

*Drawings by Lee Greenwood, Oakland, Calif.
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TOM MIX CIRCUS





TOM MIX CIRCUS



TOM MIX
Sole Owner and Featured Star



TOM MIX CIRCUS





TOM MIX CIRCUS



In Acknowledgment:

November has lowered its frost-flecked curtain to end our seasonal activities for 1937. And as we separate to go our many ways to await the time when we shall again take up the trail of a new season next spring, I wish to voice my appreciation to everyone who has contributed to the splendid success of our fourth annual tour.

My sincerest thanks is extended to those mediums of public expression which have so graciously and effectively heralded our coming far and wide, and to the multitudes who have welcomed us with cordial hospitality and generous patronage throughout the cities and towns wherein we paused to erect our transient tented world.

My unbounded gratitude also is expressed to the men and women of my organization, whose names appear within the pages of this book. I feel deeply indebted for the unified devotion which they have exhibited, for I fully realize the futility of individual effort in such a large enterprise as ours. It is only through the loyal and whole-hearted cooperation of these great troupers that this past season has been crowned with the glory of its splendid attainment.

The inspiring relationships which we have built slowly out of the many things shared will, I trust, go on endlessly to continued success and happiness for all.

Adios!

Tom Mix



TOM MIX CIRCUS





TOM MIX CIRCUS



Executive and Business Staff

TOM MIX

Sole Owner and Operator

D. E. TURNEY *Manager*

CHARLES F. WARRELL <i>Assistant Manager</i>	FRED SMYTHE <i>Press Representative</i>
HERB DU VAL <i>Legal Adjuter</i>	HAZEL WARRELL <i>Timekeeper</i>
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VERNON ARBUCKLE <i>Secretary</i>	CARL O. ROBINSON <i>Mail Agent</i>
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RALPH LOCKE <i>Billposter</i>	J. J. JOYCE <i>Brigade Man</i>
EARLE PAGE <i>Billposter</i>	T. MACFARLAND <i>Brigade Man</i>

BIG SHOW PERFORMERS

TOM MIX, Featured Star

JOHN R. AGEE *Equestrian Director*

HERMAN NOWLIN *Assistant Equestrian Director*

James Arbaugh, Jessie Arbaugh, Lillian Arbuckle, Charles Arley, Bumpy Anthony, Eva Anthony, Bud Asher, Julia Asher, Erma Asher, Mildred Asher, Arnt Augestad, Gus Bell, Betty Bell, Joe Bowers, Lilly Mae Brown, Roy Brown, George Carl, Danny Gordon, Helen Ford, Jimmy Davison, Ray Goody, Max Gruber, George Hanneford, Catherine Hanneford, Kay Hanneford, George E. Hanneford, Jr., Thomas Hanneford, Anita Helms, Homer Hobson, Sr., John Jessick, Jack Knapp, Charles La Mont, Hank Linton, Ella Linton, Joy Myers, Lulu Nowlin, Mabel Parker, Tommy Ross, Rex Rossi, Boots Sallee, Lotta Shaw, Frank Shepard, Vic Smith, Dorothy Taylor, Erma Ward, Doris Wieren, Kaarin Turney, "Kinko", Mary Kinko, Glen Kinko.

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Jingles Carsey, Verne Comstock, F. M. Eccles, Charles Fournier, John O. Kelley, Joseph Rodgers, Harry Shell, W. B. Scott, W. W. Swihart, Frank Verdi.



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WILLIAM F. HELBING	<i>Ticket Seller</i>	MICKEY	<i>Chimpanzee</i>
RAY MINTON	<i>Half Man—Half Woman</i>	SALLY	<i>Chimpanzee</i>
SCHLITZ	<i>Pinhead</i>	SAMMY	<i>Chimpanzee</i>
EMILY MINTON	<i>Snake Charmer</i>	JOHN, MARY AND JOE	<i>Jointed-together-children</i>
DODY SURTEES	<i>Sword Box</i>	BLAIR FAMILY,	<i>Scottish Bagpipes, Drums and Fifes</i>
ALICE FROM DALLAS	<i>Fat Girl</i>	JOHNNY BLAIR	<i>World's Smallest Bass Drummer</i>
FAY ASIA	<i>Mind Reader</i>	MAJOR MITE	<i>Midget</i>
MOGA	<i>Spotted Girl</i>	MAX ROBINSON	<i>Ticket Taker</i>
		GEORGE A. HODSON	<i>Side-show Boss Canvasman</i>

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JAMES BAGWELL	<i>Popcorn and Floss</i>
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MAURY WESSELLS	<i>Number Two Stand</i>
R. B. MURPHY	<i>Menagerie Stand</i>
GEORGE KILPATRICK	<i>Ice Man</i>
RAY JOHNSON	<i>Porter</i>
GEORGE BEAUMONT	<i>Trailer Porter</i>

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Collum, John Syzdek, Jaryl Whaley, Joseph Au-
stin, Dale Christopher, Emil Ammerson, Phillip
Cullivan, Edward Corcoran, Casey Whitaker,
Tony Artigo, Hugh Sullivan

BALLOON AND NOVELTIES DEPARTMENT

WILLIAM LYONS, *Manager*

Harry Corsack Paul Davis Vernon Long



TOM MIX CIRCUS





TOM MIX CIRCUS



COOK HOUSE—DINING DEPARTMENT

GLADSTONE M. SHAW, *Steward*

FRANK MAURER *Chief Chef*
 CHARLIE JAMES *Head Waiter*
 FRANK STRATTON *Second Cook*
 JAMES BULL *Fry Cook*
 HARRY GRIFFIN *Pastry Cook*
 ALBERT GARRETT *Storeroom Clerk*
 JAMES BRADSHAW *Campfire Cook*

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TRANSPORTATION DEPARTMENT

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GARLAND LEE *Asst. Supt. of Maintenance*
 GEORGE NOLAN *Mechanic*
 PAUL LOVEY *Mechanic*
 STANLEY STUTZ *Mechanic*

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HERMAN NOWLIN, *Superintendent*

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 W. L. SIMS *Attendant for "TONY"*
 GEORGE SMITH *Feed Man*
 WARREN VAYETT *In Charge of Rosin-Backs*
 CHESLEY MORGAN *In Charge of Trappings*

—Helpers—

Clarence Sickler, Roland McManning, Emmet Snyder, Lawrence Laughlin, Jimmy Frantz, John Ervin, Carmine Cardarelli, Boyd Burnham, Carl Busby, Charles Welsh

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FRED 'CURLEY' SCHAFFER, *Superintendent*
 EARL BROWN *Ass't. Superintendent*
 HOWARD WALLACE *In Charge of Elephants*
 ALLEN CARTER *In Charge of Dogs*

—Helpers—

Tommy Hensley, Don Rowland, Raymond Early, Don Roland

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 HERBERT LAKE *Engines*

—Helpers—

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ROY GARRETT *Boss Carpenter*
 FLOYD NESMITH *Woodworker*
 PAUL LOVEY *Harness-Maker*

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 HARRY HAYNES *Supervisor of Rigging*

—Helpers—

Clarence Hylar, Ray Gangeon, Lewis Bosley, Stanley Kudasik, Joe Falco, Dan Morgan, Lawrence Gernhaber, Russell May, Al Jones, Donald Davis, Walter Farrell, Clifford Ward, Ernest Garrett

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ROY BROWN, *Superintendent*

WILLIAM SINGLETON *Assistant Superintendent*
 EDWARD NEWMAN *Helper*

WARDROBE DEPARTMENT

EMMA P. TURNEY *Superintendent*
 RAY KING *Assistant*



TOM MIX CIRCUS





TOM MIX CIRCUS



GENERAL UTILITY WORKERS

WOODROW POPE	Water Wagon
WILLIAM GOOGE	Calliope
ROY OLDHAM	Gasoline Tank Wagon
EARL HART	Sail Maker
ROBERT ADAMS	Traffic Director
JOHN WHITE	Red-Wagon Attendant
RAB FAIRIES	Watchman
CHARLES GROSS	Backyard Police
ED HICKS	Back Doorman

EDWARD WINBUSH	In Charge of Seats
LUCIAN KRAWCZYK	Chief Rigger
MAXWELL JAVINES	Rigger
THOMAS DUNN	Rigger

—Helpers—

James Stover, Valmorea Samuels, Joe Balish, Sam Cranmer, Harold Beal, Joseph Lawler, Kenneth Whitacre, Charles Holland, Paul Ramseur, Floyd Jackson, Louis Hawkins, Don Sleeman, Eloise Lambert, Jack Wilkerson, Thomas Barry, Alfred Brooks, Willie Johnson, Richard Forney, Stokes Ayres, Chester Miller, Fred Reed, Charles Stewart, Harry Jefferson, Hezekiah Mack, Buck Allen, Thomas Mills, Arthur Jeter, Willie Reid, Columbus Miller, Fred Worth, Anthony Robertson, Earl Hart, John Black, Thomas Phillips

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ROBERT STEVENS	Assistant Boss Canvasman
JACK MARSEY	Second Ass't. Boss Canvasman
ROY GARRETT	Menagerie Top
LEO PELLETIER	Stake-and-Chain
EDWARD NEWMAN	Boy Worker
CLARENCE MOORE	Stake-Driver

BIG SHOW BANNER SOLICITOR
BOB STEVENS "A Ford A Day"



GEORGE HANNEFORD FAMILY—CELEBRATED EQUESTRIANS



TOM MIX CIRCUS





TOM MIX CIRCUS



Foreword

Growing out of a partnership formed between Tom Mix and the late Sam B. Dill in 1934, the TOM MIX CIRCUS steadily has gained in size and prestige, and today stands pre-eminent among tented enterprises in the motorized division of the outdoor show world.

Within the brief span of its four-year existence this great show has progressively attained new heights of achievement with each passing season. It is the only motorized circus ever to play a successful transcontinental itinerary in a single season; it is the only circus ever accorded the distinction of being featured at the world-famous Canadian National Exhibition at Toronto, Ontario; and, with the exception of two major railroad shows, it has played in more large cities and

more states of the union, than has any other circus in the last decade.

Written in the route cards of passing seasons, the history of this organization is a vivid tale of progress born of vision and venture; an enthralling panorama of trouper trial and triumph in a modern age. Each line of this proud record reflects the confident courage, deep loyalty, and unity of thought and action which brought the TOM MIX CIRCUS from the shadows of obscurity to a lasting place among the all-time great troupes of "White Top Land."

Therefore, we take pleasure in presenting to circus-folk and circus-lovers throughout the land, a complete summary of memorable incidents in the four year history of this show, headed by a detailed account of . . .

The Triumphant International Tour Season of Nineteen Thirty-Seven

The fourth annual tour of the TOM MIX CIRCUS was inaugurated with a preliminary showing at Anniston, Alabama, on Wednesday, March 31, 1937. Sponsored by the Combined Central Labor Unions of Anniston, this engagement was in the nature of a good-will gesture of farewell to the friendly southern city which had been the winter home of the show.

No showings were scheduled for April 1.

The real premiere of the season took place at Birmingham, Alabama, on April 2nd and 3rd. This two-day appearance was under the auspices of Zemora Shrine Temple. Exhibiting at the fairgrounds and favored by ideal weather, show was greeted with heavy patronage at all performances.

Gadsden was the fore-runner of rainy day stands which were to be encountered later on. Despite extreme cold weather at Huntsville, attendance was big at both matinee and night shows.

Splashing northward through almost constant rain, the show played in FIVE separate states during the third week of the tour! Despite inclement weather and the fact that most of route was in territory bearing fresh scars inflicted by recent floods, business remained satisfactory. Evansville, a city that had been extremely hard

hit by turbulent flood waters, gave excellent patronage to both afternoon and night performances.

Five Indiana and two Ohio stands were played during fifth week of tour, with rain and sodden lots a regular thing. At Hamilton, Ohio, 18 members of *The Billboard* staff journeyed from nearby Cincinnati to visit show and were generous in praise of performance, equipment and personnel. Matinee business was fair; night house was capacity in this stand.

Constant rains had made an impassible quagmire of the lot in Mansfield, Ohio, and no performances were given in this city. Akron, although beset with inclement weather and gripped by a transportation strike, gave show a fair matinee and heavy night attendance. Youngstown registered capacity both afternoon and night.

Despite weeping skies and very bad lots, business remained fair through first stands in Pennsylvania. Plenty of opposition paper was in evidence at Scranton, but city gave show two big houses.

Binghamton, Syracuse, Rome and Utica were satisfactory. Gloversville was big, matinee and night. Heavy business at Schenectady in all-day downpour; and Albany furnished two near-capacity houses in very miserable weather.



TOM MIX CIRCUS





TOM MIX CIRCUS



Leaving the Empire State, the show entered upon what will be remembered as a veritable tour of triumph for the TOM MIX CIRCUS through New England. Clever routing brought the organization into this region ahead of other tented aggregations and, despite the persistent presence of Jupiter Pluvius, the show enjoyed amazingly successful business in virtually every stand.

Although greeted with opposition paper and a miniature cloudburst at Springfield, Massachusetts, initial New England stand, show played to big houses both afternoon and night. Worcester proved to be one of the banner dates of the season. Providence, Rhode Island, in a pouring rain, turned in a good matinee and fair night house. Extreme cold weather hampered patronage at Fall River. New Bedford, where Tom Mix started his circus career at age of 26, and Brockton were both big days.

The ninth week of the season, which embraced mostly cities played in the latter part of 1936, turned in some of the best houses of the current tour. Night straw houses were hung up at Quincy, Lawrence and Lynn. Framingham was big, matinee and night. Salem and Waltham; capacity at all performances. Only sag in week's attendance was occasioned by heavy rain which cut down matinee patronage at Lynn.

While in this vicinity, troupers made many visits to nearby Boston. Sunday lay-offs afforded wide opportunities for enjoyment at famed New England summer playgrounds. Show-folk found recreation in boating and bathing, and the Izaak Walton devotees worked their fishing tackle on overtime shifts.

At Fitchburg, show used Lunenberg lot, just over the Fitchburg city line. At Hartford, 15 days ahead of Ringling show, Mix Circus had a good matinee and capacity night crowd. New Haven was good and Bridgeport, another opposition city, gave fair matinee and complete sellout at night.

New Hampshire welcomed the show with open arms. Greenfield, Nashua, Concord and Portsmouth all delivered big night houses and fair matinees. Governor Francis Murphy and Mayor Lucier, of Nashua, New Hampshire, were guests of Mr. Mix in that city. At Concord, a special show was staged within the walls of the New Hamp-

shire State Prison. Those participating in this performance were dinner guests of the penitentiary officials.

At Portland, Maine, it was discovered that all Mix Circus paper had been covered by an opposition show. Ironically, however, this city gave the TOM MIX CIRCUS one of the biggest single day's business of the season! Balance of Maine and Vermont stands were highly satisfactory despite wet lots and some further rain.

Concluding its triumphal trek through New England, during which time the show had been 'first in' to practically every city, the TOM MIX CIRCUS re-entered New York at Glenn's Falls. This is the home city of the George Hanneford troupe now with the Mix show, and splendid business was recorded even though a torrential downpour occurred just prior to the matinee. As the first circus to play Oneida in two years, show was welcomed by two big houses. Wellsville was played a few days behind another show, but attendance was very good.

Labor unrest and strike conditions prevalent in Pennsylvania, hampered business to some extent. While show was enroute from Butler to Washington, Pennsylvania, one of the Mix drivers was forced to swerve into a ditch to avoid hitting a car that suddenly emerged from a side-road and stalled on the highway. The trailer attached to the ditched truck, smashed into a ravine and was demolished. It contained some personal property of Mr. Mix and office supplies, which were salvaged. The driver was slightly injured.

East Liverpool, Ohio, was only fair. This was attributed to the fact that Independence Day fell on Sunday and, with a double holiday to spend, a large part of the populace was absent from the city. Mix folk held their annual 4th of July celebration here, and members of the troupe enjoyed a 4-bout boxing show staged in big top between shows.

Excessive heat affected matinee attendance in West Virginia, but night business was up to expectations. John Agee succeeded Rhoda Royal as Equestrian Director of the show. On Sunday, July 11, Mr. and Mrs. Mix motored from Huntington, W. Va., to visit Ringling show at Dover, Ohio, and were given a regal welcome by executives of the latter organization.



TOM MIX CIRCUS





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Following West Virginia, one stand was played in Tennessee, and five in Virginia. A pall of sadness was cast upon the show at Winchester, Virginia, when word was received that Mr. Mix's mother had succumbed to a lingering illness in a hospital at Du Bois, Pennsylvania.

Commencing on Monday, July 26, the TOM MIX CIRCUS played a three-day stand in Washington, D. C. Elaborate preparations were made for this engagement; the city was heavily billed and newspapers were generous with space heralding the coming of the show. Playing under auspices of the District of Columbia National Guard, this was one of the most successful stands in history of this circus.

Coming from Winchester to Washington, on Sunday, July 25, the MIX caravan was met at the historic Key Bridge by a motorcycle police escort, and piloted to the new showground at 25th and Benning Road. This lot, which came into being through the persistent and untiring efforts of the James E. Cooper Top of the Circus Fans Association, is like a beautiful lawn, dotted with clumps of trees, and adjoining the Anacostia River.

Playing its initial engagement in the Nation's Capital, the TOM MIX CIRCUS was the first

tented organization to show upon this lot. Tremendous business was recorded on Monday; a turnaway was registered on Tuesday night, and Wednesday was capacity all day. Wild West concert attendance reached a new-high during this stand, and the Side-show hung up record-breaking business. Personnel of the show were widely entertained by official Washington. Tom Mix visited the White House, the War Department, and was entertained at luncheon by a group of Senators at the Capitol.

In commenting upon the engagement, Melvin D. Hildreth, President of the CFA, and one of those largely responsible for the existence of the fine new lot, enthusiastically praised the program and personnel. He stated that the first night's performance definitely settled not only the availability of the lot, but also increased the popularity of Tom Mix in the Nation's Capitol.

Continuing its triumphal march, the show supplemented its Washington success with three record-smashing days at Baltimore, Maryland. Using the new lot at East Monument and Haven Streets the show played to straw houses the first two nights, and gave its final performance to a turnaway crowd.



TOM MIX IS STILL THE IDOL OF JUVENILE AMERICA



TOM MIX CIRCUS





TOM MIX CIRCUS



Preceded by reams of publicity in local daily newspapers and the Philadelphia Rapid Transit Company's "Traveler News", in addition to broadcasts over station WIP, the show entered Philadelphia for a six-day stand at 11th and Erie Avenue on August 2nd. This was followed by three more days in West Philadelphia, on the 69th and Market Street showground. Considering the lateness of the season and heat prevalent during the stay, the Quaker City furnished gratifying business throughout the extended engagement.

Three separate motor accidents occurred to heavy duty trucks on mountain roads, while show was enroute from Stroudsburg to West Pittson, Pennsylvania. One truck, loaded with horses and zebras, overturned when the driver lost control. Another truck bearing four zebras and a llama, caught fire. And the third, transporting horses, was disabled by motor trouble. Performances in Pittson, however, were given on time.

Heading out of Pennsylvania, the New York cities of Auburn, Geneva, North Tonawanda and Niagara Falls were played with satisfactory results.

Then came Toronto!

On August 27, the TOM MIX CIRCUS made its first appearance outside the borders of the U. S. A., when it opened a 14-day engagement as a feature of the 59th Annual Canadian National Exhibition at Toronto, Canada.

No circus ever received a more enthusiastic welcome than that which was accorded the Mix show in the land of the Maple Leaf. Splendid publicity was given to the circus by the Toronto newspapers, *Globe and Mail*, *Daily Star and Evening Telegram*.

Situated in the midst of the colorful pageantry and gorgeous splendor for which this great Canadian Exhibition is noted, the TOM MIX CIRCUS enjoyed one of the most brilliant successes of its four-year existence.

Excessive heat and an infantile paralysis epidemic cut down the Exhibition's average grosses, but business for the circus was tremendous during the stay. Press and public were lavish in praise of the Mix show, and unstinted hospitality was accorded by Toronto circus-lovers to the troupe's personnel.

Much praise and appreciation is due to Elwood A. Hughes, General Manager, and J. W. Conklin, Amusement Director of the Canadian National

Exhibition, for their whole-hearted interest and co-operation, which made possible this unforgettable TOM MIX CIRCUS triumph.

Troupers with the show found their spare hours crowded with highly enjoyable and diversified entertainment. Mr. Mix was the guest of the King Edward Hotel, and was royally entertained by civic officials and private citizens, during the engagement in Toronto.

This great 14-day stay in Canada will remain as the most picturesque and thrilling of all stands played by the TOM MIX CIRCUS.

Returning to the United States, the show played two dates in New York, one in Pennsylvania, and then roared westward through Ohio, Indiana and Illinois. Unseasonably cold weather caused business to be spotty in most cities on this west-bound trek.

Crossing the Mississippi River, the show played Hannibal, September 27, to inaugurate a nine-date tour in the State of Missouri. Business was up to all expectations in all stands. Kansas City, however, proved to be a real 'red' one for the show. The weather was ideal and during the two-day engagement in this Missouri metropolis, thousands swarmed onto the lot, giving the circus overflow business at every one of the four performances. Incidentally, this was the second visit of the TOM MIX CIRCUS to Kansas City. During the 1936 season, the show played here to very heavy patronage.

Leaving Missouri, the mighty motorcade of the TOM MIX CIRCUS rolled into Kansas for seven one-day stands. This marks the third successive season in which the show has visited the Sunflower State. Wichita was the only Sunday stand during the current Kansas showings. Attendance was satisfactory in every stand.

Swinging southward, the towns of Nevada and Carthage, Missouri, were played by the show with pleasing results. Fayetteville, picturesque college town, was the initial stand on a late-season tour in Arkansas. Fort Smith, on Saturday, October 16th, brought the 29th week of the season to a close.

Rain and blustery weather was encountered in Little Rock, but business was fairly good. Many showmen from Hot Springs and other adjacent points were present during the Sunday lay-over and Monday showing here. This city is the home



TOM MIX CIRCUS





TOM MIX CIRCUS



PERSONNEL OF THE TOM MIX CIRCUS

SEASON OF 1937



TOM MIX CIRCUS





TOM MIX CIRCUS



MIX CIRCUS



TOM MIX CIRCUS





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of Herb Du Val, legal adjuster of the show, and the veteran trouper was kept busy entertaining his local neighbors and friends. Following this stand, 17 more dates were played in Arkansas. Weather was chilly and wet a great part of the time, but patronage held up to a very good average in closing weeks of tour.

Under bleak November skies, the big top was lowered for the last time, to end the fourth and most successful season in the colorful history of the TOM MIX CIRCUS. During the seven-month journey of 1937, many new cities were played, new friends were made and new plans were conceived for an enlarged and greater TOM MIX CIRCUS in 1938.

Sidelights on the 1937 Season

Responding to a call received from Red Cross officials during the first week in February, the Tom Mix Circus immediately dispatched a large top and poles from winter quarters to be used as a dining tent by flood refugees at Gadsen, Alabama. The circus also loaned the use of its light plants and 1500 folding chairs to the Red Cross committee in charge of caring for refugees at Anniston, the winter home of the show.

* * *

Fire which broke out in winter quarters on February 5, partially destroyed several trucks, garage equipment and other valuable fixtures. Master Mechanic Joe Ford, however, managed to salvage most of the damaged motor equipment and had it ready for use at opening of season.

* * *

On Sunday, March 28, a very unusual incident occurred when the Minister's Union of Anniston, Alabama, conducted Easter sunrise services under the Mix big top at 5:30 A. M. Music was furnished by the combined choirs of several Anniston churches, with accompaniment by the circus band. Hundreds of Anniston citizens and circus folk participated in this impressive and colorful ceremony.

* * *

Despite an unprecedented number of rainy days and wet lots, the show's business was consistently better than in previous seasons.

* * *

A strange mix-up occurred while show was enroute from Youngstown, Ohio to Oil City, Pennsylvania. Truck drivers of Mix caravan accidentally followed directional traffic arrows of another motorized circus, and arrived on the other show's lot in Sharon, Pa! Confusion was quickly straightened out and red-faced drivers delivered Mix show to Oil City on time.

The amazingly swift northward trek of the Tom Mix Circus, and its subsequent early entry into eastern territory, reflects great credit upon those responsible for routing the tour.

* * *

At Binghamton, New York, Mix motorcade was escorted to lot by a corps of New York State Troopers, under direction of Captain Dan E. Fox, prominent Circus Fan, of Sidney, New York. Captain Fox spent the day on lot with Mr. Mix. Next day, (Sunday) Mr. and Mrs. Mix were entertained at the barracks of the Famous Spotted Horse Troop at Sidney, N. Y. That same evening Mr. and Mrs. Mix, Captain and Mrs. Fox and Mr. and Mrs. Nelson, members of CFA, were guests of Mayor Zuber of Norwich, N. Y. The Mayor is widely-known as a circus devotee.

* * *

While in New England, Mr. Mix was forced to decline scores of invitations to address luncheon groups and civic bodies, because of limited time. One request, however, received his immediate attention and instant response. Little Gerard Demers, age 6, of Lawrence, Massachusetts, was suffering from peritonitis following an operation. He is an ardent Tom Mix fan, and expressed the wish that he might see the famous star. The little boy's father relayed Gerard's request to Mr. Mix, who immediately dropped all other matters and sped to the sick-room of his little admirer. Doctors later stated that the beneficial effect of Tom Mix's half-hour visit was far greater than any medicine they might prescribe for the ailing child.

* * *

The versatile "Kinko" won the distinction of catching the first fish of the season and, for many weeks, turned out a highly interesting column of dressing-room gossip for *The Billboard*.



TOM MIX CIRCUS





TOM MIX CIRCUS



A sea lion was born at Portsmouth, New Hampshire, and the mother died at Portland, Maine, the following day. Manager Dail Turney was equal to the emergency, however, and rushed to the baby's rescue with a newly purchased female goat, who took up the duties of a foster mother for the young 'un.

* * *

All stands in Connecticut and ten Massachusetts cities were "repeaters" from the season of 1936. They delivered some of the finest patronage of the season. New Hampshire, Vermont and Maine were played for the first time by show. Mix Circus now has played every bit of New England territory.

* * *

Irish Horan, Dan Pyne and Cliff MacDougal delivered some great newspaper publicity ahead of the show. With true Scotch acumen, the bra' MacDougal lad used an airplane in the east, and while he did his stint with the periodicals, his conveyance was utilized to take passengers aloft—at so much per head.

* * *

The ring-stock of show was the subject of admiring comment throughout the tour.

The new midway lighting system developed by J. A. 'Red' Parker, Superintendent of Lights, and inaugurated during New England tour, proved to be a forward step in artistic illumination and an effective asset to the show.

* * *

Myriad details in connection with big city engagements kept Dail E. Turney away from the show considerably. In his absence, Charles F. Warrell, son of the late beloved Fred Warrell, carried on Mr. Turney's managerial duties.

* * *

Troupers enjoyed two pleasing diversions in West Virginia. At Wheeling, an excellent swimming-pool was located on lot, and at Bluefield, a number availed themselves of the opportunity to enjoy a sky-ride in a nearby sight-seeing plane.

* * *

Melvin D. Hildreth, and the members of James E. Cooper Tent, CFA, worked tirelessly to make the Washington, D. C. success an actuality. Very appropriately, the new big top manufactured by the U. S. Tent and Awning Company, was raised for the first time during the engagement in the Nation's Capital.



EVEN THE RAIN COULD NOT KEEP CIRCUS LOVING CROWDS AWAY



TOM MIX CIRCUS





TOM MIX CIRCUS



During the presentation of its annual Fair, the Stark County Agricultural Society at Canton, Ohio, made it a point to advise patrons of the coming of the Tom Mix Circus. This gesture of co-operation was highly appreciated by the show.

The longest run of the season was from Prescott to Russellville, Arkansas, a distance of 184 miles. Shortest was from North Tonawanda to Niagara Falls, New York, 7 miles.

Members of the Circus Fans Association visited the show in countless cities during the tour and, when necessary, always lent any assistance required by the circus or its personnel.

Tom Mix was constantly in demand by various civic and fraternal organizations, and was the principal speaker at numerous gatherings during the season. Hardly a day passed but what he was invited to attend some luncheon or dinner as guest of honor, but limitations imposed by playing schedule caused him to decline in many instances.

Splendid co-operation was given by the newspapers on the route of show. Generous space was given to art and stories in advance, and laudatory after-notice were a common thing.

Distinguished visitors were profuse in their praises of the Tom Mix equipment and remarkably fine program of the show. In particular, everyone commented upon the friendly attitude and unfailing courtesy of all employees with the organization.

At Philadelphia, Mr. Mix was presented with a silver statue of his famous horse, "Tony," and in Auburn, New York, he was presented a Cross of Malta, emblematic of the Veteran's of Foreign Wars, by Cayuga Post 1975, V. F. W.

Many special performances were staged at various hospitals along the route. Orphaned, crippled and under-privileged children were guests of the management almost every day.

The engagement at Toronto was a never-to-be-forgotten experience for all the members of the Tom Mix Circus. Hospitable Canadians extended every courtesy to show-folk, and many fine acquaintances were made with concessionaires and showmen at the Canadian National Exhibition.

From beginning to end of season, the advance department turned in an excellent account for itself. The routing and contracting was handled in an exceptionally efficient manner, and a splendid job of billing was delivered in every stand.

At Kansas City, Bruce Branson, son of General Agent P. N. Branson, appeared with his school-mates in the Paseo High School Band, when it gave a concert in the Tom Mix Circus big top. Following first night's performance in Missouri metropolis, Mr. and Mrs. Dail Turney and other executives of show were supper guests and spent a most enjoyable visit at the home of genial Neal Walters and his charming wife. Mr. Walters, manager of U. S. Printing and Engraving Company, was greatly impressed by the Kansas City showing of the Mix show. Said he: "In twenty-five years of association with circuses and circus people, I have never seen a better balanced program nor have I met a more courteous group of troupers than those with the Tom Mix Circus."

Many Arkansas cities and towns were played for the first time in 1937, and the show received a splendid welcome throughout the State.

Lack of space does not permit the inclusion of the names of our distinguished visitors during the current tour. At Washington, practically every important personage in the Nation's Capital called to pay their respects to Mr. Mix. And at Toronto, the show was honored by the presence of the highest ranking officials of Canada. State and city executives were on hand in practically every stand during the season's journey. This tremendous manifestation of friendship and good-will constitutes some of the brightest memories of a truly wonderful year.

With November's wintry banners stretched across the sky, the fourth annual tour of the TOM MIX CIRCUS comes to an end. It has been the most successful season in the colorful history of the show, and we are deeply grateful to those loyal friends and patrons have done so much to aid our progress through the years. As the nostalgic refrain of "Home Sweet Home" echoes across the chill fall air we bid you a fond farewell—until the big top soars to greet the dawn of a new season in the Spring.



TOM MIX CIRCUS





TOM MIX CIRCUS



TOM MIX CIRCUS BIG SHOW PROGRAM---SEASON OF 1937

Display Number One	GRAND INTRODUCTORY PAGEANT		
Display Number Two	THE FAMOUS GALA GARLAND ENTRY Produced by John R. Agee		
Display Number Three	Pony Drill by Joe Bowers	EDUCATED CANINES by Homer Hobson, Sr.	Pony Drill by Helen Ford
Display Number Four	KAARIN'S AERIAL BALLET A symphony of youth, color and beauty, in the lofty reaches of the Big Top		
Display Number Five	A CHARMING RIDING DISPLAY IN ALL THREE RINGS Presented by the separate members of the Hanneford Troupe.		
Display Number Six	TOM MIX, in Person, with Tony Jr. in an unrivalled display of Amazing Marksmanship Supported by John Agee, Homer Hobson, Sr., and a large cast of skillful riders, presenting Liberty and Menage Horses in the rings and upon the Hippodrome Track.		
Display Number Seven	BUMPSY ANTHONY AND JIMMY DAVIDSON The Boxing Buffoons		
Display Number Eight	Mildred Allen Aerial Novelty	CHARLES ARLEY World's Foremost Head-Balancing Trapeze Artist	Joy Myers Aerial Novelty
Display Number Nine	MADCAP MERRY-ANDREWS, BUFFOONS AND JESTERS FROM EVERY CLIME		
Display Number Ten	RAY GOODY Daring, Dashing Feats on a Slender Thread of Steel.		
Display Number Eleven	Bumpy Anthony Clown Novelty	THREE BUCKS Comedy Acrobats	Kinko Clown Contortionist
Display Number Twelve	IRMA WARD Unrivalled and undisputed "Empress of the Air," presenting her intrepid exhibition of aerial gymnastics in the dome of the Big Top.		
Display Number Thirteen	TOM MIX'S WORLD-FAMOUS LIBERTY HORSES presented by Max Gruber, Homer Hobson, Sr., Johnny Agee		
Display Number Fourteen	Mildred Asher Revolving Trapeze	TWO ARLEYS Sensational High-Perch	Dorothy Taylor Revolving Trapeze
Display Number Fifteen	Joy Myers Iron-Jaw	FIVE BUCKS Teeterboard Novelties	Miss Bud Asher Iron-Jaw
Display Number Sixteen	Performing Elephants by Frank Whalen	MAX GRUBER'S Oddities of The Jungle	Performing Elephants by Tom Hensley
Display Number Seventeen	THE GEORGE HANNEFORD FAMILY World's Premier Riding Act		
Display Number Eighteen	A CLOWN CONGRESS OF JOLLY JESTERS FROM THE COURT OF FUNLAND		
Display Number Nineteen	THE ARBAUGH FAMILY presenting The Apogee in Flying Return Acts.		



TOM MIX CIRCUS





TOM MIX CIRCUS



COMPLETE ITINERARY OF THE TOM MIX CIRCUS Season of 1937

DATE	CITY AND STATE	MILES	DATE	CITY AND STATE	MILES
FIRST WEEK			SEVENTH WEEK		
March 31	Anniston, Alabama, Opening Stand		May 10	Syracuse, New York	72
April 1	Show En Route		May 11	Rome, New York	44
April 2	Birmingham, Alabama	65	May 12	Utica, New York	16
April 3	Birmingham, Alabama		May 13	Gloversville, New York	58
SECOND WEEK			May 14	Schenectady, New York	33
April 5	Gadsden, Alabama	65	May 15	Albany, New York	15
April 6	Huntsville, Alabama	77	EIGHTH WEEK		
April 7	Columbia, Tennessee	92	May 17	Springfield, Massachusetts	95
April 8	Nashville, Tennessee	43	May 18	Worcester, Massachusetts	50
April 9	Clarksville, Tennessee	45	May 19	Providence, Rhode Island	55
April 10	Paris, Tennessee	64	May 20	Fall River, Massachusetts	20
THIRD WEEK			May 21	New Bedford, Massachusetts	13
April 12	Memphis, Tennessee	130	May 22	Brockton, Massachusetts	35
April 13	Blytheville, Arkansas	73	NINTH WEEK		
April 14	Cape Girardeau, Missouri	106	May 24	Quincy, Massachusetts	15
April 15	Cairo, Illinois	45	May 25	Framingham, Massachusetts	18
April 16	Harrisburg, Illinois	72	May 26	Lawrence, Massachusetts	11
April 17	Evansville, Indiana	77	May 27	Lynn, Massachusetts	23
FOURTH WEEK			May 28	Salem, Massachusetts	8
April 18	Vincennes, Indiana	53	May 29	Waltham, Massachusetts	25
April 19	Terre Haute, Indiana	60	TENTH WEEK		
April 20	Lafayette, Indiana	82	May 31	Fitchburg, Massachusetts	40
April 21	Anderson, Indiana	84	June 1	Holyoke, Massachusetts	60
April 22	Richmond, Indiana	58	June 2	Hartford, Connecticut	35
April 23	Hamilton, Ohio	37	June 3	New Haven, Connecticut	38
April 24	Springfield, Ohio	58	June 4	Bridgeport, Connecticut	21
FIFTH WEEK			June 5	New Britain, Connecticut	50
April 25	Columbus, Ohio	50	ELEVENTH WEEK		
April 26	Columbus, Ohio		June 7	Greenfield, Massachusetts	75
April 27	Mansfield, Ohio (No Show)	77	June 8	Nashua, New Hampshire	80
April 28	Akron, Ohio	60	June 9	Concord, New Hampshire	37
April 29	Youngstown, Ohio	48	June 10	Portsmouth, New Hampshire	45
April 30	Oil City, Pennsylvania	67	June 11	Portland, Maine	51
May 1	DuBois, Pennsylvania	73	June 12	Bath, Maine	35
SIXTH WEEK			TWELFTH WEEK		
May 3	Williamsport, Pennsylvania	132	June 14	Bangor, Maine	120
May 4	Sunbury, Pennsylvania	41	June 15	Waterville, Maine	60
May 5	Hazleton, Pennsylvania	52	June 16	Skowhegan, Maine	24
May 6	Wilkesbarre, Pennsylvania	27	June 17	Rumford, Maine	61
May 7	Scranton, Pennsylvania	20	June 18	Berlin, New Hampshire	56
May 8	Binghamton, New York	62	June 19	Saint Johnsbury, Vermont	60



TOM MIX CIRCUS





TOM MAX CIRCUS



DATE	CITY AND STATE	MILES	DATE	CITY AND STATE	MILES			
THIRTEENTH WEEK								
June 21	Rutland, Vermont	110	August 6	Philadelphia, Pennsylvania	—			
June 22	Glenns Falls, New York	50	August 7	Philadelphia, Pennsylvania	—			
June 23	Herkimer, New York	94	<i>11th St. and Erie Ave.</i>					
June 24	Oneida, New York	35	TWENTIETH WEEK					
June 25	Seneca Falls, New York	72	August 9	West Philadelphia, Penn.	8			
June 26	Wellsville, New York	98	August 10	West Philadelphia, Penn.*	—			
FOURTEENTH WEEK								
June 28	Bradford, Pennsylvania	45	August 11	West Philadelphia, Penn.	—			
June 29	Warren, Pennsylvania	38	<i>69th and Market Sts.</i>					
June 30	Erie, Pennsylvania	70	August 12	Wilmington, Delaware	30			
July 1	Greenville, Pennsylvania	70	August 13	Lancaster, Pennsylvania	48			
July 2	Butler, Pennsylvania	47	August 14	Norristown, Pennsylvania	54			
July 3	Washington, Pennsylvania	65	TWENTY-FIRST WEEK					
FIFTEENTH WEEK								
July 5	East Liverpool, Ohio	48	August 15	Barnesville, Pennsylvania	75			
July 6	Wheeling, West Virginia	50	<i>(Lakeside Park)</i>					
July 7	Parkersburg, West Virginia	90	August 16	Reading, Pennsylvania	37			
July 8	Athens, Ohio	40	August 17	Allentown, Pennsylvania	36			
July 9	Chillicothe, Ohio	60	August 18	Easton, Pennsylvania	17			
July 10	Portsmouth, Ohio	47	August 19	East Stroudsburg, Pennsylvania	28			
SIXTEENTH WEEK								
July 12	Huntington, West Virginia	50	August 20	West Pittston, Pennsylvania	58			
July 13	Williamson, West Virginia	80	August 21	Towanda, Pennsylvania	63			
July 14	Logan, West Virginia	42	TWENTY-SECOND WEEK					
July 15	Charleston, West Virginia	62	August 23	Auburn, New York	110			
July 16	Beckley, West Virginia	74	August 24	Geneva, New York	26			
July 17	Bluefield, West Virginia	53	August 25	North Tonowanda, New York	108			
SEVENTEENTH WEEK								
July 19	Bristol, Tennessee	98	August 26	Niagara Falls, New York	7			
July 20	Pulaski, Virginia	90	August 27	Toronto, Ontario, Canada	90			
July 21	Roanoke, Virginia	60	August 28	Toronto, Ontario, Canada	—			
July 22	Lexington, Virginia	52	TWENTY-THIRD WEEK					
July 23	Harrisonburg, Virginia	61	August 30	Toronto, Ontario, Canada	—			
July 24	Winchester, Virginia	67	August 31	Toronto, Ontario, Canada	—			
EIGHTEENTH WEEK								
July 26	Washington, D. C.	75	September 1	Toronto, Ontario, Canada	—			
July 27	Washington, D. C.	—	September 2	Toronto, Ontario, Canada	—			
July 28	Washington, D. C.	—	September 3	Toronto, Ontario, Canada	—			
<i>25th Street and Bennings Road</i>								
July 29	Baltimore, Maryland	45	September 4	Toronto, Ontario, Canada	—			
July 30	Baltimore, Maryland	—	TWENTY-FOURTH WEEK					
July 31	Baltimore, Maryland	—	September 6	Toronto, Ontario, Canada	—			
<i>E. Monument and Haven Streets</i>								
NINETEENTH WEEK								
August 2	Philadelphia, Pennsylvania	110	September 7	Toronto, Ontario, Canada	—			
August 3	Philadelphia, Pennsylvania	—	September 8	Toronto, Ontario, Canada	—			
August 4	Philadelphia, Pennsylvania	—	September 9	Toronto, Ontario, Canada	—			
August 5	Philadelphia, Pennsylvania	—	September 10	Toronto, Ontario, Canada	—			
<i>Canadian National Exhibition</i>								
TWENTY-FIFTH WEEK								
September 13	Dunkirk, New York	160	September 11	Toronto, Ontario, Canada	—			
September 14	Jamestown, New York	30	TWENTY-SIXTH WEEK					
September 15	Meadville, Pennsylvania	75	September 13	Dunkirk, New York	160			
September 16	Painesville, Ohio	80	September 14	Jamestown, New York	30			
September 17	Canton, Ohio	75	September 15	Meadville, Pennsylvania	75			
September 18	Marion, Ohio	108	September 16	Painesville, Ohio	80			



TOM MAX CIRCUS





TOM MIX CIRCUS



DATE	CITY AND STATE	MILES	DATE	CITY AND STATE	MILES
TWENTY-SIXTH WEEK					
September 19	Minster, Ohio	85	October 13	Nevada, Missouri	63
September 20	Muncie, Indiana	65	October 14	Carthage, Missouri	48
September 21	Crawfordsville, Indiana	87	October 15	Fayetteville, Arkansas	104
September 22	Danville, Illinois	41	October 16	Fort Smith, Arkansas	62
September 23	Decatur, Illinois	90	THIRTIETH WEEK		
September 24	Springfield, Illinois	40	October 18	Little Rock, Arkansas	166
September 25	Pittsfield, Illinois	75	October 19	Malvern, Arkansas	45
TWENTY-SEVENTH WEEK			October 20	Pine Bluff, Arkansas	49
September 26	Quincy, Illinois	46	October 21	Fordyce, Arkansas	48
September 27	Hannibal, Missouri	27	October 22	Camden, Arkansas	33
September 28	Moberly, Missouri	69	October 23	Prescott, Arkansas	42
September 29	Columbia, Missouri	35	THIRTY-FIRST WEEK		
September 30	Jefferson City, Missouri	31	October 25	Russellville, Arkansas	184
October 1	Sedalia, Missouri	62	October 26	Conway, Arkansas	47
October 2	Marshall, Missouri	30	October 27	Searcy, Arkansas	52
TWENTY-EIGHTH WEEK			October 28	Batesville, Arkansas	60
October 3	Independence, Missouri	90	October 29	Paragould, Arkansas	95
October 4	Kansas City, Missouri	12	October 30	Walnut Ridge, Arkansas	30
October 5	Kansas City, Missouri		THIRTY-SECOND WEEK		
October 6	Topeka, Kansas	71	November 1	Newport, Arkansas	37
October 7	Emporia, Kansas	75	November 2	Forrest City, Arkansas	79
October 8	Newton, Kansas	83	November 3	Stuttgart, Arkansas	63
October 9	Hutchinson, Kansas	36	November 4	McGehee, Arkansas	98
TWENTY-NINTH WEEK			November 5	Warren, Arkansas	50
October 10	Wichita, Kansas	61	November 6	El Dorado, Arkansas	55
October 11	Eldorado, Kansas	36	END OF SEASON		
October 12	Iola, Kansas	90	Home Run to Winterquarters, Texarkana, Tex. 94		
				Total Mileage for Season	10,521

LOOKING BACK

Upon Former Years in Tom Mix Circus History

Highlights of First Tour Season of 1934

Show moved from Dallas, Texas winter quarters to open season at Hot Springs, Arkansas, April 20th. After playing 222 stands in 16 states and traveling 12,895 miles, closing performance was given at San Bernardino, California, November 29th. New winter quarters were established at Compton, California.

Original big top was a 120-foot round with three 40-foot middles. Replaced by new U. S. Tent & Awning top measuring 130-foot round, with three 50-foot middle pieces. Original menagerie top was a 90 with three 30-foot middles; later replaced by new and bigger top.

States visited on tour: Arizona, Arkansas, California, Illinois, Indiana, Iowa, Kentucky, Michigan, Missouri, New

Mexico, No. Carolina, Ohio, Tennessee, Texas, West Virginia, Wisconsin.

Show played double day-and-date engagements with Russell Bros. Circus at Harrisburg, Illinois on April 26, and Mt. Carmel, Illinois on April 27th. Also played day-and-date with Sheesly Shows at Zanesville, Ohio.

Caught in a terrific windstorm at Jacksonville, Illinois on July 10, show suffered blowdown. Menagerie top was destroyed, but no performances were lost.

Twenty new Ford trucks were added to fleet between 9th and 11th week of tour.

Two employees were killed and four injured when truck and trailer were forced off mountain road by bus, while show was en route from Bristol to Kingsport, Tennessee. Deceased were buried by show in Kingsport and two most seriously injured remained in hospital there.



TOM MIX CIRCUS



Dispute with local politicians caused show to play outside city limits of Johnson City, Tennessee. Paris, Tennessee, was lost on account of lot being under water.

Chattanooga and Nashville both registered turnaway matinees and straw night houses. Memphis, on second visit of season, also gave a turnaway matinee and capacity night patronage.

Show was ahead of Barnes Circus in Pine Bluff, Camden and El Dorado, Arkansas; also in Marshall, Longview, Wichita Falls, Greenville, Vernon and Amarillo, Texas. Was 2 weeks ahead of Ringling-Barnum at Fort Worth and Dallas.

Played nine weeks in State of Texas, with full week at Amarillo Fair turning in best business of season.

Tom Mix was elected by Lions Club of Corpus Christi to membership at large in Lions International.

Title was changed from "Sam B. Dill's Circus & Tom Mix Wild West Combined" to "Tom Mix Wild West and Circus Combined" while show was in Texas.

Business was off in New Mexico and Arizona. Officials in last-named State, despite fact that show arrived there in November, forced purchase of full-year licences for all trucks and trailers with circus, in addition to exacting 6 cents per gallon tax on all gasoline consumed.

Show entered California on 32nd Week of season to play 13 stands before closing at San Bernardino.

One day was held as open date while show was enroute from Deming, New Mexico to Douglas, Arizona; and another open date was required while show was enroute from Tucson to Miami, Arizona.

Exclusive of the 310 mile run from Dallas winter quarters to opening stand at Hot Springs, longest run of playing season was from Galveston to Beeville, Texas, a distance of 220 miles. Shortest run from Miami to Globe, Arizona, a distance of 6 miles.

1934 tour was highly successful in every way.

* * *

Highlights of Second Tour Season of 1935

Season opened at Compton, California on March 6th. Played 216 stands in 19 states, traveling a total of 13,275 miles on tour.

States visited on tour: California, Colorado, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Missouri, Montana, Nebraska, Nevada, Ohio, Oklahoma, Oregon, Washington, West Virginia, and Wyoming.

Considerable rain during early part of tour in California, with "Wait" paper of Barnes Circus in a number of stands. A unique situation arose when it was discovered that lot at Salinas, California was under water. Show immediately moved to Monterey 1 day ahead of billing and played to a capacity night house, after which it doubled back to Salinas 1 day behind billing to register a straw matinee and capacity night patronage. First night at Eureka gave show an overflow house, while second day in this stand recorded biggest days business in Mix show history, until that time.

Portland, Oregon was immense for show. Intermittent rains in Washington. At Tacoma, however, playing 1-day behind Barnes Circus, two turnaways were recorded. Spokane, just four days away from Barnes showing in that city, Mix show enjoyed a 3-performance record-breaking day.

Mix show played Helena, Montana on June 5, one day ahead of Barnes. Fair matinee and capacity night business. Next day, show played Butte, Montana, one day behind Barnes. Big matinee business and sellout at night. Montana was very good for show in every stand.

At Hardin, Wyoming, hill-folk came into town one day ahead of circus to greet show with wonderful patronage. Laramie, in hail and rain, was capacity at both shows. Colorado was very good. Intense heat affected patronage somewhat in Nebraska. At Omaha, however, Mix show was first circus in two years and wonderful patronage was given to troupe. The heat was terrific both days in Omaha.

Paper and Dates

FOR

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SANTA MONICA

Alternate heat and rain was encountered in Iowa. Sioux City turned out for capacity matinee, but rain hindered night patronage. Both Mason City and Cedar Rapids were very good. Illinois stands were fair, and stands in Great Lakes area, (Indiana and Michigan) were also hampered by heat and showers. All new canvas was ordered from U. S. Tent and Awning Company while show was at Saginaw, Michigan.

Played day-and-date with Cole Brothers Circus at Sandusky, Ohio, on August 6th. No paper was pulled or covered by either circus, and cordial relations were maintained between organizations. Business was fair for both shows despite all day rain. Announcements were made at matinees of Cole and Mix circuses, requesting audience to patronize rival show at evening performances. Many visits were exchanged by the executives and performers during the day.

Business in Ohio stands and at Wheeling, Va. remained good.

At Covington, Kentucky, many members of *Billboard* staff were visitors, and a very praiseworthy review was given Mix performance.

Several other stands—Lexington, Frankfort, Glasgow and Bowling Green, Kentucky were cancelled as the result of raw shakedown tactics employed by constables at Covington. Despite fact that show arrived in Covington on Sunday and remained there for Monday showings, a few chiseling minions of the law waited until show was ready to leave on Monday night, and then effected arrest of all drivers upon the flimsy charge of driving without rear-view mirrors. Advised that similar tactics were to be employed elsewhere in State and that the authorities of Lexington, Frankfort and Bowling Green were prohibiting children under 14 from attending circus, Mr. Mix ordered outright cancellation of Kentucky stands, and show headed into Indiana to play a series of stands where only advertising of show consisted of full-page newspaper ads. Under these circumstances, show enjoyed only fair business in Hoosier State.

Business in Missouri and Kansas suffered as the result of heavy rains. Atchison, Kansas, was rained out completely. Lot at Lawrence, Kansas, was a sea of mud. But with profuse use of sawdust and straw, lot was made fit for erection of show and good Labor Day business was enjoyed.

Oklahoma, played in extreme hot weather, proved a banner state for show. Capacity business was encountered in practically every stand. At Alva, Oklahoma, during fourth week of show's stay in that state, Mr. Mix suffered a broken leg and other injuries as the result of being kicked by a horse. He remained only long enough in Alva hospital to have leg dressed, then proceeded to Dodge City and continued to make personal appearances in Big Show program, doing his shooting act while seated in a wheel-chair.

Two days were held as open dates while show was en route on record jump of 634 miles from Grand Junction, Colorado, to Las Vegas, Nevada. Shortest move of season was from Council Bluffs, Iowa to Omaha, Nebraska, a distance of 8 miles.

The 1935 season and second successful tour of the TOM MIX show was brought to a close with a night performance at Barstow, California. Show again wintered in Compton, California.

* * *

Highlights of Third Great Tour Season of 1936

Season opened in Compton, California on March 11th. Twenty-five states were visited, 217 stands were played, and show travelled 12,235 miles, completing the first trans-continental journey ever made by a motorized show. Season closed November 5th at Anniston, Alabama, where winter quarters were established.

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PERU, INDIANA

States played on tour: Alabama, California, Colorado, Connecticut, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Maryland, Massachusetts, Missouri, New Jersey, New York, North Carolina, Ohio, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Virginia, and Wyoming.

Fifty-four stands were played within the borders of California. Despite early rains and opposition billing of Al. G. Barnes show, business was good throughout the sun-kist state.

Closest opposition of season occurred at Medford, Oregon where Mix Circus preceded Barnes show by one day. Oregon gave show good patronage in every stand.

At Burley, Idaho, on May 19th a furious windstorm struck after the matinee performance, levelling the menagerie tent and causing considerable damage to other show properties. Dust was so thick that visibility was reduced to a distance of less than 100 feet, and as a precautionary measure big top was lowered and night show was cancelled. Mr. Mix and three employees sustained painful injuries when struck by flying debris during gale.

Aside from this incident, Idaho gave the show wonderful business in all stands. Boise registered a turnaway and capacity houses were enjoyed in practically every city.

Five stands in Wyoming and two in Colorado were played in the twelfth week of the tour. Kansas followed with eight stands, all of which were good from a patronage standpoint.

The Tom Mix Circus made its initial appearance in Kansas City, Missouri on June 8 and 9, 1936. Capacity crowds greeted all performances of the circus and press and public were lavish in praise of the Mix show.

Moving eastward, several stands in Iowa were played along with five dates in South Dakota. Considering drought and other setbacks encountered by citizenry of last-named state, business held up surprisingly well.

The seventeenth week of the season found the show entering upon the most spectacular engagement ever played by a motorized circus. Sponsored by Goldblatt Brothers, famous merchants of the Windy City, the Tom Mix Circus played a ten-day engagement at the Coliseum in Chicago! Business was stupendous; 102,875 people saw the show during its ten-day run. Two turnaways were recorded! Incidentally, the Mix show received more publicity at this time than have any three circuses ever playing Chicago. The engagement was an outstanding success in every respect, and the Chicago showing will always remain as one of the brightest spots in the Tom Mix Circus history.

Leaving Chicago the show sped across Ohio and Pennsylvania to make its initial appearance in the State of New York. Twenty cities were played in the Empire State, during which time the show enjoyed the best business done under canvas on the tour.

On August 10, just one day short of five months from the season's opening date, the Tom Mix big top was raised in Stamford, Connecticut, thereby marking the actual completion of the FIRST transcontinental journey ever accomplished by a motorized circus!

Three weeks were spent in Connecticut, Rhode Island and Massachusetts, after which Newark, Jersey City and Elizabeth, New Jersey were played. All gave wonderful business to the show.

Swinging through Pennsylvania and Maryland, the show crossed the Mason-Dixon line into Virginia. Two stands were played in this state after which the 28th, 29th, 30th, 31st and 32nd weeks of the season were spent in North and South Carolina and the State of Georgia. Doubling back, nine more stands were played in Virginia, followed by six in Tennessee and one in Georgia, prior to the closing stand of the season at Anniston, Alabama, on November 5th.

The longest run of the season was from Sterling, Colorado to Hays, Kansas, a distance of 307 miles. Shortest move was from Alameda to Oakland, California; 7 miles.

The season of 1936 will be remembered as one of the greatest in the history of the show.

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TOM MIX CIRCUS



The following summary sets forth the number of dates played by the

TOM MIX CIRCUS

in the United States and Canada during 1934 - 1935 - 1936 - 1937

	1934	1935	1936	1937
Alabama			1	5
Arizona	8			
Arkansas	7			20
California	13	56	54	
Colorado		15	2	
Connecticut			7	4
Delaware				1
District of Columbia				3
Georgia			5	
Idaho		1	10	
Illinois	25	4	12	7
Indiana	22	6	2	8
Iowa	4	7	9	
Kansas		11	7	7
Kentucky	2	1		
Maine				6
Maryland			1	3
Massachusetts			9	14
Michigan	13	14		
Missouri	1	5	3	12
Montana		9		
Nebraska		12		
Nevada		1		
New Hampshire				4
New Jersey			4	
New Mexico	2			
New York			20	18
North Carolina	1		19	
Ohio	33	11	3	15
Oklahoma		25		
Oregon		11	9	
Pennsylvania			7	32
Rhode Island			2	1
South Carolina			7	
South Dakota			5	
Tennessee	18		6	6
Texas	64			
Vermont				2
Virginia			8	5
Washington		20		
West Virginia	4	1		8
Wisconsin	5			
Wyoming		6	5	
Ontario, Canada				14
Total Dates Played	222	216	217	195



TOM MIX CIRCUS



To Mr. Tom Mix:

For thirty-two weeks of 1937, it has been our pleasure to have lived and labored with you within the stake-lined boundaries of a transient little world of our own.

It has been a most happy experience for each and every one of us, and we are grateful for having had the privilege of sharing in your success.

Individually and collectively, we voice our earnest thanks for a wonderfully pleasant season, and extend the hope that Good Fortune will continue to walk hand-in-hand with you through the sunlight of constant happiness in years to come.

Faithfully and sincerely,

YOUR EMPLOYEES