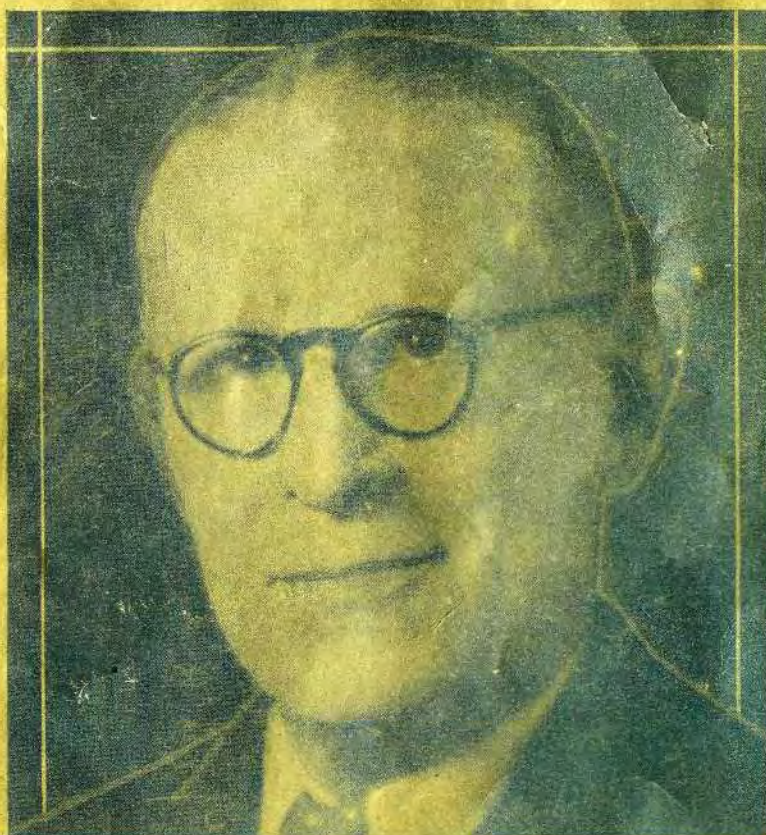


The Only Exclusive Outdoor Amusement Publication in the World!

\$2.00 Yearly

Greater SHOW WORLD

THE VOICE OF SHOW BUSINESS!



SAM W. GUMPERTZ

Vice President and General Manager of the Ringling Bros.-Barnum
& Bailey Combined Shows, Inc., Now Celebrating his
Golden Anniversary in Show Business.

Devoted to the Interests of the Amusement World

JOHNNY J. KLINE, Managing Editor

1547 BROADWAY

Gaiety Theatre Building

NEW YORK CITY



GREATER SHOW WORLD



FEARLESS — ACCURATE — PROGRESSIVE

VOL. XIX.

JULY, 1936

No. 6

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LATE FLASHES!!!

The Gorman Bros Circus, Tom Gorman, Manager closed the circus at Port Jervis, N. Y. and decided to call it a season. Max Kassow, side show manager is around New York to place his side show for the balance of the season!

Poodles Hannaford entrained for Ft. Worth, Texas, to take part in one of the shows at the Ft. Worth Centennial!

Pa Shep has invented and built a new major ride, portable that will be offered to carnie owners next season!

George Stone is managing a theatre in Oakland, California!

LOW-DOWN ON THE STORM AT DALLAS, TEXAS:

Along about 11 P. M. a heavy rain and wind-storm hit the Texas Centennial grounds at Dallas and did about \$5,000. damage to Cavalcade show. This was on July 20th. Only July 23rd all damage done to Cavalcade was repaired and the show opened to the public once again on July 24th.

The Midget City suffered a little damage and gave usual performances.

The smoke-stack came down on the Show-Boat!

Considerable damage was done to flags and flag poles!

A few ticket boxes were blown over and that is the extent of all damage done at Texas Centennial, all of which is contrary to newspaper stories circulated that the storm did a million dollars damages!

Henry Meyerhoff has his carnie playing Juneau, Alaska, week of July 17th to 22nd., playing virgin territory!

Harold N. Shaw of Needham, Mass., brought suit against the Brockton, Mass., Fair to collect \$20,000. damages for alleged loss of—sight of one eye—on September 13, 1935, while watching the automobile races at the Fair grounds. His brief read—"That while watching the cars spin around the track, one of the cars skidded and threw a rock from the track and struck him in the eye, permanently blinding him". The Judge in the case—denied him any damages claiming that he used a pass—and was not entitled to collect damages—Finds he voluntarily assumed all risks. The Brockton Fair emerged victors in the case!

Charles Mercier, engineer of the Waltzer, is completing a new riding device, for a company which has just been organized in New York. Mercier states that the ride may be ready for a showing at the Canadian National Exhibition!

Flash — PARIS, FRANCE — It is reported that the Paris 1937 Exposition has curtailed some of their appropriations. Why? We understand that one of America's prominent Amusement showman, who had intentions to sail for France to introduce America's amusement devices, has been advised to await further developments!

Flash — JOHANNESBURG, SOUTH AFRICA — The amusement promoters appear to be in a dilemma, due to shortage of up-to-date amusement devices. American's with-drew on account of transportation and freight being refused by the promoters!

Flash—SHANGHAI, CHINA—The Luna Park Amusement Company closed its gates, the operators claimed, uncertainties in conditions and falling in patronage!

Flash — LONDON, ENGLAND — American Amusement manufacturers may feel the effects of curtailed export sales—if the resolution, goes into effect by Great Britain sponsoring only British manufactured amusement devices—Exhibitions and Fairs dominate British manufactured goods!

Flash — RIO JANIERO, BRAZIL — Constant floods of rain with high temperature caused a tremendous loss to the amusement operators in Brazil!

Flash — LIMA, PERU — The July festivities, which always were the highlight for Amusements, has been cancelled, in view of the uncertain conditions, prevailing thru political unrest!

Flash — PANAMA, I. P. — The shore leave granted to the American sailors made it possible for indoor and outdoor amusements to register good business!

Flash — NEW YORK CITY — Sebastino Spina, defies licensing of his wagon Merry-go-Round. His Honor Mayor La Guardia will be called upon to decide whether or not—he may operate without a license!

Flash — CHICAGO, ILL. — A. R. Hodge, secretary of the National Association of Amusement Parks, is accepting applications for space for booths at the

NAAP Convention, which will be held in Chicago at the Sherman Hotel, last week in November!

U. S. S. R. MOSCOW — Word reaches us that the Soviet Officials, have notified their local agents here—to investigate earning capacity and prices on American Amusement devices. Inquiries are to be sent to the leading manufacturers relative to their individual products!

FLASH — Irving Udowitz the concessionaire, was stricken ill at Ellenville, N. Y. and rushed to a hospital there. The physicians diagnosed his case as —Cancer of the stomach!

Flash — Racing Taxes at Aqueduct, Long Island, N. Y. total \$41,470, N. Y. State reaps \$148,470. Purses and prize money distributed amounted to \$171,500.

The management reported a total attendance of 148,035 and gross receipts of \$441,897.

The attendance and tax figured were a little below those of last year, the attendance being 1,082 below the 149,117 of 1935, and the tax \$2,603 below the \$44,073 paid the State for the summer meeting of a year ago. The gross receipts however at \$441,187 were \$36,876 in excess of the \$405,020 of 1935, and the distribution of \$171,500 was \$16,025 higher than the \$155,475 distributed for the corresponding meeting of the previous season.

GARBO NO WANNA GO!

"Ay tank YOU go home," said Greta Garbo for a change and back to Little Rock and a member of the staff at Arkansas Centennial headquarters last week fluttered an official first day at Arkansas Centennial cover, all daubed up with purple postal markings.

It seems that la Garbo doesn't "tank" much of philately. The envelope containing a general invitation to attend the Arkansas Centennial Observance and a booklet on the State bore on its cover a picture of the Old State House and an Arkansas Centennial Commemorative stamp.

The envelope was marked "Refused" just below its first address to M. G. M. studios. Many other movie stars were included on the first day cover list, but this was the first refusal. Centennial Headquarters made no comments but it "tanks plenty."

GREATER SHOW WORLD

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**THE EDITOR TAKES PART IN THE
GOLDEN JUBILEE**

The editor is proud to present to his readers an issue, dedicated to one of America's grandest and most progressive showmen, Sam W. Gumpertz.

Once again it is our privilege and pleasure to throw the spot-light upon Mr. Gumpertz and submit to our readers episodes in his life and stories of his phenomenal rise from poverty to riches and his rise to great heights in show-business. A Horatio Alger story—which remained for this Editor to bring to his readers and those of you, who have watched his climb up the ladder of success, step by step.



**"OUR
OPEN
LETTER"**

It is this writer's pleasure, to have known Mr. Gumpertz for more than a score of years and while we may have overstepped ourself in our writings, he took it, like a man and a showman! He had no room in his heart to hold a grievance against any man. For this reason WE grew to respect and admire his fine qualities. He was BIG—in all that the word implies. Men of that type go far in any line of endeavor and Mr. Gumpertz went right to the top, today holding the position of Vice President and General Manager of the Ringling-Barnum, Combined Shows, Inc.

Mr. Gumpertz is much too modest to discuss his many acts of philanthropy and when we questioned him time and again on certain donations he had made, he urged us, not to make mention of the fact. His benevolence and charitable deeds are known from Sarasota, Florida to Maine and if the facts were known he has done more for humanity than any philanthropist we know of. Yet never sought publicity for his kind acts.

A wise showman once told us—"To know a man and his character—get his employees reaction". We did this very thing and ascertained that every man woman and child with "The Greatest Show on Earth" and his other enterprises, in speaking of Mr. Gumpertz regarded him with the highest esteem and admiration, for his kindness of heart, his humane treatment, his personal interest in each and everyone who can boast he or she is a member of the personnel under the directorship of the Circus King, who to-day is celebrating his Golden Anniversary in show business—and the Editor joins the Circus World—in wishing Health and Happiness for evermore, to SAM W. GUMPERTZ—The tribute being paid to this great personality in this issue—illustrates clearly the high regard and esteem he holds in the hearts, of show folk and men in every walk of life, and to which he is rightfully entitled to.

Cordially yours,

JOHNNY J. KLINE.

THE 1936 AUTHENTIC FAIR LIST!

Indiana

Indiana State Fair, Indianapolis. J. L. Beatty, Secy. Dates Sept. 5th to 11th. Grand stand attractions furnished by Barnes-Carruthers. Midway attractions furnished by Johnny J. Jones Exposition shows. Plays Harness races. Has firework displays. Gross attendance in 1935 was—310,927. Admissions 25 and 50c. His opinion of the 1936 season "Good".

La Porte Co. Fair, La. Porte. J. A. Terry, secy. Dates Aug. 25th to 29th. Grand stand attractions furnished by Barnes-Carruthers. Midway attractions furnished by Johnny J. Jones shows. Plays Harness races. No Firework displays. Attendance in 1935 — approx. about 50,000. Admission front gate 25c.

DeKalb Co. Fair, Auburn. H. E. Hart, Gen. Mgr. Dates Sept. 29 to Oct. 3. Midway attractions furnished by F. E. Gooding. No Grand stand acts. No harness races. No Fireworks. Gross attendance in 1935 was: 110,000.

Michigan

Ionian Free Fair, Ionia. Fred A. Chapman, secy. Dates Aug. 17th to 22nd. Improvements for 1936—widening midway. Grand stand show furnished by Barnes-Carruthers. Midway attractions furnished by Rubin & Cherry shows. Firework displays by Thearle-Duffield. Gross attendance in 1935 was: 239,670. Free admission to grounds. Grand stand 25, 50 and 75c. His opinion for 1936—"Looks very encouraging".

Upper Peninsula State Fair, Escanaba. R. C. Pryal, secy. Dates Aug. 17th-23rd. Grand stand acts by Barnes-Carruthers. Midway attractions by Henke's attractions. Plays harness races. Firework displays by Thearle-Duffield. Gross attendance in 1935 was 65,000. Admission front gate 25c.

The Editor's conception of how Mr. Sam W. Gumpertz climbed up the ladder of Success!



Pen and ink drawing by C. C. Hill.

Saginaw Fair, Saginaw. Wm. F. Jahnke, secy. Dates Sept. 13th to 19th. Grand stand acts by Barnes-Carruthers. Plays Harness races. Fireworks by Thearle-Duffield. Gross attendance in 1935 was 158,000. Admission to grounds 35c.

Muskegon, Jr., Expo. Muskegon. C. H. Knopf secy. Dates Sept. 15th to 18th. Planning Centennial pageant. Free admission to grounds.

North Carolina

N. C. State Fair, Raleigh. Norman Chambliss, secy. Dates Oct. 12th to 17th. Grand stand acts by Geo. A. Hamid, Inc.



THE EYES AND EARS OF THE SHOW WORLD

With Mlle. Corinne, a sensation at the Dallas Exposition with her Apple Dance, and Lola Renoff, raising more than one eye-lid with her "Dance of the 7 veils" at the Streets of Paris" Luna Park, Coney Island, N. Y. it appears quite obvious that Sally Rand will do a complete fade-out along with Little Jumbo, Billy Rose now idling at Ft. Worth! . . . Dr. H. W. Waters will be much in the limelight as manager of the Windsor, Ont., Canada Centennial. . . . They tell a story about the Governor of Texas who was only partly red, until he paid a visit to the "Streets of all Nations" at Dallas and after witnessing Mlle. Corinne dance, HE WAS ALLRED! . . . A Cleveland, Ohio gambling house has its roulette layouts so fixed, they can be turned into ping-pong tables within a few minutes, when a raid is pulled! . . . In Reading, Pa. where 600,000,000 pretzels are made annually, the actual twisting of them is still done by hand! . . . Sydney Kahn, the young man who gave visitors to Coney Island, N. Y. the sensational group game "Fascination", attended the funeral of his Mother-in-law on June 28th! . . . Elwood A. Hughes registers at the Waldorf Astoria Hotel, instead of the Astor as heretofore, when he visits Manhattan Isle! . . . When Ft. Worth makes up their mind to throw open their gates, the visitors when casting eyes upon Billy Rose's troupe may tell their friends they visited "Pansies Paradise" . . . and the Ft. Worth sponsors may become as cold to Billy Rose as an ice-man's shoulder! . . . No topless bathing suits are permitted to be worn by bathers at Long Beach, but okay at Coney Island where hairy apes parade up and down the beach! . . . Justice McNaught of Binghamton, N. Y. granted a jury a 20-minute recess so they could watch the Circus parade pass the Court house! . . . C. B. (Buten) Fredricks, well known circus showman is very ill, and under the doctor's care in a hospital at Alamosa, Colorado. . . . Mel Vaughns State Fair shows plays the Centennial at Council Bluffs, Ia., Aug. 8th. . . . Jack Rubacks Western State shows plays Denver and Colorado Spgs., under the Shrine clubs. . . . The 4 Jacks, high wire act following an engagement with the Rubin & Cherry shows at Madison, Wis., jumped to Idaho Falls, Idaho a distance of 1800 miles and opened there on the C. F. Zeiger shows on Tues-

day! . . . George Moran, Mgr. of the Coney Island, N. Y. Thunderbolt roller coaster told a reporter that he "never rides them, having decided they were made for crazy people"! . . . Eden Musessee on Coney Island, N. Y., a Sam Gumpertz attraction is registering big business this season! . . . Charley Leroy left the Oscar Buck shows high and dry without a side show and in his haste forgot to give the customary two weeks notice. . . . Henry Rapp, Prez. of the American Fireworks Co. of Boston, Mass. is registering one of the best seasons of that firm's career! . . . Murray Goldberg the "Scale King" will record a bigger gross at Dallas and Cleveland than he did at Chicago, which is the tops in scale receipts, but then Murray is the tops in his line of endeavor! . . . There are 100 reason why each and every outdoor showman, concessionaire and rideman should become a member of the Showmens League of America, so if you have not filled out the membership blank as yet, do so now! . . . Ken Maynard will take to the road next season with his own circus and Wild West, and between making pictures, is making personal appearance tours starting at Colorado Junction, Col. and will show himself in the Middle West also, toward a build up for next season! . . . Wedding Bells rang once again for RAYNELL,—congratulations! . . . The three top-notch Circus band leaders are: Merle Evans, Eddie Woeckener and Vic. Robbins! . . . with James Victor as tops in Amusement park bands, now playing to the masses and classes at Luna Park, Coney Island! . . . Jackson Heights boasts of the Champion lazy man — He went to work and was too lazy to stop! . . . The school children of Frisco will begin at once saving pennies for the San Francisco, California World's Fair, in 1939 and the Officials of the New York World's Fair started off by digging the dirt, so the Editor will close his eyes and ears and say adios until the next issue of the Voice of show business!

Luna Park on July 4th was reminiscent of old times and all credit goes to manager Charlie Miller, who is proving the best result-producer the park has had from all its army of managers for years and years. The Barker therefore hands a garland of American roses to Charlie Miller for his achievements to

date.

The balloon ball-room enjoyed capacity bizness with music by Chris Conti, and his melody makers—a swell swing dance band that will make this the gay spot for the dance lovers this season. All rides and shows were well patronized. Even the circus appeared to have the biggest grand stand attendance we have seen in the past six years, with a fine array of circus acts—but ye gods no high hatted ring-master! The atmosphere of the Park this year breathes life—with the patrons to the World's playground having ascertained that Luna Park is the best buy in entertainment at the lowest price the Island offers. Admission 10c with free dancing and free circus.

No question about Streets of Paris, aiding the front gate, but unfortunately it killed the "Grove". Gosh how that recalls those pleasant evenings the Barker spent with so many celebrities. Oh well, its all in the dim past and stored away in our book of sweet memories. The Paris exhibit was produced by Tony Sarg and the best replica of Paris since Chicago World's Fair. Built by Architect Meyers, supt. of construction Guelfi and Chief Electrician Schramm.

The floor show in Paris, is fair, but badly balanced and the Parisian atmosphere is conspicuous by its absence, which in the Barkers opinion is badly needed to really sell—Streets of Paris. Not a word of French is spoken in the entire show and even the M. C. is not French, but tries to do an imitation of a columnist on the radio. It is a good idea to sell the peep shows on a 40c combination—but unfortunately the peep shows are not up to the Chicago standard, then again visitors to the Island are all "hep gees" and will squawk plenty after entering these shows or we miss our guess. Coney Island folks are not like visitors to a World's Fair, but only a Showman would realize that — and Tony Sarg is an artist — and not a Showman. Then again, to our way of thinking, a strong bally on the front of Paris, might lure the customers in. As is, no go —it looks swell from the outside, looks alright when on the inside—But! It has that something missing—and that something will necessitate the venture going in the red. We hope we are wrong—but were, we, called in to make suggestions, we would have sent for the men who actually worked in the Paris show in Chicago, or men like Silk Hat Al Fisher and several others like Lou Delmore, Al Humke, Eddie Brown and somehow we feel their presence around the show would make it perfection itself and a money-getter—but in view of the fact that the boys cannot be had, the Barker suggests that Mr. Sarg makes an effort to secure guest stars each week, such as Irene Bordoni, Fifi D'Orsay, Fifi D'Arline and other French stars—and advertise the fact, far and wide and we feel certain Streets of Paris will go over as anticipated.

Leading Ladies of the Show World

THE FAIR SEX!

MRS. ANNIE GRUBERG, charming wife of Rubin Gruberg, who refuses to be spoiled by her husband's success, but permits that success to go to her HEART—instead of her head! The South's gift to Rubin Gruberg and his inspiration!



MRS. HARRIET BEATTY, a sweet faced woman, wife of the popular Animal Trainer, Clyde Beatty, who also remains unspoiled by the attentions shown to her and her husband!

MRS. ADA DUFOUR, adorable wife and help-mate of the foremost Showman of the outdoor show world, Lew Dufour, and the sweetest of sweet faced Leading Ladies of the Show World!

MRS. ETHEL WOLFE, wife of the popular showman T. A. Wolfe, to whom she has always been and always will be—the star of stars and a leading lady of whom he might well be proud!

MRS. IRENE DELMORE, wife of Lou Delmore—who is now fully recovered from her illness and now as always—Lou's leading lady!

MRS. SARA McCAFFERY, wife of J. C. McCaffery—and his leading lady always!

MRS. MAYME SIBLEY, and lovable wife of Walter K. Sibley, who are known as show world's most devoted couple!

MRS. BESS HAMID, wife of George A. Hamid, another charming lady who refused to be spoiled by her husband's phenomenal success—and allowed it to go to her Heart instead of her head!

MRS. IVY RICE, wife of Bill Rice, who's devotion to her famous husband is the talk of the show world!

MRS. LAURA VALDO, the adorable wife of Pat Valdo and a hostess that sends her guests away, singing the praises of a very charming lady of whom her hubby, may well be proud!

MRS. FREDA WILSON, charming wife of the showman Cliff Wilson, who has won new laurels with his attraction at the Great Lakes Exposition—and who's every thought is of Freda, now reg-



istering record breaking gross receipts with the Royal American shows on their tour of Western Canada Exhibitions, and a show-woman of note in her own right!

MRS. NELLIE MARR, wife of George and mother of Julia. The South's sweet contribution to the outdoor show world!

MRS. EDITH CONKLIN, wife of J. W. (Paddy) Conklin and Winnipeg's grand contribution to the social set of the show world!

MRS. MADGE BLOCH, wife of Bill Bloch—another devoted couple who can boast of a host of friends—and to whom life is one sweet song—sweetly sung!

MRS. MAY WIRTH, wife of Frank Wirth—a star that still shines bright in the circus world and Frank's leading lady and star of stars!

MRS. JOSIE HANKINSON, wife of Ralph Hankinson who has inspired her husband to reach the top peak in Auto Racing circles—and the one and only leading lady in his career!

MRS. JENNY ROONEY, wife of Ed. Rooney and co-starring with the "Greatest shown on Earth".

MRS. LAURA SEDLMAYR, lovable wife of C. J. Sedlmayr—leading lady in the life of C. J. since he escorted her up the aisle to the altar—and still enjoying their honeymoon!



MRS. JESSE GLICK, gorgeous wife of William Glick, and HIS Leading Lady Always!

MRS. MYRTLE CAMPFIELD, charming wife of the "ace tent salesman of the show world" Arthur Campfield, who inspires her dear hubby on, to greater accomplishments!

MRS. HILDA BERGEN, the personification of sweetness and wife of Frank Bergen, popular show-owner. Mrs. Bergen's sweet personality has won for her a host of friends!

MRS. ELLA ROGERS, wife of the showman of renown Joe Rogers, his leading lady—with whom he will go thru life always—dancing cheek to cheek!

MRS. MARIE MORRIS, sweet faced wife of Plain Dave Morris—who sees Heaven in his Leading Lady's eyes!

MRS. EMMA MAYNES, gracious wife of Hyla F. Maynes—the lady who has inspired him on to become the great inventive genius of the outdoor show world!

MRS. FRANCES SHEAN, lovable wife of Frank D. Shean—and a leading lady that Frank is mighty proud of—and who wouldn't be—for to know Frances is to love her—but then the Editor loves 'em all—and if he missed mentioning your name in this issue—

a million pardons, it was unintentional, I assure you—but don't miss the next one—or the Flash for you'll be thrilled with the Flash—in which the Editor goes to Town—and HOW!

So until we meet in the next issue or in person—remember—

I CAN'T THINK OF ANYTHING BUT YOU—YOU and ESPECIALLY YOU!

JOE HENRY REVIEWS A PROMOTION

Regarding the Fair which was held at the Stadium, Woodbridge, N. J. from June 27 to July 4, it was for the purpose of raising funds to help to finance the construction of a new Stadium.

I was there the first two days and I observed quite a bit of what was going on. It was evident that the entire make-up was a mess of confusion from the promoter, who admitted it, down to the kids who run the errands and do everything for a peek at the mysterious looking acts. The promoter either bit off more than he could chew, or else he wasn't given the proper co-operation to put it over. To nearly almost everyone on the lot the proposition looked doomed because it did not register the best two days, Saturday and Sunday, and what attractions were there, were not advertised, and that happy and gay spirit which is always manifested at Fairs, perhaps, was still at the convention.

As it appeared to me there were too many tents. They were everywhere and occupying good space, many without attractions and obstructing the view of those which had something to offer. Ted Merchant's Wild West Show was at the extreme end of the field, far away from where the crowds congregate and if it wasn't for the ballyhooing of the band, Ted's outfit would never have been seen.

The band finally became the first-aid for the sick attractions, many of which were about to doze off into oblivion. These musical doctors would press down all their valves and blow the music around and around double forte until it disturbed the tranquillity of the customers along the route from the entrance to the Fair to the attraction that needed the necessary stimulus. The people would follow the band, and for every attraction it helped, it did harm to many others by taking away their customers, because people still like to follow the band.

At the end of each perfect day came the pay off. The line would form to the left, the eager and tired head of each attraction would wait his turn to receive his percentage of the business his show did. Huddles were as conspicuous there as at a football game. After all's said and done why do men who are vaudeville agents and actors try to put over a tremendous proposition as a Fair. It's a business in itself and requires a special knowledge. And my friends that's the secret why it was a mess of confusion and the end of my story.

ON AND OFF THE LOT



"AS YOU THINK — YOU TRAVEL — AS YOU LOVE — YOU ATTRACT. YOU ARE TO-DAY — where your thoughts have brought you. You will be tomorrow, where your thoughts take YOU. You fall, remain or rise with your thoughts, your vision, your ideal. You will become as small as your controlling desire—as great as your dominant aspiration".

James W. (Paddy) Conklin, popular president of the Showmen's League of America, and General Manager of the Conklin Bros. shows, a personable, likable chap, merits the finest gifts of the high office he holds in the S. L. O. A.—yet would be the first to challenge such praise with the simple, disarming query—"Why—what have I done to deserve this."

Sam Burgdorf contracted and is doing the advance promotion work on the Smyth Co. Fair, at Marion, Virginia. Benny Krause Shows will furnish the midway attractions. Dates Aug. 18th to 22nd. Admission to grounds will be 15c with Burgdorf arranging an advance ticket sale—thru the medium "Good will Ambassador Election".

FLASH!—Last week the International Shows while moving from a town in Idaho to Ontario, Oregon, Teddy Levitt, suddenly cried out—"I can't stand it" and fell to the floor of the car—stricken with acute appendicitis. He was rushed to The Sisters Hospital at Ontario, Oregon, where his condition at last writing appears quite serious!

The scene changes—Wm. (Sheik) Claire, walked out of the American Hospital, Chi., Ill., fully recovered!

William Glick, General Manager of the show that bears his name is concentrating upon assembling one of the strongest midway of pay shows and rides seen at Trenton, N. J. Fair in many years!

Ever so many carnies are slated to play thru the State of California this winter!

Max Goodman "The concession King" smiles when he wins and smiles when he loses—is enjoying better patronage now and feels optimistic as to the season's going to be alright—I'm afraid!

Flash!—Joe Redding, manager of the Rubin & Cherry shows is on the sick list! Kenmore, N. Y. Centennial was another Roman holiday for Emperor Maximus Linderman!

Mother Nature, was unkind to little jumbo Billy Rose, for she made his arms so short—the poor guy—can't pat himself on the back often enough to satisfy his ego!

Frank Kingman, secretary of the Great Brockton, Mass. Fair advises that contrary to reports and rumors "The

Management of the Brockton Fair will carry on as always".

Morris Kohan, known to the stars of stage, screen and circus World as the "Tights King" is by far the largest provider of tights to aerial acts and circus stars in the amusement world!

J. F. Rodabaugh of the Baker-Lockwood Tent company is on a good will tour in the East, renewing acquaintances and meeting old friends!

The loyalty of Sam Prell and Joe Beck partnership is commendable and something to point to with pride by members of that firm!

John T. Benson continues to crash front pages of newspapers and strange as it may seem—without the aid of a press agent!

Flash! United shows of America registering good business in Montana.

Stanley Graham's midget village is badly in need of Nate Eagle—for it lacks the Eagle showmanship.



WILLIAM GLICK
Gen. Mgr. of the William
Glick Exposition.

FRIENDSHIP — IS A WORD — THE VERY SIGHT OF WHICH IN PRINT MAKES THE HEART WARM!

POLITICS CHANGES — time was — when we voted for a Mayor—because of his civic interest in the affairs of the City—nowadays we vote for a Mayor—because we feel, he is a good ribbon cutter, a bridge opener and a grand stand hero! All of which to this editor's way of thinking—is obtaining money under false pretense—and not worth their salt insofar as conducting the affairs of any City!

Contrary to reports and rumors—The Amusement League of America, Dave Rose, President still functions as a showman's organization—and will play an important part in the New York World's Fair.

The Kaus United shows, will furnish the midway attractions for the Firemen's Celebration at East Aurora, N. Y. week of Aug. 3rd—and their Fair season at Watertown, N. Y. week of Aug.

10th.

Ben Weiss is registering good business with his open air—Bingo game at Far Rockaway, N. Y. auspices of St. Joseph Hospital. His brother is looking after his concessions with the Might Sheesley shows for remainder of the season!

Contrary to reports—the wind-storm at Trenton, N. J. did not effect the John Marks shows, who were showing in North Trenton, N. J. at the time of the hurricane, which struck the Walkathon that was under canvas there and killed two and injured twenty people when their tent fell. But then the Marks shows have as all outdoor shows always do, an experienced canvassman—therefore, not even hurricanes could blow down their tents.

Carlton Collins is doing exceptionally good press agent work for the John Marks shows this season!

Harry Gilman has a large tented theatre with the Foley & Burk shows and presenting ten of the larger illusions with plenty of color and flash, using three beautiful girl assistants and a powerful P. A. system on the front. Billy Bozell, has the side show and states that "Business is like Calgary, Alta" in her balmy days". The F. & B. shows are playing to good patronage and all employees are neatly attired in uniforms and from all indications the folks with the Foley & Burk shows are all in the money this season!

Mrs. Charles Cohen wife of Charlie Cohen the concessionaire with the Glick shows is vacationing at Atlantic City, N. J. John Moran of the same show is handling the legal adjusting to the entire satisfaction of the management. Billy Hartzman is secy. and treasurer and is working conscientiously on the show's behalf. Milt M. Morris is demonstrating his ability as carnie manager and has the show looking spick and span in its entirety. Bench Bentum, the diving sensation and Aquatic Revue is the high spot of the Glick shows and furnishes the free attraction—being termed "The Avestoerat of all Diving Acts".

The Oscar C. Buck Shows, Inc., registered a nice weeks engagement at Stamford, Conn. With as fine a lineup of shows, rides and concessions seen in the East, in many years. All concessions are strictly legit. Playing Fairfield, Conn., this week. His first Fair is Rhinebeck, N. Y. The new Rideoo ride arrived and is registering big bizness!

The Art Lewis shows now consists of twelve rides and ten shows, 3 free acts and about 25 concessions. All shows have amplifying system installed. A caliope and sound truck. Up to date rides — Loop-the-loop, Loop-O-Plane, U. Drive it autos and a midway enhanced by three Eli ferris wheels. The tops in shows playing New England. Artie Lewis is making rapid strides to the major league class of tented shows!

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As "BIG TOP SHORTY" Sees It

Howdy folks!

Me an Hook-Rope Sweeney went a-visitin last week. Yes sir, we took a day off an went o gander at one o the finest shows, an met some o the swell-est troopers we ever laid eyes on. I'm a-speakin o the Al G. Barnes Circus, o course, which is bein run to the Queen's taste by my old friend, S. L. Cronin.

Readin his name printed that way mebber some o you folks won't think he is an old friend o mine, but just to set you right on the bizness I don't call him S. L. Cronin in privut any more'n you do. I know as well as everybuddy else that his name is Buster, but that S. L. part o the handle looks better in a printed dockymet when a feller is afferin to him as a big-league circus manager. D'you see the pint? An he really is a big-league circus manager, my friends. In my forty odd years o troopin I've gandered at circus managers from hell to breakfast, but never have I seen a guy turn out a sweeter piece o managin than this little feller from Hartford City, Indiany has delivered since he's been the brass-hat guy on the Barnes Show.

You gotta remember that when he took a-holt o this circus back in the Mugivan days he was a-follerin in the footsteps o some purty good men. Fust they was Al G. Barnes hisself, who al-lus had the advice o another good showman named W. K. Peck, an then they was Harley Tyler an Al Sands an Charley Cooke, along with one guy who was smart enough to be a general agent an manager at one an the same time. His name was Murray Pennock. Well, anyway, these fellers brought the Barnes show outta no-where, to a pint where it was one o the world's best animal shows. But it took Buster Cronin to raise this troupe from a cat opry to a circus so grand an so well-liked that it managed to outlast every doggone railroad show of its time, with the exsep-chun of the Big One.

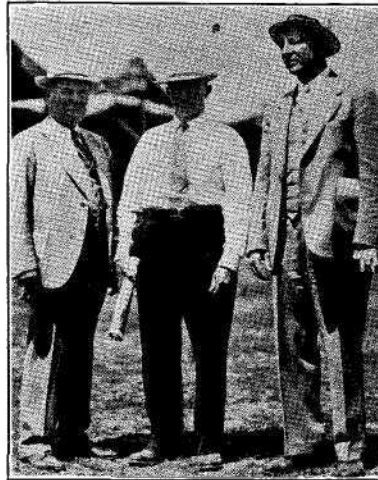
O course, I know theys some sour-grapes guys with green pesimmon puckers on their pans, who are bound to tell you that Buster was just another lucky guy. But don't you believe it, no siree, sir! The Al G. Barnes Circus is a-rollin along in a blaze o glory simply because Buster Cronin of Hartford City, Indiany is more'n a manager, my friends, he's the heart an soul o the hull shebang. From the crack o dawn until the last waggin goes up the runs at night, he's bouncin around the lot quicker'n a hongry flea on a skinny dog's back, al-lus a-keepin his eye on the ball.

A trooper, every inch! That's S. L. Buster Cronin, folks!

In spite o train wrecks, rain, burnin

droughts, tough an powerful oppyzishun an blowdown that woulda chilled the heart o most any man, my friend Buster has brought his circus through with flying colors an as many friends as they is Japs in Tokio.

Bein a friendly little feller hisself, he kinda leans to the notion that friendly people on the staff are good things to have around. An you can take it from me, theys some mighty friendly people on the Barnes show. Yes siree, sir! Me an Hook-Rope Sweeney found that out last week. On some shows y'know, a coupla old workin stiff is just about as welcome as a skunk at a lawn party. Put not on this troop, no indeed! Everybuddy does their best to make you feel t'home.



On the lot of the Al. G. Barnes Circus. S. L. Cronin, Mgr.; "Billy" Curtis, Gen. Supt.; A. R. Hopper, Gen. Agt.

The very fust feller we run into was old red-haired Mark Kirkendall whose been traipsin atter circuses since the days o Lem Tuckett's waggin show. Well sir, it sure was good to see his homely puss again. He looks just like he allus did, but he's a little daffy on the subject o the Pacific Coast Showmen's Association, an busier than a sheet writer diggin up new applications for members in the club. You can't hate him for that, howsomever, because theys no worthier cause for showmen than this one is provin to be. Nothin would do Mark but that me an Hook-Rope would meet the president of the lodge, an he took us over to the office waggin to a smilin young feller name o Theo Forstall.

In spite o the fact that he was busier than a seat-butcher among a lotta kids, this feller Theo dropped everythin to gab with us. O course, he didn't reckolect me but I knew him when he fust showed up as a sorta assistant to Jess Adkins in the waggin o the Yankee

Robinson an Gollmar Bros. show. That was back in 1922. He was fresh outta carnival bizness then, but that didn't seem to hurt him none cause he's just kept on a-climbin in the circus world. He's been the right-hand man an cashier for Cronin so long that folks just naturally think o them together, just like ham an eggs. They ain't no sense in me goin into any puffs over Theo, the fact that the boys out on the Coast made him president of their showmen's association, should be enough to show you just what a friendly, likeable cuss he is.

But, as I said afore, everybuddy's friendly on Cronin's show. That goes from the ones I mentioned an also Jack Youden, the sekittary o the troupe, right past Harry Levy on the tax box an Len Karsh on the front door into the menagerie where Chester Pelke has the stands, an thru the big top where Harry Bert with the razor edged britches has the tickets, clear on out to the back-yard o the show. It suttinly warms the cockles o your heart to see so many smilin faces on every side.

Spick an span as all get out, the hull layout is a treat for anybuddy's eyes. An the pufformance is as good, if not better than any show I've ever gandered in my time. Course, I'll admit that it made me kinda homesick when I went into the big top an saw my old chum Eddie Woeckener leadin the band, an my other old crony Bob Thornton a-blowin the whistle on the show. It reminded me, y'see, of old times when this same set-up was on the Barnes Show, an I kinda expected to see Charlie Boulware or Bert Rickman steppin cut to announce the program, like they did a good many years ago.

Yes sir, it kinda got me. An when Bert Nelson stepped out there in the arena, along with Mabel Stark, a lotta names flickered thru my memory. Names that once meant a lot on the Barnes Circus. Troopers like Louie Roth an Dutch Ricardo, both o them top hand animal men; an I thought of Olga Celeste an Martha Florine an little Dot Whitney, as well as Bessy Harvey an Charlie Barry who all were once a big part o the show. An when I looked at the swell side-show of Duke Dukenbrod, I couldn't help but remember Bobby Fountain an Sunshine, as well as Austin King.

But these reckoletshuns o an old fool don't mean anythin here. An they got nothin to do with the fact that me an Hook-Rope Sweeney had one grand day, among some grand folks, on a grand show, when we went to visit on the friendly lot o a friendly and great little feller named S. L. Buster Cronin.

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BOSS OF BIGGEST CIRCUS HAS RECORD AS IMPORTER OF STRANGEST PEOPLE AND ANIMALS FROM REMOTE LANDS

By ROLAND BUTLER

"Legal trial marriages were centuries old among the head-hunting Bontocs of Northern Luzon before Judge Ben Lindsay of Denver was born," says Sam W. Gumpertz, vice-president and general manager of the Ringling Bros. and Barnum & Bailey Combined Circus.

The wide interest shown in Mr. Gumpertz' latest feature importation—the African pigmy elephants, the headline attraction of "The Greatest Show on Earth" this season—gives him extreme satisfaction, because he considers the tiny tuskers, the first ever to set foot in America, the most sensational and unusual group he has ever brought to these shores from the far places of the world. In answering questions about the mid-get elephants, the Big Show's boss was reminded of the Bontocs, the Ubangis and other tribes of weird people that have invaded the country under his direction. Of course, his herd of African pongurs, the world's smallest beasts of burden, a feature second only to the pigmy tuskers, came in for discussion. Mr. Gumpertz imported them the latter part of June, and they, like the pigmies, are an announced super-feature of the Big Show performances.

In his capacities as circus executive, producer and theatre owner, Mr. Gumpertz has imported more strange people and animals to the United States than has any other man or group of men. Among his best remembered savage and semi-savage importations were seventy Bontoc head-hunters from the Benguet Mountains of Luzon, 150 real wild men from Borneo (he brought over these authentic wild men at a time when the country was flooded with fake wild men from Borneo); 125 Somali warriors from Somaliland, South Africa; forty tribesmen from Dahomey, and eighteen wild riding Berber warriors from the bandit hordes of the famous Moroccan chieftain, Raisuli, who attained the world's front pages by kidnaping Perdicaris, the American citizen, during Theodore Roosevelt's administration.

In 1905 Sam Gumpertz brought the Bontoc head hunters to Dreamland Park. "They were magnificent specimens of manhood," he recalls, "and they were deadly with spears and poisoned darts, which they expelled from reed blow guns. Despite their gruesome customs when at war or on raids, they were people of honor and rigid honesty. In my contract with them I had agreed to bring their wives and children and construct their raised Nipa huts just as they built them in the Benguet hills. This I did and they were pleased. I found them pleasant and willing. They were a great attraction, and their exhibitions with spear and blow guns were thrilling, so accurate was their aim.

"However, it was their marriage cus-

toms, immutable tribal laws, that interested observing and thinking people most. When a Bontoc man and a woman decide to marry, they publicly register their intention with the chiefs of the tribe. At the end of a year, provided there are no offspring, they have their choice of wedded life or of honorable and complete separation. If there is a child they must wed. There is no divorce.

"There was one couple among the Bontocs whose daughter, age 4, was one of the prettiest and most lovable children I have ever known," smiled Mr. Gumpertz. "She and I became great pals, and I grew exceedingly fond of her. I took her on many little jaunts about Coney Island and New York, and the child enjoyed them hugely. Finally, I wished to adopt her, for my wife was as strongly drawn to her as I. In the end, I offered the parents \$5,000 for the privilege of making the little girl legally our own. They refused. Their code would not sanction the action. We had, of course, to respect them for their attitude, but after I had returned from the Philippines we missed the child terribly. She was a darling."

"The most spectacular people I ever brought to this country were the Somali warriors from Africa, 125 of them. They were also the most interesting of all the weird tribes I have imported.

"The Somali warriors were tall, broad-shouldered, lean-flanked and powerful. They wore only loin cloths, as did their women, who were also extremely well formed. It was in their contract that their priests, cooks and schoolmaster should accompany them, and their native African village had to be exactly reproduced. Although they resembled the finest tribesmen of the Zulus in their war paint and feathered headdresses, they had marvelous markings on their bodies, due to their belief that pain cures pain.

"When a Somali man or woman feels pain, he or she goes to the priest, who carves a design on the body, fills it with blue clay and allows the flesh to heal over the wound. Thus the bodies of these stalwart natives were covered with intricate and extraordinarily artistic designs, adding much to the impressiveness of their appearance.

"They brought many goats and sheep with them, and they would only eat when their priests had killed the animals in established ritual on the spot. Their priests blessed every bite of food they ate in America, for they are a very religious people. They did not take to American ways and American food, as did the Ubangi disc-lipped savages that I imported for the Ringlings in 1930. Picturesque and strange as were the Somalis, they were of a far higher order

than the Ubangis. They were also intelligent, and they could read, write and compute in their own language and symbols. Their children, who accompanied them, were taught daily by the schoolmaster. The Somalis were marvels with spear and shield. Their sandals, war drums, shields and other accoutrements were made of rhinoceros hide.

"At the conclusion of the season at Dreamland Park I wished to return the Somalis to Africa, but a promoter had interested them in a tour, and the Government informed me that it had no power to force them to depart until their bonded time in the country had expired. The promoter jumped the entire outfit to San Francisco, where he speedily went broke. The Somalis were destitute. The minute this word reached me I asked the Ringling Bros. and Barnum & Bailey Circus management to find out from the Government officials the true status. It did so, and I learned that it would cost me \$14,000 to return the Somalis from San Francisco by Pullmans and boat, whereas I could have done so when I first requested permission for \$4,000. However, I did not hesitate, and commissioned agents to rush them through by the best trains and boats. When the Government heard of this they assured me that I would have their hearty co-operation forever in bringing unusual people to America. And I have it.

"The Somalis were also distinctive in that their features were Aryan and not negroid. They were handsome, with deep, blue eyes. And they were clean, bathing twice daily. By the way, this has been a characteristic of most of the so-called savages I have brought to the United States—fastidious cleanliness.

"From Dahomey I imported a tribe a year or so later, and these natives were also intelligent, impressive in person, with snow-white hair. They were, of course, a species of Albinos, and they also proved to be great attractions. As with all other African and far East peoples, I got along splendidly with these Dahomey tribesmen. I am lucky that I seem to understand them. Of course, most of them I have first visited in their native corners of the world, for I have circled the globe six times, and the primitive tribes and savage peoples have a fascination for me. I like them instinctively. They seem to know that. We always get along. We are in sympathy, as the Latins say.

"At the time the world hung breathless upon the outcome of the Perdicaris kidnaping by the famed bandit chief, Raisuli, in Morocco, I was in Gibraltar. I stayed there and in Algiers, with agents at work. Finally, I got in touch with Ben Ali Hassan, a power in North Africa. Through him I finally arranged to bring eighteen of Raisuli's wild Berber bandits to America. With them they carried eight of their finest Arabian horses. The Berbers proved a tremendous attraction, with their fierce, bearded faces, their arrogant manners,

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AN OPEN LETTER

TO THE PERSONNEL OF THE RINGLING BROS.-
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No words can quite express my gratitude to one and all of you, for the magnificent co-operation and loyalty you have all shown, during the years it has been my good fortune and pleasure to direct and manage the affairs of the "Greatest Show on Earth".

Accept my warmest thanks for your kind thoughts of me, on my Golden Anniversary in show business.

Your expressions have proven a source of great pleasure.

I trust we will continue the same friendly relations in the future, as we have enjoyed in the past. I thank you!

Cordially yours

S. W. Gumpertz

their reckless horsemanship. Of course, almost everybody wished to see the desert and hill raiders who had made off with Perdicaris and whose chieftain had forced the great Theodore Roosevelt to startle the world with the stirring challenge to the Moroccan Sultan—"Perdicaris alive, or Raisuli dead!"

"I need not add that the Berber raiders were a profitable investment, but they were the least friendly of all the exotic people I have imported. They were sulky, and they were none too clean. However, they went home in good order, taking their horses."

In 1932, I brought the giraffe-neck women from Burma to the Ringling Bros. and Barnum & Bailey Combined Circus. I had been after them since 1926, but British Colonial Government regulations delayed my success. But they were with us two years on the big show, and they proved a fine feature. They are a gentle, amiable group, but their elongated, brass-encircled necks made everybody wonder how they can live, for the vertebrae of the upper spinal column are, of course, dislocated. In fact, the ship's surgeon of the S. S. Bremen, on which I brought them from Cherbourg to New York, stated at the dock he could not understand how they could live. But they do, and happily.

"I am sending an expedition to Africa and then to the Orient this fall in charge of Howard Bary, to round up

more strange people that I have visited or of whom I have received confidential information. Suffice to say, none of the tribes I have in mind has ever left its almost inaccessible habitat, and each should be a sensational feature of the greatest show on earth next spring when we open in Madison Square Garden, New York, and on the road.

"For a half century this mighty circus has proudly upheld that subtitle—"The Greatest Show on Earth"—and upheld it well. That is a trust, and I shall devote the remainder of my life to keeping the faith. The big show must have big features—new features—each year. They are hard to find, but we shall find them."

Congratulation and best wishes to

Sam W. Gumpertz

"My First Boss, at Dreamland circus side show, Coney Island, N. Y. Best of best wishes for your health and happiness".

AL FLOSSO

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GREETINGS

to Mr. S. W. Gumpertz on his Golden Anniversary in show business
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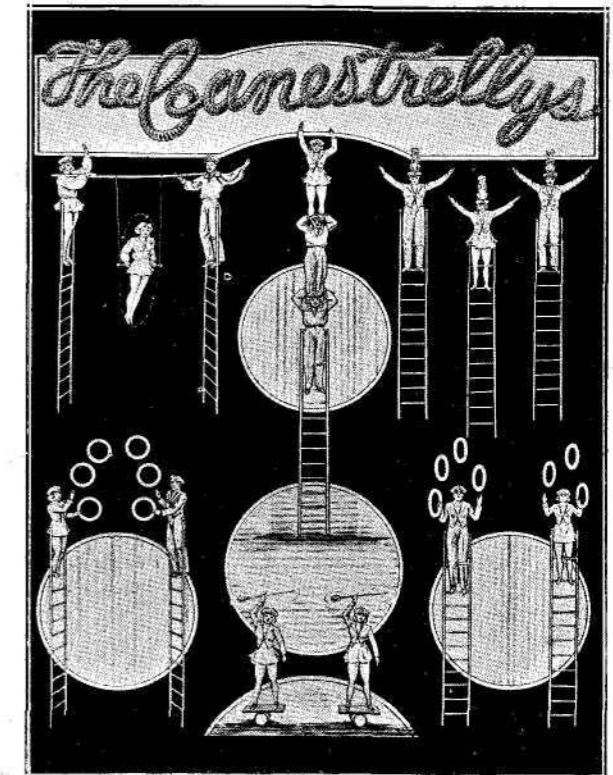
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LITTLE BITS ABOUT THE "BIG ONE"

By MICKEY DAVIS

Writers of contemporary history, it seems, frequently permit the garish brilliance of great names or impressive events to blind them to a truly big story of their time.

As a case in point, let's look back to 1871.

Two empires were founded in that year but the scribes hypnotized, no doubt, by the majestic swank and melodramatic incidents attendant upon its inception, burned considerable midnight oil in recording only the existence of the more glamorous one.

This was the empire of a tempestuous, arrogant Prince named Otto Eduard Leopold von Bismarck. The spectacular German Empire that rose amid the echoes of clashing sabers and roaring guns, against the lurid background of gory battlefields. Ordained by Mars and christened in the blood of its vanquished foes, it swept into being in dramatic fashion, with all the flamboyant display of traditional Old World pomp and circumstance.

Impressed to a point of awe by the grandiose aspects of this ceremonious occasion, the talented wielders of the quill in 1871 exhausted their supply of adjectives and superlatives immortalizing the event for posterity. But not a word did they write concerning the beginning of the second, less pretentious empire in that year.

In fairness to the scribes, however, there was little cause for any mention of it. For no world-thrilling ostentation marked its debut, and its founders wore no robes of royal purple hue. Devoid of bombast, minus the august presence of famous dignitaries, with no martial horde drawn up in glittering array to pledge allegiance to its standard, this tiny empire crept into existence in the obscure reaches of the hinterlands.

Conceived in the dreamer's mind of a showman named Coup, financed by another with some degree of fame, it was humble little realm of music and laughter and bright-colored wagons, freighted with exotic wonders and scintillant trappings designed solely to bring a mead of pleasure to the hearts of fellow men.

This diminutive empire was called "The Barnum Show."

Sixty-five years have elapsed since these two dynasties were founded, and, poetically enough, each has reaped the harvest of its sown seeds.

The German Empire has vanished from the scene. Born of strife and conquest, hacked into history with bayonet, sword and gun; it stood for 47 years as a formidable symbol of belligerent strength and power. Ruled by swaggering monarchs from a throne held aloft by the arms of its goose-stepping legions, this haughty sovereignty rose to the pinnacle of militaristic glory, only

to perish in a flaming holocaust of its own contrivance.

But the inconspicuous empire of 1871 has endured and soared to greatness on the wings of Time. Founded in peace and simplicity, consecrated to the spirit of Youth, knowing no distinction of race, color, creed, or circumstance, it has come down through the years a radiant symbol of beauty, cheer and abiding good-will.

Founded by Coup, the visionary, bearing the illustrious name of Barnum, nursed to greatness by Bailey, raised to the lofty eminence of immortal fame by the brothers Ringling, and adding to its prestige under Gumpertz, it is an empire of color and romance erected and ruled always by showmen with dreams.

Gay with the music of happy childish laughter, bright with memories precious to the children of yesteryear, it is the domain of enchantment for the Eternal Boy in the heart of man. A picturesque fairyland of billowing tents and fluttering flags; peanuts and popcorn and pink lemonade; gold-leaf and spangles and blaring bands; where the pungent aroma of tanbark and sawdust fills the air. It is a carefree kingdom of frolic, littered with clowns and elephants and mystic side-shows to gladden the heart and delight the eye, amid the glamorous whoop-te-do of ballyhoo.

This is that Lilliputian empire of Barnum in 1871, grown to a scintillant realm of gorgeous immensity, whose glory will endure as long as big tops are raised to greet the rose-hued dawn.

It is the empire of ornate magnificence known to the world as:

Ringling Brothers and Barnum and Bailey combined Circus!

While the history of this great enterprise is studded with bizarre happenings, three incidents which occurred in 1889 should prove to be of interest to the present generation of troupers.

As in 1871, the writers of 1889 were too engrossed with great names to note obscure happenings, and thus failed to see a wonderful human-interest story in the making. Their pens were being utilized to record the fact that "Barnum and Bailey's Greatest Show on Earth," (then a 64-car organization) was embarking to entertain royalty on foreign soil.

Out in Stockton, California, a young man left the "181" store owned by his brother, walked along the wooden sidewalk of El Dorado street to the corner of Main where, after some hesitation, he climbed the stairs to a second-story Opera House. Arriving there, he removed his hat and approached the throne of local thespian greatness where sat William Elliford, director of the Stockton Theatre Stock Company. To Elliford the young man voiced his burning desire to become an actor and, im-

pressed by the fervor of his voice and the cut of his jaw, the director gave him a chance to realize his ambition by casting him as a juvenile in the stock company.

While these three events of 1889 were unrelated to each other, the principal characters in each were destined to play important roles in the lives of one another.

P. T. Barnum passed away in 1891, leaving Bailey the heritage of his name and sole rule of the "Greatest Show on Earth." By this time the five brothers in Baraboo had increased their railroad show from eighteen to twenty-two cars in size, and the young actor had left Stockton in search of broader fields.

The "Gay Nineties" rolled through their glimmering span, and when they waned and died the 22-car show from Baraboo had grown to a 57-car organization, nationally famous as "Ringling Brother's World's Greatest Shows."

The early years of the new century found Ringling brothers adding luster to their fame, and rapidly challenging the might and greatness of Barnum and Bailey's Circus. The young actor, in the meantime, had forsaken the drama to try his skill as an acrobat, after which he became the pilot of man of magic called the "Great Lafayette." But in 1904 this versatile chap seemed to find a place that appealed his aggressive spirit, and he opened the famous Dreamland in New York's Coney Island.

James A. Bailey who was in charge of the Barnum Show upon the occasion of its first visit to Europe in 1889, and who piloted the show to greatness in the twenty years of his managerial regime, passed away in 1906, and Ringling Brothers acquired control of "The Greatest Show on Earth" the following year.

The years slipped away and the young actor from Stockton grew to be a power in Coney Island, and a close personal friend of the Ringlings. As such, he was elated when they consolidated the titles of Ringling Brothers and Barnum and Bailey in 1918, and sorrowed with them as the years took their toll and, one by one, the famous brothers passed to the Great Beyond.

He was an adviser to "Mister John" the last of the brothers, when he made his sensational purchase of the American Circus Corporation in 1929, to become absolute monarch of Circusland. And four years later, the strange cycle of the obscure but ambitious youngster in 1889 reached its completion when "Mister John" from an invalid's couch, summoned his trusted friend and passed to him the sovereign's scepter of the Big Show's ruler.

And there, my freinds, you have the odd little tale of a man named **S. W. GUMPERTZ**, who wanted to be an actor in 1889 and who, today, plays a leading role in the Big Show of Life, as Vice President and General Manager of the far-flung Ringling empire!

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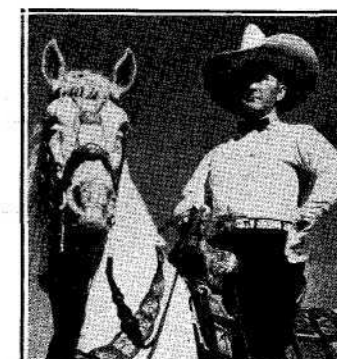
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THE HISTORY OF AL G. BARNES WILD ANIMAL CIRCUS



SAM W. GUMPERTZ, Gen. Mgr.

By

ROBERT THORNTON

(Equestrian Director for many years of the AL G. BARNES Circus) as told to

MEL SMITH

A saga of one of the miracles of the Great West. The birth and perpetuation of an idea conceived by a truly great Showman and brought to its present firm place in the hearts of American people by the genius and progressive methods of its present management who have had the definite purpose in mind of maintaining the



S. L. CRONIN, Mgr.

POLICIES OF ITS ORIGINAL FOUNDER — AL. G. BARNES

I first met Al G. Barnes at the Famous Amusement Park of Chicago, known to thousands of showfolks and millions of amusement seekers as White City. I was working during 1907 at the Park in a tableau production called "Fighting The Flames". Al G. Barnes was pointed out to me as a man who had just purchased two camels on the Fair Grounds and as a manager and owner of an animal show with the C. W. Parker Carnival, then on tour. My informant also told me that Mr. Barnes was looking for a man to take the two camels to his show and remain to work with them on the show. Having had quite a lot of road show experience I grasped the opportunity to ask Mr. Barnes for the job and to my intense delight my services were accepted and I joined the show. I found him then as he always was, most considerate to work for and when I arrived on the show found it to be a clean little outfit with plenty of showmanship displayed in its management. Mr. Parker, owner of the Carnival, furnished the tent and all equipment, and Mr. Barnes furnished the show and paid the salaries and they split the take. Mr. Barnes, or "Barney" as we called him, made some openings out in front of the show and his talker was a brilliant young orator by the name of Jim Morrow. His menagerie consisted of one elephant, two camels; one horse; a dog act; six lions; and a black bear. Mr. Barnes worked the lion act and the riding lion and his wife, the first Mrs. Al G. Barnes familiarly known to thousands of showfolks as "Dolly" worked the dog act and I worked the bear act and the camels. Mr. Barnes' favorite act was the puma riding the pony. The pony part of this act, a clever little pony called "Denver" was with the Barnes Circus for

many years. To touch briefly on my later years with Mr. Barnes I mention in passing that I helped out with the vaudeville units with which Mr. Barnes played in the winter time. During these an animal trainer by the name of Kelley worked the lion act as a female impersonator and also worked straight as a man working the untamable lion. My chief duty back stage with the vaudeville act was to catch Kelley just before he went on dressed as a girl and make him spit out his constant companion—a chew of plug tobacco. Finally Mr. Barnes sent me into winter quarters with the animals which were not working in vaudeville where I was to work at training and building up more animal acts. For a helping hand at this job I had two white men and a negro by the name of Sells. We wintered in Lewiston, Idaho the winter of '07 and '08. We had an old barn on the edge of town for winter quarters and an "A" tent to sleep in. Mr. Barnes was not greatly concerned with winter quarters and we did not hear from him very often. We were going through some pretty lean days and there was not much food around. My helper the negro Sells had a fox terrier dog and quite often he and the dog would take a walk and come back with a chicken. There was a brewery just two blocks from the quarters and the owners were very much interested in our animals and as they were neighbors formed quite a friendship for us. They always kept a big keg of beer on tap at the brewery for their employees and although we were not allowed to take any away with us, we could drink all we wanted at the keg and we did a great deal of our first winter's training theoretically around that keg. There was a large tobacco warehouse just down the street and al-

though we did not form any such friendship with the owners of same we somehow managed to keep in cigarettes and tobacco—and the fox terrier did not know anything about tobacco. With the coming of spring came Barney after his animals and his boys and we were very happy during our summer tour, and it was during this season that Mr. Barnes confided in me for the first time his ambition to own his own show. To that end he never missed an opportunity to pick up a good buy in an animal and was even then pioneering new ideas for putting animal acts together. He was much more interested in doing something that had never been done before with animals than in duplicating any other famous acts. This trait remained with him as one of his chief characteristics until he died.

We secured more suitable quarters in the winter of '08 and '09 on the Fairgrounds in Portland, Oregon, in the Forestry Building at first and later in a small octagon shaped building which I chose in preference to the larger one, because I could place three sections of an animal arena down sideways and by setting the ends in next to the wall, formed a training arena large enough to run a horse around in and a couple of lions—a male and female and we were very busy breaking in a riding lion act. My improvised arena was just large enough for the horse to run around in. I would bring the two lions first, place them on pedestals and then bring in the horse and the fun would start. When the lions got tired of riding the horse they would just leap over the law walled arena and run around loose in the building until I caught them and put them away. Barney had by this time acquired three black and three brown bears which he was very anxious to

break to shoot the chutes. We built a nine long chute and had a ladder leading alongside the wall up to the top of the chute. I could finally get them all to climb up the ladder and they rather enjoyed coming down the slide, but one black bear refused to walk up the ladder and proved a very stubborn pupil in many ways. He would just keep running around and around the bottom of the chute, so I got Sells in to help me break him in. I gave the negro a broom handle and told him to stop him from running around the chute and drive him up the ladder to me where I was going to grab him and force him to take the chute. Well, the bear didn't like Sell's looks so he just ran Sells up the ladder and for the first, last, and only time unassisted came right up the ladder after Sells and when the negro got to the top there was only one thing to do and that was take to the chute which he did with Mr. Bear right behind him and me behind the bear and for the remaining season I worked that bear I had to drag him up with a rope around his neck and go down the chute with him and under no circumstance could I persuade Sells to ever help me with that particular animal again.

It was during this winter that Mr. Barnes purchased the elephants "Jewel" and "Babe" (still with the show) from Louie Ruhe in New York. Tim Buckley, Barnes' first elephant trainer was a grand fellow and a welcome addition to our winter quarters personnel in which Mr. Barnes was now taking a real interest. We wintered in Portland again in '08 and '09 and after a rather prosperous tour in the summer of '09 we went into winter quarters for the winter of '09 and '10 in an old roadhouse on the outskirts of Spokane. The quarters was located in Minehaha Park and were right at the end of the street car line. Mr. Barnes in those days lived in an apartment in Spokane and commuted back and forth by street car to quarters and with Kelley on the road with the cat act, was able to devote a great deal of his time to helping us build new routines with the new animals.

In the spring of 1910, Mr. Barnes took the first big venture. He and his wife had accumulated quite a lot of jewelry and this went into the bank as security for a bankroll to start the first Barnes Show, which was about fifty per cent circus and fifty per cent carnival. Mr. Barnes had used most of his own money in organizing the show and ten cars and a number of cages and wagons had been purchased from C. W. Parker, for which he paid cash. With this first show Harley Tyler was made manager and in the men's dressing room there was myself, Kelley, Chas. Cook, and three clowns. In the ladies' dressing room there was Martha Florine, Mrs. James Booth, wife of a musician with the show; Aurelia Altomar and perhaps one other performer. We played all small towns and week stands at county fairs. Our territory

"AN OPEN LETTER FROM S. L. CRONIN"



Holdrege, Neb.,
July 14, 1936.

Mr. S. W. Gumpertz, General Manager,
Ringling Bros.,-Barnum & Bailey Combined Shows,
331 Madison Avenue,
New York, N. Y.

Dear Mr. Gumpertz:

On behalf of myself and my entire staff, I wish to take this opportunity to thank you for the many progressive ideas you have given the Circus World, and for the genuine cooperation you have accorded me in the past several years in the conduct of the AL. G. BARNES CIRCUS.

With my sincere wishes for a long continuance of your success and our pleasant relations, I am,

Sincerely yours,

S. L. Cronin

for a number of years in building up the show remained about the same and took in portions of the States of California, Oregon, Washington, Idaho, Nevada, Utah, and Western Canada. William Peck was our first general agent, later taking charge of the front door and relinquishing the general agent duties to Mr. Murray Penneck. My big act was a bear specialty and I had a bear walking on his hind legs on a rolling globe, another skating, another standing on his head, then all of the bears would chute the chutes, and for a climax to the act all of the bears would sit around the table drinking out of bottles and eating out of wooden dishes. I also worked a dog act and clowned the acts which Mr. Barnes worked, riding dog and monk, riding pumas, etc. Jim Morrow was the announcer and in the winter of '10 and '11 we went into winter quarters in San Francisco in a horse barn on Van Ess, one block from Market Street, and Mr. Barnes leased all of his animal acts to show for two weeks at a time at the famous "Thalia," a dance hall which was the favorite gathering place for thousands of San Franciscans and visitors as well. When the famous race track at Emeryville closed this year, Mr. Barnes obtained his first three thoroughbreds and hired his first horse trainer, Captain W. C. Sharpe. Horses from then on played a most important part in our presentations and Mr. Barnes' entry into the big tent ahead of spec and his canter around the hippodrome track after his announcement will always remain one of the most

vivid memories of the old Barnes Circus. His success in building up his show to a 30-car railroad show which played to capacity business everywhere, attracted the attention of the American Circus Corporation 'til in the fall of '28, Mr. Bert Bowers and S. L. Cronin, after a visit to the 101 Ranch in Oklahoma on a prospective buying trip headed west to California and entered into a deal with Mr. Barnes for the purchase of the show, which deal was finally consummated after several weeks of bartering and the show passed from the hands of its founder to the Corporation and Mr. Bowers returned to Peru, leaving Mr. Cronin in charge and his management extended into the next season's road tour. Early in September of this season while the show was in Southern Kansas, Mr. Cronin was notified that the show had again changed owners, a purchase having been made by the Ringling interests.

However, Mr. Cronin and his staff were left in charge under the new ownership and it was not long until Mr. Samuel W. Gumpertz was made general manager of this new owner over all of their show interests. Mr. Gumpertz and Mr. Cronin worked in perfect harmony from the beginning of their new association and Mr. Gumpertz' idea to build up the performance and keep faith with the American Public by giving them the finest quality performance obtainable for this size show was agreeably put into effect by Mr. Cronin. Whereas the Barnes Show until this time had always

been strictly an animal show, other features were added to build up the performance to a higher standard of satisfactory entertainment. Mr. Gumpertz demonstrated his faith in the show by importing some truly great acts from Europe at tremendous expense to give the show additional drawing power and over a period of seven years the show has had some of the biggest acts and greatest names in Circusdom in their program. One of the greatest drawing cards Mr. Gumpertz imported for the Barnes Circus were the family of Ubangi Savages (Big Lips) from the French Congo in Africa, which were exploited under the new progressive publicity policy which emanated from Mr. Gumpertz' New York offices, and proved a great success as a drawing feature.

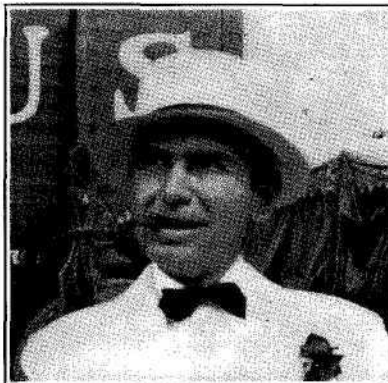
Out of the several invasions of Canada which have generally included a complete coverage of popular centers from Vancouver, B. C., to Halifax and Sydney, N. S., has come a strong Canadian following for this circus of which Mr. Gumpertz and Mr. Cronin may feel justly proud.

One of the master strokes of showmanship that stand out under the present management was the successful tie-up made by Mr. Cronin with Mr. Gumpertz' sanction with the San Diego Fair this year for an opening stand. The world premiere of the Al G. Barnes Wild Animal Circus at the San Diego Exposition this year and the two day's showing at the Fair Grounds was one of the most auspicious openings in Circus History and the new and innovated performance received the plaudits of all of Southern California; and the wonderful co-operation on the part of the entire management of the Exposition made the tie-up one of extremely satisfactory financial results to the Fair and to the Circus; perhaps building a friendship of enduring quality in San Diego for the management of this Circus.

Mr. Cronin has been especially glad of the opportunity to apply the new progressive qualities and policies of Mr. Gumpertz in building up an organization that will endure as a result of its manifested merit, and both the inner workings of the show and the contacts

with the public are of such high dignity and courtesy as to merit only the highest type of success.

One of the outstanding catastrophes of Mr. Cronin's managerial term was the unfortunate wreck in Moncton, Canada, in 1930, which cost five lives and 3 injured, and in which almost the entire show was demolished. Under Mr. Cronin's guidance with every able bodied man on the show bending every human effort the show was completely rebuilt in five days—wagons ship-shape and cars ready to travel and the show moved on to new victories and greater achievements.



MEL SMITH

Mr. Gumpertz has continued building the performance up and with the assistance of Manager Cronin has assembled a staff of superb efficiency which keeps the machinery of show-operation well oiled and running smoothly. Today the show can truthfully boast the finest Circus performance of any thirty car show in the world, either past or present, and is making a host of new friends with its new policy of giving its patrons the most they have ever received for their money in the highest quality entertainment obtainable.

Mr. Cronin informs me that even now Mr. Gumpertz has scouts in Africa seeking out a new outstanding feature for the Barnes Circus next season and every prediction I can make points to the fact that if the policies of the management of this Circus remain as they have been under Mr. Gumpertz, the success of the Al G. Barnes Circus will within itself be a tribute to meet the occasion

of this issue of the "Show World"; a monument to the calm judgment, cool efficiency, and lasting achievement of a truly great showman who has learned the greatest lesson from his vast experience—the greatest lesson any showman can ever learn—"That if you give, you shall receive."

In lending our efforts and the efforts of our people in carrying out the high principles and progressive policies of dealing with the show-going public of America evolved by Mr. Gumpertz, we feel that we are contributing not only to the perpetuation of his high ideals, but to the building of an institution we can really be proud of, and take extreme satisfaction in being a part of!

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"CIRCUS HEADQUARTERS"--

A Testimonial To SAM W. GUMPERTZ

Written Expressly For Greater Show World

By WALDON FAWCETT

The General Manager of the Big One has glorified an inherited institution. Notwithstanding the least of the secrets of the latter-day success of the Ringling Brothers-Barnum & Bailey Circus is to be found in the Circus Capital which has been created as its permanent seat of government at Sarasota, Florida. For, it is this general headquarters,—unique in the history of circusdom—which has made possible the forward planning and systematic preparedness that, above all else, has chalked up the high scores at the ticket wagons of the greatest show on earth.

"Quarters" is no new factor in the circus scene. From time out of mind, Winter Quarters has been a necessity to the American traveling circus. Nor, even in the earlier days, was Quarters always a make-shift "farm" or the substitute of a rentable fair grounds or idle warehouse. A certain proportion of circuses have habitually owned their hide-outs, manned by animal trainers and mechanics who made hay when the sun didn't shine. What General Manager Gumpertz has done, over and above all this is to gradually build, on the west coast of Florida, a circus headquarters in a new and more ample pattern.

It isn't, at that, merely a case of overshadowing other circus plants. The Sarasota establishment is a record breaker in acreage, and investment, and what not. But what gives it the most meaning in the cause of circus progress is that here is a layout that is not just a shelter for circus equipment in the off-season. Rather is the Sarasota headquarters a full-time, year-round, nerve-center of the circus. Here, between November and April, plans are hatched and paraphernalia manufactured for the 15,000 mile annual tour. And here, from April to November the erstwhile creative center functions as a permanent base of supplies and reservoir of reserve stock, ready at short notice to rush needed replacements to the big caravan on tour.

Even this conception of Circus Headquarters as an all-purpose home office of the champion tent show does not finish the story of what Manager Gumpertz has done in transformation of the traditional winter depot. The head of the Ringling-Barnum organization has nursed a sure-enough Circus Capital by quietly encouraging the idea of a circus community. No other circus town has ever known anything quite like it. Neither Peru, Ind., nor Macon, Georgia, nor Bridgeport, Conn. in the old days. Here is a vast circus lot that is really and truly "home" to an ever-increasing proportion of circus executives and per-

formers. Where the troupers have their own club. And where, in a nearby bungalow colony; to be known as "Circus Town," the retired veterans of the circus will be enabled to spend their twilight years in the true atmosphere of the circus.

It is for sure, a new idea that circus folks will be happiest if they buy, not rent, dwellings in the shadow of headquarters. All the same, it is a recipe that is working. Following the example of the Ringlings, and Manager Gumpertz, himself the key men of the circus staff, such as Pat Valdo, have purchased or built homes in the circus zone. Performers, even members of foreign acts or families, have likewise taken the cue. As witness the venture of the Repenski Troupe which has founded a colony of three or four houses. And the Doll Midget Family, whose members were no sooner naturalized than they took a house on the Fruitville Road, within earshot of the circus buildings.

To further carry out the ambition to permanently put the circus on the map at a chosen high spot, General Manager Gumpertz has, unselfishly, projected the circus colony into the civic life of the big show's adopted town. Thus when Sarasota stages its annual festival,—the Sara de Sota Pageant, O. F. Stewart and other experts from the circus give their services as Grand Marshall, etc. and circus elephants and other animals, not to mention circus costumes and trappings, help to make the spectacle the best free show in Florida. On occasion the circus band has given concerts in the town park. And on other occasions Ringling-Barnum tents have been loaned to the municipality for public functions. All of which may help to explain Sarasota's sentiment for the circus. Expressed in special "Welcome Home" editions of the local newspapers when the circus trains roll in. Not to mention the pilgrimage of the troops of townfolk who meet the circus at its last stand under canvas.

All these policies, which make Circus Headquarters a breeder of good will for the circus, are important as helping to capitalize what was once lost time for the circus. Even more important, though, is the Gumpertz inspiration to transform a passive storage plant into an active creative institution. By the by, it is just here that there comes in the genius of the scheme to have all circus hands, or as many hands as possible, foregathered at the permanent circus base. Not only are key men always available for consultation. Not only are acts rehearsed and animals trained under the eyes of the program planners.

Best of all, the whole circus crowd is kept in tune with circus trends. Living in the colony, members of the circus clan come into a new season imbued with the fresh spirit which has been conjured for the forthcoming session of the always-o.d.-always-new entertainment.

There is no question but that the close association of circus folks at the R-B mecca makes for a closely-knit show organization. With a spice of variety supplied, now and then, when executives from the Al. G. Barnes Show come for conference or consultation. Also, this off-season huddle far from other amusement centers, makes it much easier to keep the secrets of the surprises and sensations of a succeeding season. Not to mention the dope on spectacle and side show programs and on costume designs. And, to complete the resources of the headquarters plant, there is, nearby, the Ringling School of Art, headed by Roland Butler with a personnel that may be drafted for advice or action in plotting the special printing for a season to come.

Of all the Gumpertz policies that have helped put a new meaning and a new magnitude into "Circus Headquarters" nothing has contributed more than a solicitude for the comfort and safety of the circus personnel. The General Manager's background may be largely responsible for this. Samuel W. Gumpertz is one of the few captains of the circus industry who ever came to the high command from the ranks of the performers. Consequently he has a lively and practical appreciation of what makes for efficiency and contentment in the ranks of the personnel. A manifestation of this backyard insight was given this season when there was added to the circus trains a completely-equipped hospital car, which enables incapacitated members to continue with the circus family.

Long before the ideal of a hospital car was realized, the paternal General Manager had an emergency hospital at the circus homestead at Sarasota. With a haunting memory, perhaps, of the bad fall which ended his own career in the ring, Manager Gumpertz has provided, in the Ring Practice Training Barns at Sarasota facilities that shame the make-shift arrangements in some of the more primitive quarters known to circus history. Incidentally, the Big One maintains a rigging shop where it manufactures its own props, with due regard for the safety factor.

In a material sense, Circus Headquarters is doing a lot for the circus as the one American amusement enterprise that literally rises above all competition. Parallel to that ordered preparedness is another boon. The plant at Sarasota is carrying on, while much of the circus world sleeps, a mighty missionary work in encouragement of love of the circus on the part of the public. No sooner has the big show

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- | | |
|------------------------|-----------|
| WILSON LOY | In Charge |
| ERNIE CHRISTIANS | Assistant |

BACK DOOR:—

LOUIS DELANO

come in from the road and caught its breath, so to speak, than Circus Headquarters are thrown open to the public as a permanent daily and Sunday show.

For the circus there isn't much money in pocket in this Visitor's Day stunt. The admission fee is nominal and, by direction of Manager Gumpertz, large slices of the gate have on occasion been turned over to local charity. But the publicity dividends are high. Motor tourists in the South during the winter and spring now make the Ringling-Barnum Quarters a must-objective. In many instances they linger for days fascinated by the previews of the circus to come. Then they go home and, when the first billboards flame in the spring, they go about among their friends boasting I—saw—it—when and, incidentally boosting the circus by word of mouth. Hospitality at Sarasota Quarters is most certainly doing its part to keep the American public circus-conscious. Why, it's an open secret that the Tin Can Tourists of The World hold their annual convention at Sarasota largely because the rapidly-multiplying trailer-ites want to make contact with the circus.

The circus is so essentially an institution of action that it is not easy to realize how much concentrated thought and quiet planning goes to make for its success. In this campaign-hatching, particularly as it flows from the General Manager's office, Circus Headquarters plays a big part. All season, Captain Gumpertz treks with the show. To make quick decisions of policy when necessary. But mainly to act as an observer. Watching the workings of the show. Watching, even more than that, the reactions of the public to the program and to the set-up of the show. When the Big Top comes down for the last time, Gumpertz goes back to Sarasota. Partly to sit and think over what he has learned by feeling the public pulse. Ultimately to go into action to turn to account what he has learned on the road.

A layman looking at the map might jump to the conclusion that Sarasota was a long way from the center of things. Nothing to that. It's very detachment suits it to the secrecy which is needed to insure the invaluable element of surprise. And it taps every nerve in circusdom. By mail, phone, telegraph, cable and radio, Manager Gumpertz pulls the strings that assemble a new program and a revised personnel. Best of all, this routine renders circus-making a continuous job for head and hand, keeping its interest at high pitch without the risk of dulling the public appetite by dabbling with indoor circus experiments.

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