



6th Year

May 23, 1977

Number 21

Mattel Reports

For its annual report to stockholders Mattel has compiled a 52 page booklet of facts and figures. Several of the booklet's pages are devoted to the Ringling-Barnum Circus and to the Circus Theme Park in Florida. There is also an interesting array of photos.

The report says that during the fiscal year ending Jan. 29, 1977, the Red and Blue Circus Units presented 1,000 performances, playing before approximately 7 million spectators with a total of 73 engagements.

Two pages in this report are devoted to the Circus Theme Park, which the company says, is expected to attract an increasing number of patrons. In the statistical section the company reports an increase in sales was achieved by the firm, except for its Meta-frame Corp. and Circus Theme Park operations. The Circus Theme Park operating losses amounted to approximately \$3.6 million for fiscal 1977 as compared to \$1.5 million in 1976. Higher than anticipated operating expenses and reopening costs were blamed for these cost factors.

The company's sales for fiscal 1976 came to \$340,881,000 an increase of \$11,575,000 or 3.5% over fiscal 1975. The sales increase was attributed to the company's international toy subsidiaries, primarily in Germany and Italy, and increases in revenues earned by the Ringling-Barnum Circus due to increased attend-

(Continued on Page 14)

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a winner

Sandy Dobritch produced two successful circus dates for the March of Dimes in California, one at the Tulare Fairgrounds on May 7th and the other at the Bakersfield Civic Auditorium on May 8th. Appearing in the program were: Karl Winn, with three acts; Peluza the clown, the Randells, trampoline; the Flying Artons; Ben DeWayne and the Polack Bros. elephants; Ed Drake's mixed group of animals; Ada Smeiya, wild animals and Murillo & Ullises, balancing.

On June 22-26, Sandy will be producing the Police Circus at Wheaton (Ill) under canvas. The line-up includes: Jimmy Douglass, clown productions; Vashek & Kathy, high wire; Prince Najvez, aerial; Shappi & Co., comedy; Lilli-Ana's leopards; Vidbel's elephants; The Fulbrights, horses and ponies; the Palacios, double wide trapeze and trampoline casting; Ray Hartzell, organist; Johnson's Brahma bulls and ponies; Vashek, inclined wire and the Woody Ashton Family.

Other dates coming up for the young producer include a date under canvas in Sept.

...B. B.

fast moving

The program offered for the "Noon" Lions Club, at Fort Smith, Ark., on May 7th featured: Bobby Smith, announcer/juggler; Hunkie Johnson's bears; the Olmedas, unicycles/juggling; Carmen del Molino, aerial; Plunketts on trampoline; Susan Sheryll's Royal Afghan Champions; Johnny Laddie, unsupported ladders; Miss Lisa, cloud swing; Christopher James, tightwire; Denise's dressage horse; Hunkie's comedy whips; and Johnny Zoppe's Rhesus Monkey Revue.

Miscellaneous

The Coronas Aerial Thrill Circus opens on Memorial Day at 6 Flas Over Texas. A second unit is still at Circus World. The new show at Circus World begins in early June.

Hamid-Morton Circus will play at the Naval Base in Providence, R. I., in conjunction with a Fair-Carnival in mid-June.

HOXIE BROS.

Once again Springfield, Ohio, has proved to be a good circus town for Hoxie Bros. Circus, playing here for Box 27 Sponsor. All three shows were presented to good houses, with two completely full crowds and one straw house.

The show looks good on the lot with its two pole round big top, with all seats offering a good view of the action. Trucks were freshly painted with the show title. Show owner Hoxie Tucker was on the show, with John Hall in Florida, handling booking for both Hoxie shows. George Hodgdon is the road manager. Ralph Schappacher is supt. The side show is operated by Roger Boyd, Jr., and concessions are handled by Johnny Walker Sr.

The program opens with the Fantasy on Parade Grand March, then is followed by Mike Cecere and his lions (5); Clowns; Aerial Ballet with Miss Graciella, Miss Laura, Miss Linda, Miss Yamily and Miss Judith; Laura Herriott and the Hoxie military ponies; The Ed-mundo Troupe, high wire; The Great Chandler & Co., illusions; The Diaz Sisters, unicycles; Paulette's Peerless Pups; John and Laura Walker, elephants (8); Yo-Yo, the unrideable mule; Laura Herriott and "American Anthem"; The Flying Colombians.

The show's bandleader is Joe Edy, while Tom Sink is producing clown. Working here with the clowns were Smiley Brewer and TopCat MacDonald from the Springfield Box 27 Sponsors.

The show came in late Saturday night from Zanesville and layed over Sunday when Box 27 Sponsors and the Harold Barnes CFA Tent members had a picnic with the show.

..... Don Sandman

The Emmett Kelly, Jr., Circus played Manchester (N.H.) May 18, Methuen (Mass) May 19th and Beverly (Mass) May 20th. Some of the acts were: Charles Van Buskirk, ringmaster and with the Cyclonians, bike act; Endre & Bunny, low wire; Marco Polo, Prince Najvez, Javanna's Jungle Jubilee and Kassle's Kingdom of Bears.

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ROUTES

Clyde Beatty-Cole Br. Circus
to May 30 Philadelphia, Pa.

Hubert Castle Circus
May 23-29 Calgary, Canada

Circus Carol
May 28-29 Wichita, Kans.
30-31 Kansas City, Mo.

Circus Vargas
May 24-25 Ogden, Utah
26-28 Salt Lake City

Famous Hunt's Circus
May 23 Federalsburg, Md.
24 St. Michaels
25-26 Rainier
27-28 Westminster

Franzen Bros. Circus
May 23 Henry, Ill.
24 Yates City
25 Hanna City
26 Vermont
27 Abingdon
28 Oquawka
29 Alexis

Bobby Gibbs Circus
to Sep. 11 Baraboo, Wisc.

Int'l 3 Ring Circus
May 25-June 3 Osaka, Japan

Hagan Wallace-Sells & Gray
May 23 State College, Pa.
24 Carlisle
25 Williamsport
26 Painted Post, N.Y.
27 Ithaca
28 Seneca Falls
29 Geneva

Hamid-Morton Circus
May 25-30 Boston, Mass.

Hoxie Bros. Circus
May 23-24 Hoffman Estate, Ill.
25 Palatine
26 Ottawa
27-28 Naperville

Hoxie's Great Amer. Circus
May 23 Gibbstown, N.J.
24 Franklinville
25 Woodline
26 Medford Lakes
27 Spotswood
28-29 Huntington, Ky.

Kelly Bros. Circus
May 29 Sedalia, Mo.

Ringling-Barnum - Blue Unit
May 25-30 Troy, N. Y.

Ringling-Barnum - Red Unit
to June 5 New York, N. Y.

Shrine Circus
May 27-28 Jackson, Miss.

Stebbing Royal European Circus
May 29 Newton, Texas

John Strong Circus
May 23 Prescott, Ariz.
26 Tucson
27 Sorocco, N. M.
28-29 Albuquerque

OTHER ROUTES

Vince Carmen Show (Int. Entertnmt)
May 23 Dodge City, Kans.
24 Lamar, Colo.
25 Farmington
26 Durango
27 Cortez
29 Santa Fe, N. M.

Century 21 Shows
to May 30 St. Louis, Mo.

James H. Drew Shows
May 23-28 Beckley, W. Va.

Lee Grabel & Co. (Magic)
May 27 Lewiston, Idaho

Ice Follies
May 24-29 Oakland, Calif.

Roller Derby
May 29 Denver, Colo.

Tip Top Shows
May 27-30 Fond du Lac, Wisc

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BILLY BARTON.....

PAT ANTHONY who, along with **DAVE HOOVER** is one of the last in the spirited-fighting-lion style of the immortal **CLYDE BEATTY** (whom Pat admits he emulates), granted an exclusive, candid interview: "I had unbelievable trouble in Southern California with those animal people," he says. "So much so, I never want to go out there again. As for my leaving Vargas, it was a situation involving the animals. I have nothing but respect for Cliff and for what he has done for the tent show. I've been with Cliff off-and-on since he started, and before that when it was the Miller-Johnson Circus, operated by Charles Germaine. Naturally, no show is 100% perfect. If I have anything to criticize it is that Circus Vargas is too big to be so 'family motivated' in the many areas that it is."

Pat is adding three tigers to his act, bringing the count to 15 and is breaking a new lion to "chase him into the safety chute," a finish trick for which he is famous, and which had been dropped from the act. And...speaking of animal trainers, the charismatic **GUNTHER GEBEL WILLIAMS** was profiled on NBC's Sunday Night News (Apr. 24) by **RICHARD HUNT** in a revealing and interesting segment. RBBB's Golden Super Star was also seen on the program **WHO'S WHO** (but I missed it).

RUMOR ROAD: That a "big name" executive on RBBB has suddenly "dropped out of sight"...That **ELVIN BALE** will unveil a cannon act on the Blue Unit next season....That **RICHARD BARSTOW** is "out"....That the **FELLER BOYS AND DODO** will retire their act after this year (HOPE that rumor is false)....That **TARZAN ZERBINI** will axe Jackie's Rocket Ship act....That **KARL WALLEDA**, **STEVE McPEAK** and **VICKI UNUS** are slated for programming on the RBBB Fair Unit, and that **TUFFY GENDERS** will be unit manager....That midget clown **JUNE DEWSBURY** has been hospitalized for an operation on her spine....That still another and possibly **TWO** more major dates have yet to pick a producer.

HOT SHOTS: **ED RUSSELL** won \$18,000 on his TV show appearance....Understand **BUCKLES WOODCOCK** has shaved off his beard....And, happy to hear that ringmaster **RAY ORSZAK** has gone back to being a brunette....The **URIS TROUPE**, a motorcycle thriller, discovered by **STRUPPI HANNEFORD** behind **JENNY WALLEDA's** house, has been the outstanding hit of the

Royal Hanneford show and Tommy has signed them for a long term contract....**PANCHO** and **LU ANN** are NOT with Williams & Cole. Circus. **SUPERSCOOPS:** **PRINCE BOGINO** marries **SANTA RIVIERA**, a gal he met in San Juan, on May 22.It's whispered that **JOHN HERRIOTT** will live in more than half a car when the new coach is brought up from Florida....**JANET BURGER** went into the hospital on May 15 for removal of a benign tumor....**JACKIE ZERBINI** is, by now, almost four months pregnant....The **BURGERS** have bought property near Ft. Myers (Fla) and are constructing an animal park....**NANCY GIORDANO**, aerialist with Royal Hanneford, was weak from dieting, she told **CRISTINE FOSSETT** who saw Nancy fall in Cincinnati on the first show of the second day. Nancy was reaching for the loops on the lyre and pitched forward, face first, to the cement floor. She was hurt pretty badly, but Tommy phoned to say she is talking now, and plans to return to the air once she has mended. A speedy recovery wish from us all, Nancy!

FRAGMENTS: Our condolences to **FRAN OLSON** whose husband **MEL**, died of a massive stroke. He was editor of The White Tops...It was a center pole being raised, that slipped and fell and struck **FRANK CLARK** (Frank & Estrelita) on the head, requiring stitches....**JASON McCOLLUM** will be working the twin sway poles with **SERGE CORONAS** at 6 Flags Over Texas....**JENNIE SMITH** (Rock Smith Flyers) is in her 7th month of pregnancy. Their eldest daughter **REBECCA**, is taking organ lessons from **ELIZABETH TOCA**...Retired wire walker **FLO MacINTOSH**, who was very ill, is now A-OK, reports **GRACE**....We who kidded **YOLANDA ZOPPE** about her hiking-habit, stopped when, on a recent hike, she found a ten-spot...That red-crescent bruise under **STANLEY BUMPY's** right eye is NOT a beauty mark, it's the result of sister **SANDY** gouging his eye with her knee during a "Warm-up" (or, at least that's the way Stanley tells it).

SNAPSHOTS: **DARLENE**, 13 yr. old daughter of **REX** and **AVA WILLIAMS** made her elephant act debut at West Orange with the Coronas Circus....**JOHN "Tiny" PHILLIPS** worked concessions for **TERRY O'BRIEN** when he visited the **NORD-MARK** show at Atlantic City....**IRENE** and **TONY**

(Continued on Page 16)

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In Memoriam

JOSEPH A. HOFMEISTER (68) one of the last of the great circus horse trainers, died of a heart attack while on a business trip to Longview, Texas. Last year he toured with the Beatty-Cole Circus and early this year spent several weeks with Circus Vargas, who had purchased his horses.

Survivors include his wife, Olga 'Vi' Hofmeister, to whom he was married for 48 yrs. Other survivors are a daughter, Mrs. Jo Ann Anderson; two sisters, Mrs. Viola Segouin, of Thousand Oaks, Calif., and Mrs. Marcella Rossi, of Sacramento, Calif. Burial was at the Pinecrest Cemetery in Troup, Texas.

Rare Find

The birth of twin elephants was recently reported at a game preserve in Tanzania, Africa. It is believed to be the only confirmed and recorded twin elephant birth in recent times.

A recent report from Thailand, via the Reuters News Service, states that three white elephants have been found in Southern and Southeastern Thailand. The elephants have been presented to the local King, who already has three white elephants in his stable at Bangkok.

According to Brahminical belief, albino elephants, which are light grey rather than white, are related to the god, Vishnu, and are born for the king.

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New Show

The Strong & Luvas Circus, formerly the Dixiana Circus, came into Monroe (La) without any fanfare, promotion or help from its local sponsor - The Twin City Mall. It was strictly by accident that this writer discovered the show was coming in for April 7-10, rather than its originally planned dates set for Apr. 29-May 1. The change in dates was made on short notice so as not to conflict with the Shrine Circus.

This family circus is the prettiest show one could hope to see and is a photographer's delight. Each unit is beautifully lettered and each carries a number. The ticket wagon has lots of scroll in gold and it all reminds one of the old Christy Bros. Circus.

Truck No. 2 was late getting in because it had blown an engine. It carries the poles, seats and various equipment, and pulls the ticket wagon, which also had some rigging in it.

Truck No. 4 has two generators in the front end, with the "bagged" big top on the back half. The top is in excellent condition, and

nylon rope has replaced the old lines. This unit pulls the concession trailer.

Equipment, such as jacks, planks, poles, side wall, etc., were carried in a silver van. Pete Luvas' motor home pulled the silver wardrobe trailer. Three other house trailers, an equipment truck and two pick-up trucks make up the total show fleet.

Show personnel consisted of four families, plus Bob Mees, a jack of all trades. Isabel Luvas served as ringmistress for the program which featured goats, dogs, trapeze, web, slack wire, ladder, unsupported ladder, clown numbers, juggling and such. Earlier the show had Joe Schmidt's rhino and elephant and Bob Strong's whip act, but they had left before the show came into Monroe.

The circus had two dates after the Monroe stand and then was planning to go back into quarters. After some reorganization plans it is expected that the show will be back on the road.

..... M. L. Dupont

In the past two years the elephant herds in Kenya have decreased from some 40,000 to less than half that number.

Maglc ...

In 1977 magic seems to be everywhere - in ice shows, on TV, the circus, as featured acts in touring variety shows and as classic full evening shows.

The Ice Capades this year features David Sadlier doing some first rate illusions as a feature. Ringling-Barnum's Red Unit opens with Gunther Gebel-Williams 'producing' a leopard in center ring. A bit later in the show they have clowns doing some great illusions on the track. My feeling is the illusions are thrown away when done in tis manner, but they are first rate when done right. Magic has been on all the major TV networks and most of it is done well. On the local level there's lots of magic. Dr. Dwight Damon is on every week from Manchester, N.H. and he also produces many local circus and stage shows.

Several vaudeville/circus type shows are touring behind phone promotions and most of these feature some magic. Floyd Bradbury is company manager and also does illusions on Bill Garden's Holiday Hippodrome unit. Garden's second unit, Showtime Follies, features magician Joe Smiley & Co. Philip Morris continues to tour his magic-theme show for about 35 weeks a year. Bob Snowden has many stage and circus dates, some of which I worked myself. Dick Johnson has a Christmas unit out each winter in which he does magic, and Joe Eddy does the same. George Allen's Magic Circus plays the eastern seaboard and features magic.

Most of this year's circuses have magic acts. Hines and Patti Rucker do some nifety magic on Jim Nordmark's All Star Circus. A very few of the other circus magic acts are: Gary Holvack with James M. Cole Circus; Dale Harney, with Hubert Castle; Signor Rai with Tommy Hanneford; Phil Chandler on Hoxie Bros.; Jim Royal on Hoxie's Great American; Frank Scalzo on Circus Odyssey; Roy Husotn on George Hubler, and Chuck Windley on Emmett Kelly, Jr.

Of course with the current popularity of magic, the big full evening magic shows have come back in style. Raveen is now at the Yonge Theatre in Toronto for an extended

SHOW VISIT

The M&M Circus International, presented at Lincoln, Nebr., for the local Shrine was one of the better circuses this writer has seen in a long time. The show was seen on May 1st and included a visit with Ione McIntosh who operates the circus novelty stand.

The program featured: Lilli-Ann, leopards; Girl in the Moon, aerial feature; Carmen and Alva John's bears; The Carlos Bros., perch act; The Gutis Family, Jungle Fantasy; Sandy Fulbright, liberty ponies; Sir Victor Julian, dogs; six girls on web, featuring Little Lisa (10 yrs old) in an aerial display; The Yancis, high wire; Willy Lenz, chimps; The Navarro Family, unicycles; Sandra and Jack Fulbright, dressage horses; Jeanette and Lee Keener, elephants.

.... Ron Sanford

run. Al Delage continues to do many dates in the east for promoter Chet Harmes and others. Jerry Conklin has several dates of his own, plus bookings in Canada with L. G. Gordon and stateside dates for Jim Nordmark. Vulcan is working his full evening show in New England. Dennis Loomis has his Magic Capades show in the west, as does Stan Kramien with his new show. My show (Prof. Miller & Co.) is under contract to promoter Mearl Johnson for 20 weeks starting June 11th. We have 15 people on the show, 12 major illusions, a 3 piece band, chimp act, concessions, etc., and travel with nine units.

I think the subject of full evening magic shows is of particular interest. There are many more on the road than the few I have mentioned. I only named those I could do quickly. I would like to make some future reports on legitimate touring full evening magic shows, so impresarios of such (full time professionals only please) drop me a line with some statistics as to size of the company, illusions, animals, rolling stock, music, general routing and types of dates played.

And and all are always welcome to our show - the route is in CR.

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Puerto Rico Tour

1978

A Letter

In the Circus Report of May 9, 1977, I would like to point out an error of information. On page 12 of that issue, the article titled 'Show Report', in the last sentence of Paragraph 2, you have made reference to us.

You might want to make note that while we do no longer make sails, neither do we make awnings, and the company name is 'Leaf Tent & Sail.'

The main comment, however, is that we have neither made a tent for Mr. Frazier nor for Fisher Bros. Circus. Actually, we have never made a yellow and blue 80 ft round end big top. As yellow is considered bad luck by most of the circuses, we rarely have any yellow in anything other than small arcade tops, pony tops, and the like. I do not know where Fisher Bros. got their tent, but it wasn't from us.

William W. Winkler, Jr.
Leaf Tent & Sail, Inc.

PEOPLE

JIMMY DOUGLASS and Co. and PRINCE NAJVEZ are playing dates for RUDY JACOBI in Kansas late this month and also spot dates in the East next month.

JOANN JENNIER visited her mother ETHEL JENNIER on the Beatty-Cole show at Virginia Beach earlier this month.

BOB EMRICO has been busy working magic and clown numbers on shows in the Pacific Northwest during the past several months.

Shrine Circus

The following Afifi Temple Shrine Circus information was compiled for Tacoma, Wash., by Mike Sporrer, who is doing research on Shrine Circuses in the Pacific Northwest.

1939 - June 12-17 - Polack Br. - State Armory
 1940-1945 - No Shrine Circuses
 1946 - Apr. 25-27 - Booked Acts - Tacoma Arm.
 1947 - Apr. 17-19 - Booked Acts - Tacoma Arm.
 1948 - Apr. 15-17 - Booked Acts - Tacoma Arm.
 1949 - Apr. 21-23 - Booked Acts - CPS Fieldh'se
 1950 - Apr. 20-23 - Booked Acts - CPS Fieldh'se
 1951 - Mar 29-Apr 1 - Booked Acts - CPS Fieldh'se
 1952 - Apr. 17-20 - Booked Acts - CPS Fieldh'se
 1953 - Apr. 9-12 - Booked Acts - CPS Fieldhouse
 1954 - Apr. 9-11 - Booked Acts - CPS Fieldhouse
 1955 - Apr. 14-17 - Ward Bell Cr. - CPS Fieldh'se
 1956 - Apr. 19-21 - Polack Western - CPS Fldhse
 1957 - Apr. 12-14 - Polack Western - CPS Fldhse
 1958 - May 9-11 - Polack Bros. - CPS Fieldhouse
 1959 - May 8-10 - Polack Bros. - CPS Fieldhouse
 1960 - May 20-22 - Polack Br. - UPS Fieldhouse
 1961 - May 12-14 - Polack Br. - UPS Fieldhouse
 1962 - May 18-20 - Polack Br. - UPS Fieldhouse
 1963 - May 17-19 - Polack Br. - UPS Fieldhouse
 1964 - May 15-17 - Polack Br. - UPS Fieldhouse
 1965 - May 14-16 - Polack Br. - UPS Fieldhouse
 1966 - May 13-15 - Polack Br. - UPS Fieldhouse
 1967 - May 12-14 - Polack Br. - UPS Fieldhouse
 1968 - May 10-12 - Polack Br. - UPS Fieldhouse
 1969 - May 9-11 - Polack Br. - UPS Fieldhouse
 1970 - May 8-10 - Polack Br. - UPS Fieldhouse
 1971 - May 7-9 - Polack Bros. - UPS Fieldhouse
 1972 - May 5-7 - Polack Bros. - UPS Fieldhouse
 1973 - May 4-6 - Polack Bros. - UPS Fieldhouse
 1974 - May 3-5 - Polack Bros. - UPS Fieldhouse
 1975 - May 2-4 - Polack Bros. - UPS Fieldhouse
 1976 - May 7-9 - Polack Bros. - UPS Fieldhouse
 1977 - Apr. 1-3 - Polack Bros. - UPS Fieldhouse
 (Note: in 1960 CPS became UPS - University of Puget Sound).

WANTED

Would like Ringling Bros., Barnum & Bailey program books for the years: 1919-21-22-24-25-28-33. Also Ringling Bros. programs prior to the combine.

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PEOPLE

WALTER STIMAX, MILDRED HALL, JERRY SPIVA head up clown alley on the current tour of Polack Bros. Circus.

HOWIE BUTEN, former circus clown now doing a specialty clown act, was featured in a May 8th issue of the Detroit Free Press.

DICK OSLUND closed his school show tour (magic) on Apr. 29th to work advance for the Franzen Bros. Circus. He expects to return to his magic show later in the year.

HARRY J. McLAUGHLIN, member of the CFA's Endangered Species Committee and the Bob Dover Tent, recently received the York (Pa) County Bar Association's annual Liberty Bell award for his work in promoting a better understanding of our form of government.

LANI IRONBERG's house trailer was broken into by vandals in San Francisco (May 12) who took some \$300, plus the radio.

WES OLER and family, along with his Oler Entertainment Productions office, are in the process of moving to Florida. Their new address is: P. O. Box 1418, Sarasota, Fla. 33578.

CORRECTION

It was Don Maivex, a rigger, on the Beatty-Cole Circus, and not Tim Ross, boss canvas man, who fell through the the show's big top as was reported in CR on May 9th.

In Memoriam

HERMAN E. VONDERHEID (82) of Wilkes-Barre, Pa., died on Nov. 6, 1976. He was the father of Henry Vonderheid of Von Bros. Circus. Survivors include his wife, Anastasia, daughter Mrs. Virginia Wood and sons Albert L., Frederick and Herman E. Vonderheid, Jr. Last summer Albert and Anita C. Vonderheid traveled with Carson & Barnes Circus. Anita teaches a class about the circus at her local Art Center in the winter.

BEN DeWAYNE was struck in the head by a tack, shot from the audience, while he was presenting the Polack Bros. Circus elephants during the night show in San Francisco on May 13th.

WALTER STIMAX and JERRY SPIVA, did clown magic, MILDRED HALL worked their new chimp and the Spiva/Stimax clowns offered juggling and rola bola numbers for a special Jesters Club (Shrine) program in San Francisco last week.

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Phone: (813) 922-7004

Show Folks

The program offered at Monroe, La., for that city's Shrine Circus, produced by Eddie Zacchini, included:

Johnny Laddie, unsupported ladders; Rosta Espana, acrobat; Gilda's leopards; Clowns; Cook's comedy car; Susan Sheryll's Royal Afghans; Bobby Gibb's German Shepherds; Clowns; The Atos Troupe, Cristiani Bros. and Plunketts, trampoline; Sonja Zoppe, aerialist; Gibb's Storybook Animals; The Zamperlas, unicycles.

WARD HALL reports he has been having a lot of visitors at his Florida home, including JESUS FUENTES, ROY HOUSTON, HARRY and ROWENA THOMAS, CHARLES COX, BOB SNOWDEN and BILLY ORWELL.

Acts in the second half were: The Flying Espanas; Clowns; Christopher James, tightwire; Bobby's ponies; Rosa's mules; Johnny Zoppe monkey revue; Clowns; Napoleone's Roman Riders; Gibb's elephants; Clowns and the Zacchini cannon act.

Al Vernon was musical director and Bill Boren was the show ringmaster.

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* C L O W N S *

Patrons of the Monroe (La) Shrine Circus, produced by Eddie Zacchini (Apr 30-May 1) were treated to the strongest presentation of clowns this city has seen in a long time.

Clown Alley was headed by John McKay (Yo Ho) who was assisted by his wife Cookie, plus Chuck Watkins, Tom Phelps, Bob Witt and yours truly, DoDo. Also working in the alley were Little Doe (DoDo's 8 yr. old grand-daughter) and Little Dot (Bob Witt's 8 yr old daughter). DoDo is normally a white faced clown, but did tramp for this date to vary the Alley and to better aid the clown numbers.

Both YoHo and Chuck contributed some excellent props, while Bob provided a live skunk for one number. There were a total of six clown numbers, plus the pre-show warm-up, which helped to set the pace for the circus performance.

All the clowns worked come-in and the two little ones got plenty of attention as they shot balloons into the audience. Cookie was busy playing catch with the spectators, and Chuck used his bird whistle and butterfly net. YoHo was everywhere, shaking hands and talking to the audience.

The program for the circus has already been recorded on these pages, thus this article is devoted entirely to the clowns - those unsung heroes of the circus.

With everyone in the Alley contributing to the numbers it became a smooth, good working operation. Many of the gags are listed as "standard numbers" but they were far from that with added extras and each gag received plenty of audience reaction.

Once the show started the first clown number was the "long shirt" worked primarily by YoHo and Cookie, with announcer Bill Boren doing an excellent job on the mike. Of special interest was the fact that a mike was positioned for use by the clowns.

The next gag was a revision of "Dog Pie" with YoHo dressed in white bakers hat and coat, with a large tray of sandwiches, mustard, etc. Two clowns buy sandwiches and the tramp steals one. When the tramp learns

it is a skunk pie he swiped he becomes ill, requiring the services of a doctor and nurse. The amply endowed nurse carries a 4 ft. needle, but the tramp refuses to have it used on him and finally a stomach pump is brought in, used and from it is produced a real skunk. Then it was a race to catch the skunk.

The next number was the old "boxing gag" which included a referee and seconds. The audience got into the act by booing the villain (Cookie) who told the audience she would give her opponent a free lick, which never happened. Naturally it ends with the water and paper throwing. But this number wasn't rushed and the audience enjoyed it.

All of the clowns got into the animal training number. Both YoHo and DoDo wore Frank Buck type hats, with Cookie and Chuck in the giraffe suit. One of the Plunketts also worked in this number, referring to himself as a "second half clown". The animal does everything wrong and finally has the front end and backend going in different directions.

While this was going on Tom was out getting ready for the "Hair Grower" number. Tom is almost bald and can easily slip into the audience unnoticed, where the clowns find him and bring him out for the gag. His head is placed in the machine, a huge bottle of whiskey is poured into a funnel, which sets off a huge charge of smoke and sparks. Out comes Tom, staggering about with a big auburn wig. (This number was worked while the prop men set the cannon act net).

No matter what sort of an idea may be developed it is no better than the props and work that goes into it. These gags have been done before, but never so well.

Eddie Zacchini is to be complimented on his use of good strong clowns. Many show producers could well remember those words of Barnum - "Clowns are pegs to hang a circus on."

..... M. L. Dupont

JON FRIDAY, circus announcer, who was working advance for Franzen Bros. Circus has left that show to play his regular summer show dates.

In Memoriam

SANDOR BIRO, known as "The Great Boros" break-away sway pole artist, died at Chicago's Grant Hospital on May 5th, from injuries suffered during a circus performance in September 1976. He was born in Budapest, Hungary and came to the U.S. in 1964 when he appeared with the Hamid-Morton Circus. Since that time he appeared in many circuses and fairs throughout the country. Survivors include his wife, Pamela Couldridge Biro, an 8 year old daughter Yvette, as well as 5 brothers, a sister and his parents in Hungary. Burial was at the Chicago's Showman's Rest.

MATTEL REPORT (Continued)

ance throughout the year.

Net sales in the 1977 fourth quarter increased \$6,995,000 or 11% as compared to the same period of the previous year, however, gross profit for the 1977 quarter, as compared to the previous quarter, was lower by approximately \$6,846,000 or 23%. The significant decrease in the gross profit was attributed to the Circus Theme Park operation and Metaframe Corp., which failed to reach its marketing objectives.

On its balance sheet, under assets, the company lists the Circus Theme Park property at \$19,738,000 as compared to the previous year's listing of \$17,628,000.

Property, plant, equipment and improvements

Show Acts

The program presented by the Hubert Castle Circus at Saskatoon (Sask) on May 5-8 included: Overture; Joe Hartman, mixed wild animals; Clowns; Doubleday & Co., gorilla parody; Joanne and Toma, animals (two ring display); Dennis Sherman, sponge dive; Olmedas, bikes; The Droguettes, juggling; Lee Marx, clown and rolling globe; Pam Rosaire, chimps; Captain Circus, aerial cradle act; Miss Carol and her bird act; The Elkins Sisters, acro/dogs; George and his comedy car; Jo Ann and Dennis Pinson, elephants; The Rock-Smith Flyers; Pam Rosaire, dogs; Wilson's Pets; Veno Venito, sword balance; The Martinez Trio, perch act; The Komedys, novelty act; Doug Ashton (The Charlie Chapman of Australia); The Comancheros and web display; Mario's Mad Hatters; Smith-Kreil Cannon.

The show staff included: Hubert Castle, producer; Al Dawley, ringmaster; Pablo Martinez prop boss; Gene Randow, producing clown; Albert Savage, electrician; Robert C. Dunham, personnel director; Clement E. Toca, band leader.

Clown Alley featured: Gene Randow, Mike and Lee Marx and Padilla.

including major betterments, are recorded at cost and are depreciated over their estimated useful lives . . . Circus Theme Park property 3 to 40 years, and leasehold improvements 10 to 20 years not to exceed the lease terms..

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PEOPLE

ELVIN BALE is quoted in an April 9th Washington, DC newspaper as saying, "I like to thrill people." That same article states he is planning to debut a lion and tiger act.

BILL BURGER will be spending the summer months doing advance work (advertising and booking) for the Big John Strong Circus.

DENNIS SOLDATI, historian for the Int'l Jugglers Assoc., has a display of juggling props and photos on view at New York's Public Library's Donnell Library Center thru May 28th.

SUE and AL DAWLEY visited the Clyde Br. Carden-Johnson Circus at Grand Forks and report it was a good circus program;

Miscellaneous

Hoxie's Great American Circus has encountered cold weather as it plans along the Atlantic coast area.

King Bros.-Cole Circus played to turnaway

BILLY BARTON (Continued)

played Toronto for Garden, have added a fourth chimp which they've named "Tarzan" ... The ALMIROS had planned to visit the STEBBINGS CIRCUS in Brandon (Fla) when they got a hurry-up call to appear in the show!

RAYMOND LA ROUCHE, President of the SELLS FLOTO RING No. 34 (Circus Model Builders of R.I.) and members ANTHONY OLOBRI, JIM SHIELDS and RICHARD McBRIDE, on behalf of their members, made me an Honorary Member of the Ring while I was appearing in Rhode Island with Circus Odyssey. The framed certificate reads: "By reason of his outstanding devotion to Circus in America." This is the first such "honor" I have ever received and I appreciate it, so thanks, fellas, and my thanks to all your members.

See you down the road, luvs ...

houses at Wilmington, Dela., but was hit by winds and a cloudburst at McLean.

Dino, a circus elephant was recently sold to Chicago's Brookfield Zoo, according to an AP release which pictured the elephant as it charged two keepers shortly after being unloaded from a truck.

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The Band Plays -

The following musical score for the Hagan Wallace-Sells & Gray Circus was compiled by Dr. Paul Fitzpatrick when he visited the circus at Forest Park, Ga., on April 27th. The band features Kay Parker at the organ and Robert Parker on drums. Wilson Storey is the show manager.

Overture - Samba	Rola Bola act - Marta Begin the Beguine Theme from Godfather Theme from Love Story	Everything's Coming Up Roses Galop Go Sweet Georgia Brown
Introductions by Billy Earl	Mimi Zerbini - single trapeze Mimi Under Paris Skies Pigale Can Can Mimi	Swinging Ladders - Music to Watch Girls By Somewhere My Love
Aerial Ballet - Snowbird More Cumara Snowbird	Pony Drill - Oklahoma Bolero So What's New	Clown gag - Riding Karolys - Mark Anthony El Cumbanchero Mamba Samba El Cumbanchero
Marie France - dogs Georgia Girl Love Makes the World Go Mame Hello Dolly Mame Theme from Exodus Galloping Comedian	The Clowns - Billboard March	Juggling - Brazil Caravan
Antoys Trio - perch act Super Star Jalousie Green Eyes Impossible Dream	The Moises - tightwire El Cordobles Español Cani Valencia	The Earls - Nashville Stars Those Were the Days Boogie Woogie Wabash Cannonball
Clowns - - Beethoven's Fifth	Intermission -	The Estrada Troupe - teeterboard Hungarian Melodies Fanfare
Miss Evy and Mr. Mark - horses Gentle on My Mind Parade of Wooden Soldiers Mehdy of Love Tico Taco	Billy Earl and Sabrina - balancing Bullfight Entrance Shangrila	Gary Thomas - elephants Thunder and Blazes Merry Widow Waltz Step to the Rear Hindustan Baby Elephant March
Clowns - The Entertainer	Miss Evy's dogs - Start of Something Big It's Alright With Me Cabaret Brazilia	Exit - Bye Bye Blues

PEOPLE

REMO CRISTIANI has his elephants on the World of Mirth Shows as a special feature attraction for patrons.

ETHEL LUCKEY has recovered from two major operations this past winter and is now in her 18th season at the Circus World Museum in Baraboo. She wants to thank all of those who sent cards and letters during her illness.

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MATTEL REPORT

(The following information has been selected from Mattel's report to its stockholders (the year ending Jan. 29, 1977). To fully understand the Mattel operation one should read the full report).

In 1972, the Company announced plans for the construction and operation of a major family entertainment complex near Orlando, Fla., to be known as Ringling Bros.-Barnum & Bailey Circus World, Inc. (Circus Theme Park). During the following two years the Company invested approximately \$16.5 million for land, buildings, machinery and equipment, and other improvements.

During fiscal 1974, the Company announced its intention to sell all of the operations of its wholly-owned subsidiary, Ringling Bros.-Barnum & Bailey Combined Shows, Inc., (Ringling), consisting of the traveling circus and Circus Theme Park. Investment bankers with divestiture experience were retained and discussions held with possible interested parties; however, the Company was unable to dispose of the Ringling operations on a satisfactory basis because, in the investment bankers' and management's view, the Circus Theme Park was insufficiently developed.

In May 1975, the Company increased the Circus Theme Park show content and local marketing effort. Based primarily upon the results of this effort, management estimated that, before the Circus Theme Park could be operated on a profitable basis, additional capital expenditures would be required. The Company determined that it was necessary to modify significantly the original concept of the Circus Theme Park and authorized the investment. The Park was closed for construction in Oct. 1975 and reopened in Apr. 1976. Although attendance after reopening was higher than before, substantial operating losses continued during fiscal 1977.

From the following re-evaluation after the reopening, including assistance from theme park consultants, the Company concluded that a further expansion should be undertaken and in Nov. 1976, the Board of Directors approved a \$2 million program for

additional attractions and expansion. In addition, the Company concluded that the Park and adjacent acreage should be carried as one economic unit and not separately.

The Circus Theme Park is operating during the current construction now in progress. The Company is continuing to monitor the operations of the Circus Theme Park currently but will not be able to evaluate fully the results of the 1976 capital investment program until after the 1977 operating season. Until such results are known, the Company will not be in a position to determine the necessity of additional capital investment, if any, or alternative uses of the Park and adjacent land.

For these reasons there is no assurance that the Company will ultimately realize its investments in the Circus Theme Park property. However, in the opinion of management based on, among other things, the operating experience since the Nov. 1976 re-evaluation, such investments should be recovered through future operations and, accordingly, no provision for loss is deemed appropriate at Jan. 29, 1977.

The note payable to bank by a subsidiary (RBBB) is secured by all the capital stock of Ringling's subsidiaries, a second mortgage on substantially all of its equipment.

Among other things the Ringling bank loan agreement requires maintenance of certain financial ratios and levels, as defined, requires the Circus Theme Park operations after fiscal 1977 to be profitable, as defined, limits certain capital expenditures for the Circus Theme Park, restricts future borrowing by Ringling, prohibits dividend and certain other payments by Ringling to the Company and provides that cash flow in excess of defined amounts be paid to the bank annually commencing in fiscal 1978. The Company is currently negotiating to combine the Ringling bank loan agreement with its other domestic term loan agreements.

(In thousands)	Term Loans	Ringling	6.75% Note	Total
1978	\$10,000	\$1,469	\$54	\$11,523
1979	10,000	2,698	58	12,756
1980	19,661	4,719	62	24,442

PEOPLE

GEORGE HUBLER will produce the Firemen's Circus in Cincinnati (Ohio) under canvas in early July.

ANGELA WILNOW and her Collies have been working at a Tropical Gardens entertainment center in Florida.

Miscellaneous

Newspaper accounts of the John A. Strong Int'l Circus, which played Lancaster (Calif) on May 10th, listed the show program as including: Chris DeWayne, elephant trainer; Heidi Wendany, equestrian; The Strongettes, aerialists; Bill Scriber's pony revue; John Strong, Jr., juggler; Don Young, clown; Swami Benbotta, fire eater; the Cold Nose Five dog act and Polynesia, the almost human parrot.



The Clyde Beatty-Cole Bros. Circus played to Standing Room Only crowds during its engagement at Lynchburg, Va. (May 9-11). It was the first date in that city under their new "shopping malls" concept and everyone was delighted. As usual the circus rolls out the "red carpet" for fans.



"I saw the doctor today. I think we'll have to get a bigger horse."