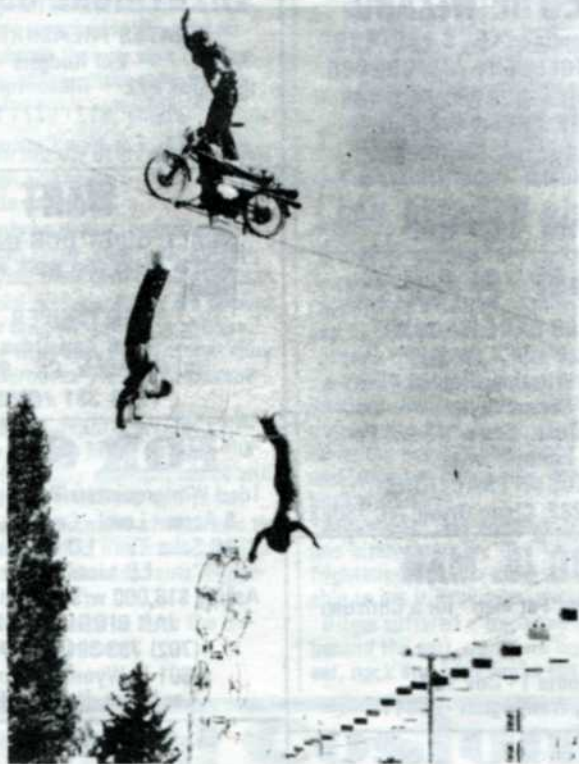


THE CIRCUS REPORT

AMERICA'S
FAVORITE CIRCUS WEEKLY
OUR 11th YEAR

Number 17

April 26, 1982



Billy Rogers "SKY CYCLE TRIO"

Drunken Elephants

An Indian Army ordnance corps in eastern India is fighting a losing battle against drunken wild elephants.

The elephants get their liquor and army food rations by raiding the unit's stores.

The animals, in pairs and herds, amble into top security depots situated in thick forests near the Bangladesh border and steal rum, cereals and sugar. The storerooms are usually completely wrecked in the process.

Drunken elephants then go on a looting spree and army officers note they show a distinct liking for army rum which has a 48 percent alcohol content.

There are even reports of an elephant that reached through a window with his trunk to steal a 12-bottle crate of rum.

Tipsy elephants have even been known to frolic about with small objects as though they were playing their own game of soccer.

Even proverbial pink elephants are present as the younger ones who share in the drinking like to play with cans of paint that they find in the storerooms. The result is sometimes beyond belief.

About a week ago, reports say, four elephants, apparently too big to get into the storehouse, sent a baby elephant inside and it came out with bags of flour and sugar.

A senior forest department official said the army, by building a unit in the heart of the forest, had disturbed the elephants' behavior pattern.

The unit has taken steps to curb the elephants, but so far to no avail.



Lion attacks girl

A 400 lb. African lion recently got out of its cage at the exotic animal compound at California's Moorpark College and attacked one of the students.

Jeanne Briggs, 19, a first-year student in the college's exotic animal training and management program, was walking between the cages in the compound, feeding the animals, when the lion knocked open its cage door and leaped at Briggs who was carrying a bucket of meat.

Briggs, who was knocked to the ground, was bitten twice by the lion. Other students frightened the lion away and eventually were able to get it back into its cage.

Briggs suffered a fractured mastoid (bone behind the ear), puncture wounds in the left ear, neck and back and a cut on her face.

Show Dates

American Cont'l Circus
Apr 30-May 2 San Fran,
Calif.

Arabia Temple Shrine Cir.
Apr 29-May 2 Houston,
Texas

Beatty-Cole Circus
Apr 27-28 Harrisonburg,
Va.
29-May 2 Winchester

Big John Strong Circus
Apr 18 Manteca, Calif.
19 Antioch
20 Rio Vista
21 Vacaville
22 Milpitas
27 Pleasanton
28 Tracy

Carson & Barnes Circus
Apr 12 Corsicana, Tex.
13 Cleburne
14 Mineral Wells
15 Graham
16 Breckenridge
17 Snyder
18 Lubbock
19 Lamesa
20 Andrews
21 Kermit
22 Carlsbad, NM
23 Hobbs
24 Clovis

Circus Odyssey
Apr 26-May 2 Boston, Mass

Circus Vargas
Apr 23-25 Simi Valley, Ca.
26-28 Lancaster
29-May 2 Huntington
Park

Great American Circus
Apr 26 Beaufort, SC
27 Sumter
28 Florence
29 Marion
30 Myrtle Beach
May 1 New Bern, NC
2 Washington

Hoxie Bros. Circus
Apr 26 Clarksville, Tenn.
27 Springfield
28 Dickson
29 Lexington

McCary Shrine Circus
Apr 30-May 2 Bangor, Me

Marat Temple Shrine Cir.
Apr 29-May 2 Indianapolis,
Ind

Ringling-Barnum - Red
Apr 28-May 2 Binghamton,
NY

Ringling-Barnum - Blue
to May 31 New York, NY

Roberts Bros. Circus
Apr 26 Shellman, Ga.
27 Plains
28 Perry
29 Warner Robins
30 Eaton

Swan Bros. Circus
Apr 28-May 2 Los Banos,
Calif.

Zerbini/Castle Circus
Apr 29-May 2 Indianapolis
Ind.

--- OTHER DATES ---

Disney on Ice
Apr 27-May 2 Miami Bch,
Fla.

James H. Drew Exposition
Apr 27-May 1 Belmont, NC

Scott's Medicine Show
Apr 26 Lubbock, Texas
27 Levelland
28 Clovis, N.M.
29 Muleshoe, Tex.
30 Roswell, NM
May 1 Lake Arthur

Great Wallendas
Apr 28-May 2 West Orange,
NJ

Elephant Dies

"Irish" one of the oldest African elephants in the U.S. died in late March at the age of 37. She had been at the Pittsburgh, Pa., zoo for 32 years, and was a favorite among the zoo attendants.

This leaves the zoo with just one elephant, a 3 year old named "Tribby."

PEOPLE

BOBBY YERKES and AUSTIN MILES mingled with the stars at The Southern California Motion Picture Council, April 7th in Studio City. A highlight of the event was the presentation of "The Golden Halo" award to Bobby's first film production "Hollywood Delusion". The hard hitting documentary deals with runaway youngsters searching for fame and identity in Hollywood and the sometimes tragic results. The Centrum Ministries, of which Bobby Yerkes is a board member, is shown playing a vital role in pointing troubled youngsters to God and a new life.

On the lot

by JUNE PLUNKETT

Everyone seems to applaud Tarzan Zerbin's show. It opens with two slides for life, two motorcycles and Dave Smith's new cannon. Then comes Tarzan's cats, Johnny Luxem's great wheel - that's in the first half.

This is the first time the Diano elephants with Big Tommy has played Detroit. The show runs 2 hours 45 minutes and it closes with three rings of elephants - Bucky Steele, Tarzan/Castle bulls and Diano's, then the 8 sway poles of the Nocks and Fearless Bauers followed by the finale.

There has been an endless number of visitors here - Tommy Hanneford, Grace McIntosh and Cliff Vargas. Other visitors were Gunnar Amandis, Pat DeLaney, Ian Garden, Barbara and Walt King, plus a number of Shrine committees.



by JIM PARKER

April 4, 1982, was the grand opening for the Clyde Beatty-Cole Bros. Circus in De Land, Fla. The weather was perfect and the lot was level and grassy and the visitors were many as the show began its new season under new management, with Johnny Pugh at the helm. In a recent issue of CR a complete rundown of the management was given so it will not be repeated here. It is obvious that money has been pumped into the show from the physical standpoint and no doubt as the season progresses more changes will be evident.

The very first thing that is noticeable is the cutdown version of the midway. Gone is the side show department and pony ride. In its place is a 'Y' shaped midway with the marquee at the end. On your left as you enter is a new, large balloon bounce followed by the clown sleeper. This sleeper semi used to carry pictorials of the side show on its side. This year the pictorials are not of the side show or menagerie features, but are of acts in the big show. Of special note is the huge pictorial of famous clown Jimmy James, taken from his photograph on the back of the program. Next to the clown sleeper is the beautiful office semi. On the right hand side of the midway is parked the other former side show bannerline semi that used to house the working men's sleeper and ponies. It is now a sleeper and its pictorials depict acts from the big show. In front of it is the elephant ride. Next to it is the concession semi.

All front yard rolling stock, plus the front yard generator semi, the concession stock semi and the cookhouse have all been painted in the new color scheme that makes it truly neat, clean and beautiful. The new color scheme is white with red lettering and trim. I understand Roger Boyd did the lettering and Harry Rawls did the pictorial work. Eventually all the show's rolling stock

will carry the new color scheme. They are using last year's big top which is in good shape. The physical appearance of the show is very impressive even though nothing is new, a coat of paint covers a multitude of sins and the new color scheme certainly is circus. You can't beat Roger Boyd's lettering.

Last year's program is being sold, which makes it rather confusing to the public as the photographs therein are of the ill-fated indoor show. However, this year's performance is almost identical to the 1981 season with minor changes in personnel. Below is the program as presented on opening day at the 1 p.m. matinee.

Spec, 'Circus on Parade'; Dave Hoover in the Great Steel Cage; Aerial perch by the Eduardo Duo (new); Clown Walk Around; The Great Vashek (wire walk); Clown Safe Gag; Three rings of jugglers - Weiner Herriott, Pedro & Mirn, Tina Storey; The Oscanian Br. trampoline/casting; two rings of ground perch, Antonio & Julio, the Del Morales; Dogs and Pony, Weiner Herriott; Clown Fantasy (Aerial Production) with three rings of single trapeze, Tina Storey, Heidi Herriott, Cindy Herriott; Intermission.

The Johnny Welde's Bears; The Flying Alvarez; Rolly Globes, The Verdus; Clowns in Balloon Chase; Two rings of dressage horses, Heidi and Weiner Herriott; Clown Walk Around; Three rings of teeterboard, The Martins, The Ayala Troupe, The Estradas; Two rings of elephants, Ring 1 the 5 act, Ring 3 the 3 act; The Vashek Duo, Motorcycle on the wire; The Grand Finale.

Considering it was the first show of the season it seemed to run quite smoothly with only two incidents to mar the show. At the very beginning two of Dave Hoover's tigers got into a fight and then a lioness joined in;

(Continued on Page 8)

BEATTY-COLE (Continued)

however, after much effort Dave broke it up and the act continued. The audience really was with Dave and applauded his efforts and needless to say, it sure livened up the show!

Fortunately, neither the cats nor Dave was hurt but it looked bad for a while. Dave never looked better in the ring.

Just as the aerial production was ending the main generator surged causing the big top sound system to burn out so the second half of the show Ringmaster Jimmy James had no sound. However, being the trouper that he is, he kept the show running smoothly and except for the lack of announcements no one knew the difference. Jimmy remains one of Circusdom's top ringmasters and looks so much the part in the traditional ringmaster's wardrobe.

Returning to Clown Alley this year are veterans Sandy Kovak, Mike Padilla, John Kane (Egg Roll), Mike Ferreira, Tom Wise, Mike . . . New to the alley are whiteface clowns Robert Temple and Dean Coley. Elmo Gibbs remains advance clown. New clown props have not arrived yet but once they are on hand I am sure this year's Clyde Beatty-Cole Bros. Circus clowns will be as strong as ever since this show has always stressed a strong and funny alley.

Two acts which stood out in my mind were the Flying Alvarez and the Herriott sisters. I am not all that jazzed on flying acts but the Flying Alvarez presented a vert fast, action packed act that went smoothly and flawlessly and easily won the audience over.

All three Herriotts - Heidi, Cindy and Weiner - carry on the same high class showmanship of their parents in presenting their varied acts. Of particular note was the outstanding horsemanship. Working on one black horse in Ring 1, and one white horse in Ring 3, then bringing them together in the center ring, and one down the front track, and the other down the back track, made one of the most impressive displays I have seen in a long time. Aerial, dogs, horses and juggling, some people have all the talent . . . all three work hard and are deserving of the applause they receive.

Freddie Logan continues to be in charge of the bull herd and works the five act with his daughters dressing up the elephant jungle number. It is noticeable that one ring of

elephants are gone as the tent is just not filled as when there were three rings of bulls working. Also it seems strange to see the Beatty herd picketed way out in the backyard, instead of under canvas like it has always been. Freddie and his department keep those old bulls looking good and the five act is impressive.

Due to a hurried trip there was no time to cut up jackpots nor make a list of all the visitors on the lot. However, in view of all those rumors that began closing day last season and extended right up until opening day, it was comforting to know that this large tent is out on the road under the same old title, and I am sure under Johnny Pugh's direction it will continue to do so.

Immediately after the first matinee, our Gibsonton gilly bus, driven by Ward Hall and loaded with Chris Christ, Bonnie Bonta, Earle Brunk and myself, took off for Palanka, about 60 miles north, where we caught Franzen Bros. Circus.

Due to the fact it was a Sunday, we missed his early show but we got to jackpot with everyone. This is one show that is a must see if you love the old-time circus and animals. I have yet to hear anything bad about it and Wayne Franzen is very low keyed and almost modest about his accomplishments. I think ward Hall, who is never at a loss for words, summed it up when he said that Wayne is the Al G. Barnes of our day, referring to his way with animals, etc. Naturally one of the high lights of that visit was jackpotting with the Jim Windlands - would you believe Sandi actually has callouses on her fingers from spinning that cotton candy!

I might add our gilly bus was Chris Christ's cadillac and our driver, Ward Hall, was dressed in an immaculate white suit - you never know what is going to happen when you spend a day around them.

Do hope all of you will do your best to catch these two tenters as they work their way northward, as both of them - the big and the small - spell CIRCUS.

PEOPLE

LEE MISTEN, formerly with the George Matthews Circus, or anyone knowing his whereabouts, please contact MIKE CAPPI at Box 63, Scottsdale, Ariz. 85252

In Memoriam

STEPHEN BRENNER (87) a retired clown died April 3rd at Baltimore, Md. He spent almost three decades touring with circuses until he retired in 1943. Since that time he has spent his life clowning for parties, parades and other special events in the Baltimore area. He claimed to have originated and been the first "Bozo the Clown" although many others also used the name. Survivors include a sister-in-law, a son and a daughter.

PEOPLE

JOHN DAVIDSON, LINDA LAVIN, KRIS KRISTOPHERSON, GUY & RONA and CLYDE BEATTY, Jr., were recently seen at performances of Circus Vargas.

ALBERT LUCAS, juggler with Ice Capades for several seasons, opened this month at the Hacienda in Las Vegas, starring in that hotels ice revue.

CARMEN HALL and husband JOHN PELTON are the parents of a baby boy - John Nathaniel - born on Feb. 23rd.

At Tampa Bay

by "Circus Joe" Valenciano

Here is a report from Tampa Bay as to what shows appeared during the winter of 1981-82. The area has a new show place, The Sun Dome, at the University of South Florida, located right outside of Tampa.

Circuses were: Ringling, both units, Chinese Circus Acrobatic Troupe, Hoxie Bros., Rex Bros., Roberts Bros., Royal Lichtenstein, Royal Hanneford and Eddie Zacchinis Circus at the Fla. State Fair.

Midway carnivals around this area were the very colorful Mighty Blue Grass Shows, playing several spots, World of Wold Shows played area malls and the Deggeller Amusements assisted by Belle City and Cumberland Valley Shows, at the State Fair.

Among events at the newly built Sun Dome were the Harlem Globetrotters, Royal Lipizzan Stallion Show and TV's Bob Barker in the 'Fun & Games Show'.

Other events were: Victor, the Rassling Bear, Hank, the roller skating bear, the Disney on Ice show, Holiday Hippodrome and Herrmann's Royal Lipizzan Stallions.

And that's the way it was around Tampa Bay area. Plus, there was a bombastic array of rock shows.

Circus Days

by 'Circus Joe' Valenciano

'Circus Joe' had a real Shrine Circus weekend with his family, the Valencianos, for the Royal Hanneford Circus was at Curtis-Hixon Hall in downtown Tampa, and the Coronas Circus appeared at the Tangerine Bowl Stadium in Orlando. Both dates were March 27-28, and we caught the Hanneford Circus on Saturday and the Coronas Circus on Sunday.

Tampa's 17th annual Egypt Temple Shrine Circus was produced by Tommy Hanneford and the performance we caught drew about a 3/4 house. The line-up included: Soec; Ada Smieya, tigers, lions; Dog acts by Mary Ruth, the Diane Sisters and another act; Princess Morningstar, single trapeze; Philip Anthony, liberty horses; Elephant Anna May with Benny Williams and Miss Debra; George Hanneford, Jr. Family, riding act; Barbara Woodcock with two beautiful leopards riding elephants; John Herriott, high school horse; Norbu, the Almost Human

Gorilla; Aerial Ballet with 4 webs and Natuska, head balancing trapeze; a good three person high wire act and the final display was a three ring elephant number with the elephants of Cristiani (4), Woodcock (3) and Hanneford (3).

The next day we drove 90 miles in the rain to visit Coronas Circus, which was playing at Orlando's Tangerine Bowl Stadium. On Saturday they had three shows and wouldn't you know it, the weather did not cooperate with Circus Joe. The rain did not stop and the Sunday show was rained out. But we still had a good time meeting and visiting with the Coronas. We were introduced by Sebastian the show's ringmaster.

This show really has some Class A equipment. It is an impressive set up. As you enter the arena, you see a five ring format with matching red and white decorated ring curbs and a lot of rigging in the air. The backdrop of the performing area is made up of two large semis back to back, with colorful scenery between the rigs.

The rolling stock includes: five big semis, dark blue with the logo.

Circus in New York

by CHRIS AUDIBERT

Just a few lines about my visit to the Ringling-Barnum opening at Madison Square Garden on April 1st. Al House, Frank Robie, the CFA, Windjammers and Clowns of America were all present. The house was about half full, but the show was crackerjack, the best we've seen in ages, perhaps the best ever.

Certainly the clowns are tops, plenty of them and doing much of the old-time acts, updated. They appear at least seven times not only in the rings, but also on the track.

The costumes are out of this world.

The first accident was when one of the Ob-locki girls who tried a backward somersault on stilts hit wrong. She came down and they had to carry her from the ring. How bad it was I do not know and I don't know her name.

The next accident, I think is a put on, was during the Slovoni riders, one of the men fell off doing a backward, landing on his back across the ring curb. But he got up and

WANTED

PRIVATE PARTY wants to buy recent Business and Family Taps for Cleveland, Ohio. Make Offer by writing to: Private Party, c/o Circus Report, 525 Oak Street, El Cerrito, Calif. 94530-3699 (Be sure to include phone and mailing address).

after a few feels went back on the horse as if nothing had happened.

The Vasquez did a triple and then went on to try for the quadruple. They grabbed the hands, but the flier slipped off. Still it was four complete revolutions.

Elvin Bale with his cycle act, his wheel of death and his new monster machine, and Chris Adams and his cannon act are terrific.

And, believe it or not, in this enormous steel and concrete building, when the bulls come thundering in we could feel the vibration.

Bauman and his tigers are good, Michu is a fine performer, the King Charles Troupe is sure fire, and the camels are most unusual.

Spring Festival

The Aiken, SC Jaycees will present a Spring Festival at the Aiken Jaycee County Fairgrounds, U. S. No. 1 North, from May 19 thru 23rd

The Liebel Family Circus will give two free performances under their 90-foot big top on weekdays and three on weekends.

Deggeller Amusements will provide the midway, which will be a "Pay-One-Price" event. A \$5.00 purchase will include parking, the circus and unlimited rides on all rides. In addition, 100,000 discount coupons good for \$1.00 off on the event will be distributed in the area.

Paul Robinson, Creative Outlet, Largo, Fla. is promoting the Festival.

Keep Circus Report on the road - send in your subscription renewal now!

Suit Settled

The parents of a boy mauled and killed by a circus leopard have settled for \$120,000 from the Roberts Bros. Circus and other defendants.

The court settlement was approved by Morris County (NJ) Superior Court Judge Rocco D'Ambrosio and resolves all claims brought by Joan and Jerome R. Vaccarezza of Byram, NJ, in connection with the death of their son, Jerome, who was five when he died.

The settlement covers charges of Negligence against Robert Earl, owner of Roberts Bros. Circus, based in Florida, and the Schooley's Mountain Fire Protection Association, which sponsored the circus on June 7, 1979.

The circus booking agents, Carlton Young and William Bleistener, each agreed to contribute \$5,000 toward the settlement.

Do you remember?

by *TED La VELDA*

MONROE BROS. CIRCUS - 1945 Season

The show was owned by my wife, Freda, and myself and this was our second season, having been out for the 1944 season.

I acted as manager and Freda LaVelda ran the office. The show wintered in Moberly, Mo., and opened in that city in mid-April.

Bill Thompson was the agent, Sonny Burdett was the lot supt., and Dot Burdett was purchasing agent.

The side show consisted of caged animals, along with magic, trick cartooning and knife throwing.

The show was presented in one ring with Ralph Kirk's animal acts of menage, performing dogs and a comedy mule. About mid-season Kirk left to play contracted fair engagements and his acts were replaced by McCall's animals. Delmo 'Tiger' Wells and wife, Billy, presented western type acts, featuring whip manipulating.

The Burdetts did wire walking, juggling, rolling globe and barrel kicking.

The banner day of the season was at Guttenburg, Iowa, on July 4th. That season we showed towns in Missouri, Illinois, Iowa and Minnesota.

Merle Dyer had the concessions and Homer Phillips sold banners.

The show wintered in California, Mo., the winter of 1945-46. Three weeks before opening day a fire destroyed the big top and side show top which were new from O'Henry Tent & Awning Co. in Chicago. Along with the canvas all the seats were also destroyed. However, I got enough equipment together to open on May 2nd.

I bought a permanent quarters and a home in 1947 at Buffalo, Mo.

The H-M Show

by *BOBBY GIBBS*

The Hamid-Morton Circus played Oklahoma City, Okla. with a very good show featuring such acts as: Marcan's tigers; Hawthorn elephants with John and Laura Walker; the David Zoppe family; the Leighs, wheel; Kolmedos, horses and other acts; Ventura Duo; Rex Young, producing show clown; Earl Michaels, announcer and Bob Atterbury, producer.

Must give special credit to Josip Marcan who has the most outstanding cat act in the country today. The act has 19 cats, the most in any act in America, 1 white tiger, 2 male lions, 16 golden tigers. All 19 lie down at the same time and sit up, 4 roll over at the same time, big pyramid, etc.

First the line of cages - 19 cages - get a great deal of attention as they are moved into the arena. Mr. Marcan works with almost no whip and most of the act is under his voice control. He deserves a lot of credit for his work and his animals are in the best condition you can imagine.

Lots of visitors on the show including: Pee Wee and JoAnn Pinson. Both the Walkers and Marcans had parties for their many friends.

WANT TO BUY

TRAINED and UNTRAINED
ANIMALS

Lions - Tigers - Elephants
Camels - Bears

ALSO WANT CUBS
Bears - Leopards - Tigers



ATCA, INC.
Rte. 1 - Box 54
Wills Point, Texas - 75169
Phone: 214 - 226 - 2328

JOSIP MARCAN, wild animal trainer with Hamid-Morton Circus, visited the winter-quarters of the Carson & Barnes Circus late in March.



by LLOYD E. JONES

Lou Tannen, founder of magic's large magic company "Tannen's" died of a heart attack in Florida on Mar. 19th. As a youngster he opened his magic shop in 1929, when barely able to sign the lease. At one time, there were three Tannen brothers in New York City in the magic business.

The Times Square shop expanded and it became a favorite with magicians for quality magic and huge catalogs. Today, one has to take a tag to get waited on as the display room is often crowded, six deep. They also maintain warehouses and do a huge mail order business with a score of employees.

Lou Tannen retired about ten years ago, and Tony Spina took over with Irving Tannen and later Jack Ferero entered the firm. In 1978, Irv retired.

Each year Tannen's run a very successful Jubilee in the Catskills and a summer camp

Magic Time USA

— WANTS —

* SHOW DRUMMER

* DANCERS

* USEFUL HELP

Long Season - Sleeper Furnished

Drivers Given Preference

PROF. STU MILLER

Per Route

or

813 - 746 - 6577

for youngsters where magic is taught by professionals. They just recently acquired the colorful magazine 'Magic Manuscript' which Adam Fleischer edits.

Lou Tannen, who had a host of friends, and his wife Natalie, continued their interest in magic though far from New York. A final heart attack brought an end to his active life and leaves many with memories of a friendly, capable red head. Two sons, who have no interest in magic remain, along with his wife. But the name Tannen is firmly placed in magic history and today.

Do you remember?

MILLER BROS. FAMILY CIRCUS (1932 thru 1941) - Excerpts of letters from Jack Miller to Ted LaVelda - 1982.

Ted: "The Miller Bros. Family Circus" was framed in the fall of 1932 at the close of the summer season with the "Bill Ketrow Circus". This unit was out for a short time that fall. We kept it out all during the Depression until 1941. Those were hard times and no one had any money. I'll never know how we did it for that long. Times were hard and money was short and we were only charging 10c and 20c. We traded a lot with the natives. They didn't have any money but wanted to see the show, so we would trade tickets for eggs, chickens and hay for the ponies, or anything else that we could use. People were walking the roads, looking for work or something to eat.

Charlie Drydon, the foot juggler and Tom Moss, the juggler, were with us the first season. "Mexican" Bill Williams and son, Arnold, had the brass band, and I have forgotten the names of the others. Charlie Mosier had the Advance Car. We put on a good show

as in those days we did a number of acts ourselves. We showed thru Ark., Mo., Iowa, Ill., and Wisc. from the fall of 1932 until 1941.

I'll never know how we did it through all the hard times. Just made enough to get from town to town. We would stay out so late in the fall that we would get caught in the show storms. One time we got caught in a sleet and ice storm and was tied up for a week. That was at Grubbs, Ark., and another time the big top was froze up and we couldn't get it put away for three days. We went through "Hell" with that little circus.

We had thirteen ponies and twenty-two white Spitz dogs and some monkeys. We put on an hour and twenty-five minute show. We had a five piece band. Frank Kelso was our pony trainer. A John Norman played the accordion in the concert.

The show was owned by Bill, Myrtle, Mack and myself. Myrtle, our sister, played a big part in our family circus. She did all the buying for the cookhouse and kept the books in addition to working in the performance.

The show's winter quarters was in Spring-

(Continued on Next Page)

PEOPLE

DAVID MURPHY, former ringmaster for Ringling-Barnum (1951-52) and a public relations man, now serves as a booking agent for the Cole All Star Circus in Central New York.

MIKE and **SALLY LaTORRES** will have their bird act and elephant "Little Stoney" on the Wondercade show which starts next month. **ROY HUSTON** will vanish the elephant as part of his magic illusion show.

ART WEAVER's show of Freak Pictures (from Lakeside, Calif.) has been purchased by **BIG JOHN STRONG** and is presently a part of his circus midway attractions. Called "Panorama of Life" the walk-thru show is attracting good crowds each day.

NINO FREDIANI, juggler, is featured in the Las Vegas show "City Lites" at the Flamingo Hotel/Casino. **VINCE CARMEN**, illusionist, is also featured in the show.

DO YOU REMEMBER (Continued)

field, Mo.

I would like to add a personal note -

Jack Miller is the only one living and he and his wife now live in Buffalo, Mo. Since he retired from show business, he keeps busy with his wood carvings, at which he is an excellent craftsman. He also makes juggling clubs, rolling globes and many other juggling props which are used by performers now.

HOWARD JOHNSON's elephant "Jaza" a female African, gave birth to a baby male on April 6th. The new arrival was born at Lion Country Safari in Southern California.

JOEY JORDAN, juggler, is appearing with **RICKI DUNN**, **KEN NOYLE** and **SHIELDS & YARNELL**, on the cruise ship 'Norway.'

FREDA STRONG, mother of Big John Strong, lives in Jamestown, NY. She recently celebrated her 92nd birthday, which John attended.

American Continental

by MIKE SPORRER

American Continental Circus made their annual Shrine date in Tacoma, Wash., and WOW what a show. This writer understands they were in Los Angeles Mar. 24-28, Roseburg, Ore. Mar. 31. They were going on to Bellingham for Apr. 5 and then on to their Vancouver Island dates.

The 1982 circus season is now in full swing with the arrival of the annual Shrine dates. The 37th annual Afifi Shrine Circus at Tacoma drew good crowds during their 3 day run at the University of Puget Sound Fieldhouse, Apr. 2-4. American Continental Circus, produced by Gatti Productions, produced the show for the 5th year in a row.

Again this year the Porredon Perch act continues to highlight the show.

The program ran as: Bill Reynolds, band director and overture; Color Guard and National Anthem; Mike Peal, ringmaster.

Kay Rosaire, mixed wild animals (5 leopards, 3 tigers, 1 cougar); Debbie, wonder dog; Ruben Duo, cradle; Mareiva Duo, cradle; Mr. Fred & Co., bizarre baggage; Goldfinger, one finger stand; Acadis, balancing;

Super Lokos, tumbling; The Alvaros, juggling; The Armondos, juggling; The Darios, juggling; Lemke's Chimps; Georgina's Menagerie (camels, llamas, ponys); Adam's chimps; Clowns with Old Time Photography; Latin Fire, aerial ballet; The Dancing Gaucho; Intermission.

The Flying Valencias; Shrine Clowns and the Barber College; Eric and Bobbi's dogs; The Porredon Perch act; The Langellas, trampoline; Tadeosz, trampoline; The Maridons, high wire; Rafael Suarez, rola bola; Duo Ramon, rola bola; The Medros, rola bola; The Great Zambeni, clown gag; The Wozniak Troupe, teeterboard; Tommy and Pom Pom Donoho, elephants (5); Exit march.

Elephant Dies

"Neena" an elephant about 24 years old, which had been on the Big John Strong Circus some years ago, died in Mid-February, of pneumonia, at Leggett, Calif.

The elephant was sold to operators of an animal attraction park in Southern California, and most recently was owned by Pat Derby, who operates an animal compound in Leggett.



Left-to-right: Sid Kellner, mgr., with Cyd Charise, Tony Martin and conductor/pianist Don Edwards, on the cruise ship "Pacific Princess (The Love Boat) enroute from Acapulco to Los Angeles.

Tony Martin is currently starring in "Old Time Vaudeville" which is produced by Sid Kellner. The show will soon take on a new name "That's Entertainment" and will expand its route to many eastern dates. Thus far the show has featured such well-known stars as Patti Andrews, of the Andrews Sisters, Morey Amsterdam and Pinky Lee, along with such variety acts as Bill Barr, Herbie Weber, Moore's Dogs, Jerry Layne, Charles & Co., Stu Scott, John Erb, the Borden Twins, plus many others. The program is supported by Perry Johnson and his orchestra.

VIC HYDE - ONE MAN BAND

by BOB STODDARD

If you like to talk about the good old days of show business, and you would like to talk about them with a good old boy who seems ageless himself, you should meet the effervescent Vic Hyde.

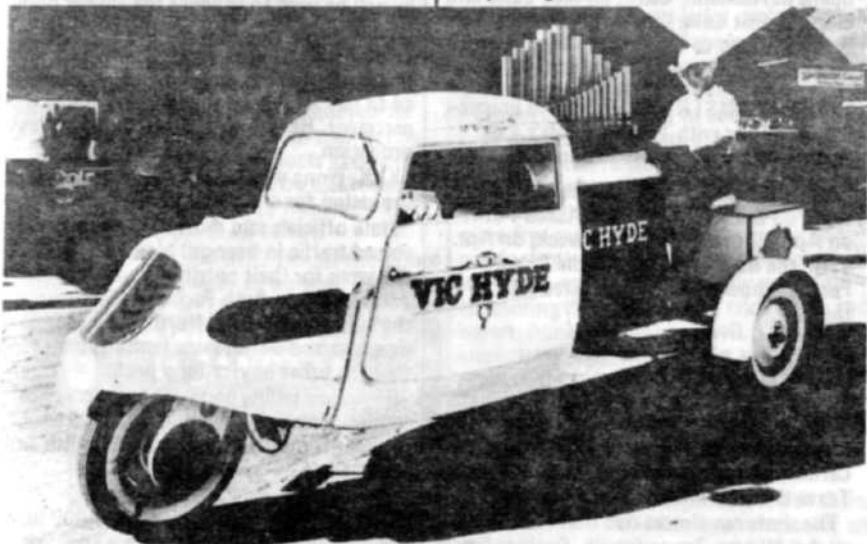
On my first trip to the Texas State Fair in 1981, I walked out of the Dr. Pepper Circus and looked across the street. A beautifully lettered circus wagon was emblazoned in Ringling red, "Vic Hyde - One Man Band."

The evening parade was coming so we waited to watch that, and the last of the 41 un-

Now that Vic was here, I visited him several times and we talked, and talked.

It was a hard decision to arrive at, but I finally decided that he would rather talk than play his almost endless variety of instruments - but, then again (on the other hand) maybe he would rather play.

The side of his wagon opens up into a 25 ft. stage. He moves from opening organ through the array of funny looking instruments hanging on the back wall to the English posting horn and then plays three part



its in the parade was Vic Hyde, playing the calliope. It was a while before Vic and his wife got back from the parade and then it didn't take long for us to get back into the "good ol' days."

I first met Vic in 1935 or '36, on the Steel Pier in Atlantic City when he was on the vaudeville bill with the Andrews Sisters when they were hot, or, Abbott and Costello when they were new. I was fractured by Vic's act and became one of his fans. After that I caught him in several vaudeville houses including M. E. Comerford's "Family Theatre" in Scranton, Pa. That was about 45 years ago. I wonder how many people who were doing vaudeville in those days are still in the business (Besides George Burns!).

harmony on three trumpets at the same time and blows four bugles simultaneously. He closes with selections on the calliope that he found and restored. Through it all his humorous patter ties everything together in a neat package.

Vic insisted that his appearance at the Fair was a return engagement. After all, he was headlined in a show at the Music Hall in '36 when Billy Rose produced the great six month Texas Centennial that drew over six million people. That was when they built Fair Park (the state fair grounds) in Dallas as we know it today.

This winter you will be able to find Vic Hyde - One Man Band in the Rio Grande

(Continued on Next Page)

PEOPLE

BRUCE "Charlie" JOHNSON, on a day off from the Funs-A-Poppin Circus, participated in the South Gate, Calif., Azalea Festival Parade. He was the highest ranked solo clown, placing second in the overall clown competition. First place was won by Klassic Klowns.

MIKE MARTIN, magic/illusionist, will be with the John Strong Variety Show which opens in Anaheim, Calif., on May 22nd and closes in Salt Lake City on June 19th. After that he will go to the Fantasy Farm Amusement Park in Lincoln, N.H. for the summer.

JOHN PALMSTROM, juggler and unicyclist, is touring with Tommy Scott's Last Real Medicine Show this season.

DAVID McMILLAN'S cat act will be featured on the TV show "You Asked For It" on April 30th. Just this past week, on Apr. 17th, the act was filmed for the "Real People" show which will be aired later in the year.

Carden Int'l

by **BOBBY GIBBS**

The Carden Int'l Circus, produced by Larry Carden, played a one day stand in Ardmore, Texas this past month.

The show ran almost two hours and featured the Alberto Zoppe family, Cucillo, David and Sissy Conners, the Eddie Steeples plus a number of other people. Lee Maloney had the band.

Lots of visitors on the show lot including: D. R. Miller, Mike Martin, Harry Rawls, Zoe Ann Henry, Clark McDermott, Glen and Ethel Henry, Dale and Boots Madden.

A Mean One

One of the meanest tricks ever played on a circus happened during the season of 1895, when a discharged employee of the Washburn's Circus distributed circulars to warn people about attending the show.

He charged that the circus employees were all ill with small pox, all of which was proven to be a lie by the local board of health.

This incident happened in Corning, NY.

Fines Set

Fines and penalties amounting to more than \$140,000 were levied against three men by a Los Angeles County Court, who pleaded no contest to charges of buying and selling bear parts in violation of the State Fish and Game Code.

Robert Soon Park, of Van Nuys, was ordered to pay \$6,400 in fines and penalties. In addition he was placed on probation for three years and ordered to pay \$2,000 to the State Dept. of Fish and Game. The money will be used to enhance the animal population.

Duk Bo Kim was ordered to pay \$3,200 in fines and penalties and like Park was ordered to pay \$2,000 to the Fish and Game Department. He was also placed on three years probation.

K. K. Wong was fined \$460 and placed on probation for one year.

State officials said most of the charges involved traffic in bear gall bladders, which are eaten for their nutritional value in many Asian cultures. Both Park and Kim bought the animal parts from Northern California poachers and out-of-state hunters, then sold them to other buyers for a profit.

Buying or selling parts of any bear - even though the animal is not an endangered species - is prohibited by the State Fish and Game Code.

William Bouthillier, owner of a 7,000 lb. elephant that froze to death in a barn this past January has been found guilty of animal cruelty, both criminal and civil, and was fined \$500 by a Jackson Township(NJ) Court.

Brouthillier was found guilty of failing to provide sufficient heat for the animal and for failing to properly house the elephant.

VIC HYDE (Continued)

Valley in Texas, where the R.V. Parks are growing so large, because of the millions of Americans fleeing the cold and the high fuel bills, that some of them have auditoriums that seat up to three thousand people.

I might catch him in one of them, but if I don't, I'll look forward to seeing him next year at the State Fair of Texas!

From the Office Wagon

by Bradd and Sheila Frank

From Bannermen to Marketing Directors

Human nature dictates that if someone builds the proverbial better mousetrap, some one will come along and improve it, thus reaping his just rewards.

When I was a kid around shows the Bannerman sold ads to local merchants promising to display them in the big top or on the bulls in spec or the street parade. In farming regions, the bull-tractor, tug-o-war was popular, as was the clown car with its unlimited passengers emerging everytime the horn blew. Remember the Cracker Jack and Coke stands on the midway? When shows converted to trucks it was common to see the Chevy and various oil company's names displayed for patrons to see which told them that this particular show used these products exclusively. What monetary exchange there was most always went to those directly involved - the Bannerman and the show owner.

With the advent of P.U.C. tickets and phone operation, a new means of up front money



came into being and the Bannerman went the way of the street parade.

Over the years, both pro rodeo associations as well as other sports promoters, and more recently some enterprising music promoters, have reaped their rewards for capitalizing and improving on what the Bannerman did - selling ads. Some rodeos then did use the new phone idea, but, the emphasis is on selling program ads, which led to committees selling local merchants the idea of sponsoring one or more of the rodeo's main contest events. This meant the prize money was put up by merchants, thus leaving the committee with more free cash to advertise the rodeo and pay for both the acts and the stock contractor. Some merchants eventually went for sponsoring the acts (clowns, trick riders and ropers, horse acts, etc.) as well. Today this modern type banner sales has turned into a multi-million dollar a year sponsorship bonanza for both the rodeo itself and its contestants, to say nothing of its unlimited public awareness this brings to the sport, in the form of publicity in commercials.

Listing present rodeo sponsors is like listing a Who's Who in American manufacturing and Big Business. For instance, the P.R.C.A. has such a financial underwriting and sponsors as R. J. Reynolds Tobacco Co. and Winston cigarettes, Wrangler Wear, Skoal-Copenhagen, Coors Breweries, Nestle Nestles Chocolate Co., Black Velvet-Heubli Co., Western Airlines, to mention just a few, while the I. R.A. Rodeo circuit has such backers as Raleigh Lights cigarettes, Stetson Hats, LaBatts Beer, Eastern Air Lines, Acme Boot Co., Lee Clothing Co., Skelly Oil and a host of others that are, as they say, too numerous to mention.

To break these sponsors down, R. J. Reynolds Tobacco Co. has Winston Rodeo Series which involves several hundreds of thousands of dollars yearly in bonuses to the top money winners, furnishing all the associa-

(Continued on Next Page)

BARRY YIENGST & JANETTE

ESCAPE ARTISTRY!
MARIONETTES! MAGIC!




WELL ESTABLISHED ACTS COMPLETELY SELF CONTAINED! REFERENCES AVAILABLE

SINGLE DATES OR TOURS CONTACT:

BARRY YIENGST

ESCAPE ARTIST
(717) 867-1033
561 E. Maple St. Annville, Penn. 17003

FROM THE OFFICE (Continued)

tion's sanctioned rodeos, about 600 yearly, upon request posters, banners, placemats, etc., advertising the rodeo dates, location and other information along with the Winston logo. They also furnish free to rodeos a number of traveling portable rodeo scoreboards which in turn have an advertising deal with a pickup truck and trailer manufacturer.

Wrangler Wear (and Sports Wear) sponsor clown bullfighter contests in various rodeos to the tune of about 50 grand per year in added prize money. In addition, they furnish advertising packages to merchants in rodeo towns that handle Wrangler Wear products and they pay 70% of the advertising costs while the merchant pays the remaining 30%.

That figures out to be zero per cent for both committee and stock contractor. All ads in papers, on the media run in conjunction with the rodeo's dates, and the merchant can also act as a ticket outlet. Wrangler gives \$25.00 gift certificates annually to some 4,000 P.R.C.A. members, as well as outfits the top 15 cowboys in each of seven major rodeo contest events.

Thank You

**WAYNE FRANZEN
FRANZEN BROS. CIRCUS**

for giving me a job, you and Paul Neebower and Bob Alms have treated me with respect and dignity, thus restoring my own.

Everyone without exception on your circus has treated me great.

Your friend,

HARRY

"WISE THE WIZARD"
(Mr. Magic)



SIEGEL & CANTER

Attorneys at Law

Immigration

- Permanent Resident Visas •
- Non-Immigrant Visas • Investors •
- Relatives • Labor Certification •
- Intra-Company Transfers • Students •
- Deportation • Naturalization •
- International Tax and Trade •

1634 Main Street, Sarasota, Florida 33577

Telephone: (813) 366-7935

Jack Weston, Wrangler Ads Director, states they use rodeos as a means of selling their products because . . . "all (their rodeo) advertising efforts evoke images like robust, down to earth, honest forthright - the images that fit the American cowboy."

Aren't circuses down to earth and robust? Certainly circus performers, both human and animal, are athletes in the true sense of the word.

In the I.R.A. Rodeo circuit, Raleigh Lights cigarettes sponsor several dozen rodeos each year by putting up upwards of 5 grand per rodeo date. Stetson Hats currently sponsors The World's Toughest Rodeo Co., out of Iowa, which recently produced rodeos in Ft. Worth, Texas, traditionally a P.R.C.A. stronghold area, as well as rodeos in Toronto and the Garden in New York City. That date, and all others by W.T.R. was co-sponsored by Acme Boots, Lee, Eastern Air Lines Jeep Corp., to mention a few.

Moving away from sponsored rodeo dates, we discover that the Reynolds company has recently agreed to sponsor The Salem Country Gold Tour '82 to the tune of \$5 million

(Continued on Next Page)

FROM THE OFFICE (Continued)

for a 16 city tour which will feature name country singers. Some \$850 thousand of that figure will go towards advertising and promotion of the dates. Other Reynolds Co., sponsorships include Winston 500 Auto Race, Vantage Pro Golf Tour and Camel's Grand Prix in France. Other major companies also sponsor golf and tennis matches, track and field events, auto races, major horse shows and a host of other annual events.

Currently, only a handful of circuses are using some bannerman selling ideas, or as they are referred to today, marketing techniques.

Using some of this vast untapped source of revenue is Ringling with their commercial tie-ins with chain stores which coordinate store sales with ticket sales, media nights sponsored by local TV stations. Carson & Barnes were using printed tickets and posters with various merchants' (local) names imprinted on them, which could indicate they footed the bill for the printing, thus eliminating a potential sore spot with some committees as to who pays that cost. Both Vargas and Beatty use some of these tech-

niques on their dates, but, this is only a small start towards a more involved sponsorship. What is needed is a careful blending of sponsor and audience exposure, certainly not in the usual commercial TV network sense, but more in line with that of Public Broadcasting of late with its corporate underwriters. Perhaps this would replace the tired old p-nut pitch that replaced the Casey Candy pitch how many years ago???

There are literally hundreds, perhaps thousands of untapped sponsors out there. Some are National conglomerates, while others are smaller regional companies. All have two things in common - all have products or services to sell and all have advertising budgets in which to sell their products to John Q. Public and family. With careful planning and sound business practices, the earnest circus owner can have these sponsors signed to cover the costs of various acts, clowns, animals and even equipment well in advance of opening day. The more local merchants participate in local activities, the more local residents

(Continued on Next Page)

Variety Show

A variety show, produced by Paul Kohler, was presented in Bradenton, Fla., on Mar. 21st, and featured the following acts.

Mike and Janice Aria, Golden Retrievers and Bears; Bertini's Bicycle and Wire acts; The Sunshine Marionettes; Paul Kohler's Comedy Marimba Act; Mike Martin, Magic and Illusions with 2 assistants; Les Verdus, rolling globes, plus a seven piece orchestra.

Miscellaneous

The Optimist Club of Annapolis, Md., will sponsor the Beatty-Cole Circus in their city for a two day stand - May 12-13 - with performances scheduled for the West Parking Lot of the Navy-Marine Corps Memorial Stadium in Annapolis.

FROM THE OFFICE (Continued)

support a civic organization's sponsoring a circus. Money today is tight, and new and inovated marketing ideas must come about to sell tickets and over-ride rising operating costs. To accomplish this it will mean selling circus people as a "forthright, honest, down to earth" group who want to see their profession prosper thru the years, into a stable enterprise.

PEOPLE

JIM MIGHELLS recently returned from a teaching project at the Missionary Training School in that country. He is working for C.E.R.I., a non-profit corporation operating a breeding compound for dangerous species, primarily cats. He plans to break a mixed cage act soon.

The TWO THURANOS, acro wire act, and BOB ARNO, pick pocket, are featured in the show "C'Este Magnifique" at the Aladdin Hotel in Las Vegas.