

FULTON COUNTY, INDIANA

HANDBOOK

COLE BROS.-CLYDE BEATTY CIRCUS

COLE BROS.-CLYDE BEATTY CIRCUS [Rochester, Indiana]

Organized by Zack Terrell and Jess Adkins.

Located in the former Rochester Bridge Co. buildings. Also had some of their animals in the former Rochester Shoe Co. building [now the Rochester Metal Products].

Main attractions: Clyde Beatty; Alan King; Jorgen M. Christiansen.

The Cole Bros.-Clyde Beatty Circus buildings were destroyed by fire, February 20, 1940. The fire started in the paint shop during the evening meal.

The circus left town permanently.

See Christiansen, Jorgen

See Morris, Harvey Leroy (Jack)

See Sawdust and Tinsel

[Also See Francis E. Sanders, *The Cole Bros. Circus From Rochester, Indiana*, 1986.]

[Also See Johnny Zoppe Family, Shirley Willard, *Fulton Co Folks, Vol. 2*, Willard, pp 656-664]

ROCHESTER MEN LISTED IN CIRCUS CORPORATION

Articles of incorporation for the Indiana Circus Corporation were filed with the secretary of state at Indianapolis Friday and two Rochester men were named among the directors. A. C. Bradley, owner of the Colonial Hotel, Lake Manitou, was listed as a director as was Jess Murden, a summer resident of Lake Manitou. The third man named was Fred E. Shortemeier, of Indianapolis, former secretary of state.

Announcement was made in Peru that the circus will be built up this winter and that it will be operated under the management of prominent circus men. No details were made public by the local men here but it was stated that further announcements would be forthcoming following the election of officers.

[The News-Sentinel, Saturday, September 29, 1934]

CIRCUS ESTABLISHES WINTER QUARTERS HERE
PURCHASES BRIDGE COMPANY GROUNDS AND CONSTRUCTURES

Announcement was made here today by the Indiana Circus Corporation, just recently organized, that their winter headquarters would be established in Rochester. The corporation a

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few days ago purchased the land and buildings of the Rochester Bridge Company, located at the Erie and Nickel Plate railroad crossing in the northeast section of the city.

The grounds include three foundry buildings, the large office edifice and approximately seven acres of land. The circus owners purchased the property outright and the deal was completed before the general public even had an inkling about it. The purchasers asked for possession by November 10th and all efforts will be made by the Bridge Company to have the grounds and buildings cleared of machinery and equipment by that time.

Through this transaction the community will benefit by the bringing of a large industry to the city, one which will employ many men and also be the means of attracting thousands of sightseers to the grounds. It will also bring thousands of dollars into the county yearly for supplies and equipment.

Incorporators and Directors

The incorporators of the organization are Jess L. Murden, of Peru, and resident of Lake Manitou; F. E. Schortemeier, of Indianapolis, former secretary of state, and R. A. Hendrickson, of Indianapolis.

The directors are A. C. Bradley, of Rochester and Indianapolis; Mr. Murden and Mr. Schortemeier. Murden is listed as the resident agent of the corporation and will be in charge of the work here until the organization is well established. It is understood that several well known circus men of long experience are interested and behind the new corporation, but no other names have been made public by the directors.

Only partial plans were given to this newspaper but indications point to this being the beginning of a massive circus organization with winter headquarters and all offices located in Rochester. The local site was selected, it was said, because of the north and south railway transportation connections, the adaptability of the buildings here, the proximity of the city to Chicago, together with the fact that Fulton County is in the center of the grain section of the middle west.

Own Many Animals

The owners of the new circus, have already a number of trained wild animals in their possession and these will be shipped here sometime in November, it was said. Meanwhile they will be busy purchasing additional lions, tigers, elephants and many other animals for the menagerie, as well as approximately 200 horses and ponies. These will all be sent to the headquarters as fast as they are obtained and by the first of the year it is thought a complete menagerie will be installed and training headquarters will be started in full swing in the buildings.

The first indication of activity the directors said will be the improvement of the bridge company buildings just as soon as they have complete possession. This will mean considerable repair work, making the brick and steel plants winter tight and the installation of complete heating systems. Then will follow the building of modern cages for the animals, indoor rings and installation of all the necessary circus paraphernalia. Living quarters for the employees will be erected so that the men can live in comfort during the winter season.

A new switch track will be laid through the yards, it is said, and this will run into one of the large buildings so that the circus cars and wagons can be switched directly inside and can be repaired and painted there. In the spring, the loading can be done inside and the trains started on their way direct from the circus yards.

New Road to be Built

The corporation has asked that a wide road be built so as to hold up the heavy circus wagons and trucks from U. S. Highway 31, directly east to the Nickel Plate Railway and thence south to connect with the present road that crosses the Erie at the tower. This new road will run along the north side of the grounds. It is already established and partly built, but will be greatly improved for the use of the circus and the public.

Offices of the corporation will be established in the commodious brick building on the grounds, and all office business of the organization will be carried on there. It is thought that several members of the corporation and leading performers will establish their homes in Rochester or at Lake Manitou.

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The circus will buy all possible building material and equipment locally, it was said, while later when the animals and horses arrive they will purchase their hay, straw, grain, meat and other foods and supplies for the animals right in this vicinity.

The complete plans call for the gradual building of a big circus organization here by spring when the show will take the road and be in tour until fall. It will give employment to a large number of men here during the winter and on the road during the summer and will mean the spending of many thousands of dollars in the community throughout the year.

Asks No Aid

This is the first big business organization that has ever come to Rochester without asking financial aid or a bonus and all the owners have asked is full cooperation and aid of local citizens and business men in helping them secure the employees and materials they need. Later a detailed announcement will be made to the size of the circus and the plans for the coming winter and summer.

[The News-Sentinel, Thursday, October 11, 1934]

ALLEN KING'S WILD ANIMALS ARRIVE AT WINTER QUARTERS

Rochester, in its new role as that of a circus city, yesterday afternoon, became the new winter home of the feature attraction of the Century of Progress, the Allen King Wild Animal Show. Several truck loads transferred elephants, lions and tigers to the Indiana Circus Corporation winter quarters here yesterday afternoon.

Allen King, one of the foremost wild animal trainers in the world accompanied the big cats to their new home, where they are still housed in their small shifting dens, awaiting the completion of their permanent cages. Mr. King, who returned to Chicago late yesterday to close up some business matters, will return with Mrs. King to this city on Wednesday where he will take up his winter residency in Rochester.

The animals now housed in the quarters here comprise 28 lions and tigers and three large elephants. These cats and elephants are under the supervision of W. K. Bernardi, King's assistant trainer.

Water Animals On Way

According to a statement made by one of the circus supervisors there will be a large number of seals, a hippopotamus, 60 head of ring horses and 11 more elephants shipped here within the next few days.

The bath tank for the seals is now nearing completion and a large tank for the hippopotamus will be erected this week.

The large foundry building located at the east end of the circus headquarters grounds will house the cats, elephants, seals, hippopotamus and other wild animals. A large training arena is to be built onto the north end of the building and the work of the elephant, seal and cat trainers will not be open to the public this season. However, eventually, early spring reviews of the animal acts will be featured for the benefit of the public, it was stated.

In the large building directly west of the main animal building, blacksmith shop, wagon repair equipment, painting shops, are being equipped for taking care of the wheeled stock of the circus. These are being erected in the south end of the building.

Side tracks from both the Chicago & Erie and Nickel Plate railroads which bound the east and south section of the headquarter grounds, will be run directly into this building from the north end.

In the west section of the structure, quarters for the ring horses are being built and three large training rings will be situated in the northwest corner of the spacious building.

Many Men at Work

About 35 carpenters, plumbers, electricians and laborers are now employed by the corporation in getting the quarters into order before the winter season sets in.

The large office building is being overhauled for living quarters for the circus people, most of whom will reside there until the spring road season opens.

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When all of the animals and equipment arrive it will necessitate approximately 100 people in the management and care of the headquarters during the winter and early spring months.

Scores and scores of Rochester people visited the grounds today and welcomed the circus people to their new home.

Jess Murden, A. C. Bradley and F. C. Seymour are supervising the arrangement of the new headquarters.

[The News-Sentinel, Monday, November 5, 1934]

MORE ANIMALS ARRIVE AT CIRCUS WINTER QUARTERS

The population of the Indiana Circus Corporation's animal kingdom will be almost doubled by the end of the present week, according to an announcement made today by Zach Terrell, manager of the "Live Power" acts which were the hi-lights of the Century of Progress exposition, during the 1934 season.

This morning nine seals arrived at the winter quarters here and were placed in the large new cement tank which was recently erected especially for them. These sleek, glistening furred animals were shipped here from San Diego, Calif. Another newcomer at the quarters is a monstrous pachyderm, which was the lead elephant of the Wallace-Hagenback herd. This beast has been added to the three highly-trained elephants which comprise the "Live Power" act herd.

Other arrivals already in the new circus home are a llama, monkeys, lion cubs and ring horses. Twenty-two ponies recently purchased by the corporation from the Cooper Pony Farm at Kankakee, Ill., are due to arrive in Rochester tomorrow.

The steam heating system in the large menagerie and training barn has been completed and is now in operation. The permanent cages for the large "cats" have also been erected and are now in use.

A large force of local employees are busily engaged in getting other buildings on the grounds in readiness for the circus headquarters and the work will probably last for several weeks.

[The News-Sentinel, Wednesday, November 14, 1934]

CIRCUS MENAGERIE ROLL NOW INCREASING DAILY

There appears to be no let-up in the expansion work at the Indiana Circus Corporation headquarters which are located in the northeastern section of the city on the old Bridge Factory grounds.

Late yesterday evening, truck loads of deer, two bears, a cage full of monkeys, a pack of trained dogs and a zebu, or Sacred cow was added to the constant growing menagerie. Additional elephants and several head of the large members of the feline species are scheduled to arrive at the winter quarters over the coming week end.

A herd of over sixty horses and ponies belonging to the circus corporation are being taken care of at A. C. Bradley's Fort Wayne-road farm, northeast of this city, while the horse barns are being erected in one of the larger buildings on the grounds.

Laying Side-Tracks

It was also disclosed today that over a half mile of railroad tracks and ties had been purchased for the headquarters and that side-tracks from both the Erie and Nickel Plate railroads would be laid at once.

All of the circus corporation's rolling stock will be stationed on these sidings throughout the winter and spring months. Spurs from the main lines of side-tracks will run into one of the large buildings where the cars will be repaired and painted.

John Smith, an internationally renown horse and pony trainer arrived at the circus headquarters here, where he will be kept busy throughout the winter season in rehearsing a herd of ring horses and also schooling a string of new recruits, in special acts for the sawdust ring.

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The payroll at the circus headquarters is now running into several hundred dollars a week and over 50 local workmen are employed.

Despite the fact that almost every foot of space in the old bridge factory building and grounds is undergoing improvement, the public as yet has not been barred from viewing the menagerie and a constant stream of visitors are at the headquarters from early morning until night.

[The News-Sentinel, Thursday, November 15, 1934]

CIRCUS OFFICIALS AND CELEBRITIES MEET AT QUARTERS

Crowds Too Big

People coming to the new circus winter quarters at Rochester so great on Friday that the management was forced to close the doors to the menagerie building due to the fact that the crowds were interfering with the work to be done. The force of fifty men on construction work are working at top speed to get the quarters ready for the circus folks to begin their work at the earliest date possible. The circus officials stated they regretted putting up the "no admittance" sign but would be forced to do this during working hours hereafter and that regular "visiting hours" would probably be established.

A number of internationally famous celebrities were guests of the Indiana Circus Corporation, at its winter headquarters in this city Friday. Among these were a few high officials of the new circus corporation who have just returned from season tours with the country's largest circuses.

Among the Indiana Circus Corporation's official or professional group which was present at the Friday's meeting were Jess Adkins and Jach Terrell, owner and Clyde Beatty, noted wild animal trainer.

Adkins, who has been manager of the Hagenbeck-Wallace shows, of Peru, has severed his connections with the Ringling interests and will co-operate with Zach Terrell, former manager of the Sells-Floto shows, in the management of the Indiana Circus Corporation's new circus which will be known as the Cole Brothers Circus. This is an old and honored circus name in the entertainment world.

Beattie Views New Quarters

* * * * Photo of Clyde Beattie * * * *

Clyde Beatty needs little introduction to Rochester people as practically every resident has seen this intrepid wild lion and tiger tamer put his forty big cats through their thrilling act under the big top of the Hagenbeck-Wallace shows at Peru. Rochester movie goers also were thrilled by Beatty and his "cats" which were featured in the movie captioned, "The Big Cage."

With Allen King, who had the world-famous "Live Power" wild animal act at the Century of Progress this year and Beatty both under contract with the Indiana Circus Corporation an outstanding nucleus is already formed for one of the greatest shows in the country.

Other notables who were present at the luncheon Friday were:

Clint W. Finney, Chicago, who managed the Ripley, "Believe It or Not," show at the Century of Progress during both seasons of the fair.

Eugene Whitmore, of Chicago, editor of American Business.

Nat Green, Chicago, associate editor of The Billboard.

Eddie Stinson, of Detroit, manager of the Detroit Shriners circus.

Several Rochester business men and members of the corporation also attended the get-together meeting.

Pleased with Lay-out

After the luncheon the circus people and their guests made an inspection trip of the winter quarters and grounds and the visitors all experts in the entertainment world pronounced it the outstanding "natural" layout and plant for winter headquarters in America. Pictures were taken of the group, afterwards they were conducted on an inspection tour about Lake Manitou and

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were shown the Rochester Federal Fish Hatchery, the municipal airport, the City of Rochester and other points of interest.

Mr. Adkins and Mr. Terrell later in the day signed a contract with Mr Stinson for the Beattie wild animal act to appear at the Detroit Shrine Show for several weeks beginning February 1st.

Mr. Zach Terrell will establish his home in Rochester he stated today and will be here most of the time except when the circus is on the road. Mr. and Mrs. Beattie will make their home in Rochester for the next three months while he trains the new animals act in preparation for the winter showing and the summer circus. He will begin working here at once he said.

Meanwhile activities continued at the circus headquarters with fever haste preparing for the winter circuit. Folks of the circus world were continuously showing up at the grounds greeting old friends and seeking employment. New animals were arriving including "Freida" a giant elephant from Birmingham, Ala., who towered over the other three in the elephant row. "Freida" tips the scales at 8,600 pounds.

Mr. Green, of the Billboard, announced that a complete story of the circus would appear in an early issue. Newspapers all over the state and in Chicago carried write-ups of the new organization and were free in stating that it will be one of the big circuses of the country within a year or so.

[The News-Sentinel, Saturday, November 17, 1934]

CLYDE BEATTY STARTS TRAINING NEW CAT ACT

The managerial family of Rochester's new circus is swiftly formulating, and already four or five of the officials have taken on their residency here. Clyde Beatty - world-famous lion tamer, and his wife, have leased the Mrs. H. O. Shafer home on [531] North Pontiac street, where he and his wife are now residing. Mr. and Mrs. Allen King, also of the new Cole Bros. Circus, will reside in Rochester just as soon as a suitable home can be secured for them. King, with his "Live Power" lion and tiger act was the stellar attraction at the Century of Progress during the '34 season.

Beattie Starts Work

Activity at the new winter quarters will get under way today when Beatty starts training the 40 big cats on new and sensational tricks for several weeks run at the Shriners Circus at Detroit this winter. Beattie has erected his portable aluminum training cage at the north edge of the cat building.

Several more lions and tigers will soon be added to the circus cat family and both King and Beattie will be busy for the next several weeks in whipping their thrilling acts into shape.

Along with the training activities at the quarters to be launched this week will be the school of 24 new ring horses and 21 ponies. These recently purchased animals were transferred from one of the Bradley farms to the circus barns Monday. The horses and ponies will be drilled by John Smith, veteran horse trainer of the Al G. Barnes shows, now affiliated with the new circus corporation.

Secretary Arrives

Earl Lindsay, former secretary of Jess Adkins, during the time the latter was manager of the Hagenbeck-Wallace shows, arrived in Rochester Monday, where he is taking up a new clerical position with the Indiana Circus Corporation.

A crew of a dozen laborers is now at work near Burket, Ind., where a three-quarter mile section of the Winona Interurban line tracks and ties are being taken up for removal to the circus grounds, where side tracks from the Erie and Nickel Plate railroads will be constructed.

Representatives of press from the South Bend and Logansport newspapers were at the inter quarters today taking pictures and obtaining data for feature stories in their respective papers.

[The News-Sentinel, Tuesday, November 20, 1934]

COLE BROS. CIRCUS BOOKS MANY WINTER SHOWS

That business is "looking-up" for the Cole Bros. circus, which recently established headquarters in Rochester, was made evident today in an interview with Jess Adkins, one of the

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managers of the show. Mr. Adkins stated the show would open its spring and summer tour at the Coliseum in Chicago on April 20th and conclude its run in that city on May 5th.

The new circus will entrain from here on the evening of April 15th and arrive in Chicago on the 16th, where it will make final preparations for the season's initial performance.

Winter Shows Booked

Other bookings for the Cole Bros. circus winter shows include: Shriners circus at Grand Rapids, Mich., beginning January 31st; Shriners circus in Detroit, February 5th; and a winter show at Cleveland, Ohio, which will start on February 19th and continue for a several days run. Other engagements for winter shows are also being worked out by the management.

The special winter show includes the following features: the thrilling lion and tiger performances, with Clyde Beattie and Allen King as trainers; manage or High school horses; dog and pony drills; trained seals; high jumping horses, and the world famous Liberty horse act.

Liberty Horse Act Added

The Liberty horse act was acquired by the Cole Brothers circus on Monday of this week, when Zach Terrell closed a contract with Jorgen Christiansen, owner and trainer of this outstanding feature at the Royal Winter Shows, in Toronto, Canada. Christiansen and his 12 cream-colored stallions will arrive at winter quarters here on December 2nd. Circus men state that the Christiansen Liberty Horse drills is the greatest educated horse act in the world. Mr. Terrell returned to his home in this city, late Monday night, highly elated with this new acquisition to the circus.

Trainers at Work

Training activities are now underway daily at the quarters: Clyde Beatty and Allen King are putting their huge cats through their paces and a large number of new and untrained tigers and lions will be added for the purpose of providing two special cat acts for the circus corporation. The horse, pony, dog and seal trainers are also busily engaged in working out new and sensational acts.

Among the recent improvements at the quarters is the complete overhauling of the old bridge factory office building. This two story structure now has two large office rooms in the front of the first story, while in the rear a large dining hall and kitchen utilized the remaining space. The second floor has been arranged for living quarters for the trainers and mechanics. Sleeping quarters for circus laborers and helpers have also been installed in the south end of the large menagerie building.

Mr. and Mrs. Allen King who arrived in this city the latter part of last week are residing in the George Buchanan home at the corner of 2nd and Jefferson streets.

[The News-Sentinel, Tuesday, November 27, 1934]

COLE BROS. CIRCUS BRINGS BIG-TOP HERE

Cole Brothers World Toured Circus, the name of the new tent organization now established in winter quarters at Rochester, will become one of the outstanding shows of the country is the belief of many amusement men who have visited this city recently. While complete plans have not been announced by the management the public is watching the growth of the organization daily and it is generally thought here that by spring when the show takes the road it will be one of the finest and best organizations of the land.

Cole Bros. World Toured Circus is the first railroad circus of major proportions launched since the purchase of the Mugivan-Bowen-Ballard properties by the Ringlings a few years ago. It has strong financial backing and will be manned throughout by seasoned circus men who are topnotchers in their various fields. Zach Terrell was for years one of the American Circus Corporation's most valuable men and after the shows were taken over by the Ringling interests he was manager of the Sells-Floto Circus until that show was put on the shelf three years ago.

THE MEN BEHIND THE GUNS

* * * * Photos of Zach Terrell and Jess Adkins * * * *
Experienced Circus Men

Cole Bros.-Clyde Beatty Circus

Jess Adkins was a Mugivan ace and has years of experience as manager of the John Robinson Circus and the Hagenbeck-Wallace Circus to his credit.

Feature of the new show will be Clyde Beatty, famous maestro of the wild animal arena, who has been the outstanding attraction with the Hagenbeck-Wallace Circus for a number of years and also has appeared in moving pictures.

Another featured star will be Allen King, who became known to many many thousands at the Century of Progress this past summer with his fearless wild animal act. These two headliners are living in Rochester this winter while they train their cats for next summer's performances. They have an immense aluminum cage in the north end of the menagerie where they work daily in private.

To Show This Winter

Other world famed acts are now being booked by the circus owners that will make it an outstanding show by spring. Meanwhile several contracts have been signed for the stars and their pets to appear in indoor exhibitions over the country this winter. First of these will be when Beatty goes to Detroit on February 1st to appear in the Shrine Show there for four weeks. King also plans to make personal appearances on the stage during the coming months.

As for the winter quarters here it is already recognized as one of the best in the country from every standpoint. And the animals already on hand make it an attraction for thousands of people who have flocked to the grounds daily since the pets were first brought to Rochester.

Twenty-eight lions and tigers and three elephants were shipped from the Standard Oil Live Power Show at Chicago which was owned and managed by Mr. Zach Terrell. These were brought here under the supervision of W. K. Bernardt. Later an immense elephant came in from Birmingham where it had been purchased from the city zoo there. Three lion cubs which have a police dog puppy for a playmate attract crowds daily.

Sixty horses and ponies are now in their new stalls in a special section of the immense shop building and two training rings in the center are kept occupied at all hours of the day. John Smith, well known horse and pony trainer is handling these animals and they are already beginning to show results of their schooling. In addition the firm has purchased twenty-two ponies from the Cooper Pony farm at Kankakee, Ill.

All Kinds of Animals

The corporation brought the entire zoo at Birmingham, which included the one elephant, monkeys, a Llama, a gnu, several deer, a six-legged sheep and a large bear. Quite a number of trained dogs are on hand ready and anxious to get to work. Nine seals recently arrived from San Diego, Cal., and are now enjoying life in their large concrete tank and watch constantly for their trainer to give them some fish for dinner. Other animals have been purchased and are on the way so that by spring the steam heated menagerie will be well crowded.

The owners have a contract with the Coliseum in Chicago to open their circus in the spring and all work is being done to be ready for this engagement which will be an important one. During the summer the circus will tour the entire country showing mostly in the largest cities.

It is evident that every detail of the new show has been planned with the utmost care, and with the finest equipment and a highly efficient organization it looks as if Cole Bros. World Toured Circus is set to go places.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

SCENES FAMILIAR TO HOME-FOLKS AND VISITORS
AS WORK ON NEW WINTER QUARTERS PROGRESSES.

* * * * Photos * * * * *

Cole Bros.-Clyde Beatty Circus

These, the main buildings of the new Indiana Circus Corporation are reminiscent of old Bridge Factory days, except that the imposing sign across the front announces a change from giant cranes and booms to monster elephants and rearing 'cats.' The picture above depicts the buildings when work on the new circus winter quarters was begun. The appearance has been changed materially since, as work progresses and 'ship-shape' arrangements are rapidly developing.

It's lunch time for Zimba and a score or more of his cousins, both lions and tigers who are rapidly familiarizing Rochesterites with the jungle roar. Eleven o'clock a.m. is feeding hour for the 'cats' and red meat is the viand most enjoyed. Breakfast and dinner (8 a.m., and 5 p.m.) features milk, all they can drink. Spare time is broken now, as Clyde Beatty and Allen King, wild-animal luminaries take them through the paces for new acts which will feature the Cole Brothers shows.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

CLYDE BEATTY AND JIMMIE.

* * * * Photo * * * *

Probably no name under the 'big top' is better known than that of Clyde Beatty, maestro of the wild, who will appear with the Cole Brothers circus next season. The above is a good likeness of Mr. Beatty, who with Mrs. Beatty now reside in the Dr. H. O. Shafer property, [NE corner] Sixth and Pontiac streets, this city.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

ALLEN KING IN ACTION

* * * * Photo * * * *

Allen King, star of the Live Power exhibit, seen by millions during A Century of Progress, Chicago, last summer, adds another illustrious name to the program of the new Cole Brothers circus. Mr. King, with Clyde Beatty will feature animal acts in a thrilling presentation next summer. He and Mrs. King reside at Jefferson and Second streets, this city.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

A GROUP OF CIRCUS BOOSTERS

* * * * Photo * * * *

The above picture, taken recently at a luncheon given on behalf of the sponsors of Rochester's new show organization reading left to right are: Hugh A. Barnhart, publisher News-Sentinel, Rochester, Ind., Jess Adkins, Cole Bros, Circus; A. C. Bradley, Director Indiana Circus Corporation, Eddie Stinson, Manager Shrine Show, Detroit, Mich.; Zach Terrell, Cole Bros. Circus; Eugene Whitmore, Associate Editor, American Business, Chicago; C. W. Finney, Manager Ripley's Believe It or Not Show, Chicago, A Century of Progress; Clyde Beatty, Cole Bros. Circus; Jess Murden, Director, Indiana Circus Corporation; Nat Green, Associate Editor, The Billboard, Chicago.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

TRILBY, THE PONDEROUS PACHYDERM

* * * * Photo * * * *

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

PONIES FROM POWDER RIVER

* * * * Photo * * * *

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

COLE BROS. CIRCUS BUYS SHOW AT LANCASTER, MO.

Cole Bros.-Clyde Beatty Circus

Zach Terrell, of the Cole Bros. Circus Co., this city, today announced that the circus corporation had purchased the complete equipment of the Robbins Bros. Circus, which is located at Lancaster, Mo. The deal was made by Jess Adkins, one of the officials of the Indiana Circus Corporation, on Monday of this week.

The animals from the Robbins Bros. Circus are due to arrive tonight over the Erie railroad. They include six trained elephants, four camels, three high school horses and a sacred ox.

The circus paraphernalia which will be added to the Cole Bros. Circus through the transaction, will consist of five steel flat cars, two steel horse cars, one steel elephant car, all of which are 72 feet in length, baggage wagons, tableau settings, tenting and equipment, cages and many smaller items used in the circus industry. It will be about ten days before the equipment arrives at the winter quarters here, it was stated.

Christiansen Here

Jorgen Christiansen, and his herd of eight Creoline Stallions, arrived at the quarters here during the latter part of last week from Ontario, Canada. Trainer Christiansen's Liberty Horse act is regarded by those in the circus world to be the most sensational and spectacular feature in the world.

Mr. Christiansen is at work every day rehearsing his crack, cream-colored stallions and also assisting Trainer Smith in educating over a hundred head of horses and Shetland ponies. Mr. and Mrs. Christiansen are making their home in the Barrett Hotel.

The Cole Bros. Circus already has several winter garden engagements booked and tentative plans are under way for appearance at Omaha, Neb, Des Moines and Denver, Colorado.

[The News-Sentinel, Thursday, December 6, 1934,]

LIONS ROAR WHERE HAMMERS CLANGED AS CIRCUS BUILDS

In one month's time Rochester has bloomed forth with a brand new reputation - this time as a "circus city." And circus history is being made in this town and community while the populace watches in amazement and with gratification sees the winter quarters of a gigantic entertainment enterprise growing into proportions undreamed of a few weeks ago.

Perhaps the accomplishments here of the last few weeks can best be described by repeating the description as given in a recent issue of "Billboard," famed magazine that reports the news of the entertainment world which said:

"To the music of hammers, saws, drills and derricks interspersed with the barking of seals and the roars of lions, a new circus city is rapidly being created - a circus city from which will go forth in the spring a new railroad show of large proportions, piloted by two of the most astute men in the world of the white tops."

Owners Widely Known

"Cole Brothers' World Toured Circus is the title, and the owners of the show are Zach Terrell, who so successfully staged the Standard Oil Company Live Power Show at this year's Century of Progress, and Jess Adkins, who has just closed the season as manager of the Hagenbeck-Wallace Circus. (Holding corporation is the Indiana Circus Corporation, incorporators of which are Jess L. Murden, of Peru; F. E. Schortemeier, of Indianapolis, former secretary of state, and R. A. Hendrickson, of Indianapolis. Directors are A. C. Bradley, of Rochester and Indianapolis, Mr. Murden and Mr. Schortemeier.)"

First Steps

The first step in bringing the circus headquarters to Rochester as far as anyone in this community knew occurred on Sept. 11th when some of the future officials came quietly to the city on an inspection tour and looked over the Rochester Bridge Company property located in the northwest corner of the intersection of the Chicago and Erie and the Nickel Plate railroads. They found the largest of the two building empty and deserted and a small foundry operating in the other. The general layout, the buildings, the office and the location between the two railroads at

Cole Bros.-Clyde Beatty Circus

once appealed as an ideal setup for the quarters as well as the general location of the town. The immediate co-operation promised by the Rochester business men also made an impression with the visitors. Negotiations were begun quietly and within a few days general terms of the purchase were made with the bridge company directors and stockholder.

File Incorporation Papers

On September 29th the Indiana Circus Corporation filed their papers at Indianapolis and on October 11th the first public announcement was made through the press that the bridge company property at Rochester had been purchased a few days previous and that the winter headquarters of the new circus would be located permanently in this city. On October 18th a delegation of 25 business men from Rochester made a "good will" visit to the Live Power wild animal show at the Century of Progress which was owned by Zach Terrell and who by this time had become known as one of the owners of the circus. Later it also was learned that Jess Adkins would be the other co-owner.

The circus men asked for possession of the building and grounds by November 10th and the foundry which was operated under the management of Hiram G. Miller began moving at once to a new location. A force of men under the direction of Fred S. Seymour, veteran circus man, moved in and the construction work started with a rush. At one time the force numbered 60 persons. The rebuilding and repairing has now almost been completed and the training of the animals is already under way.

Most of the "ground" work here was done under the management of Jess Murden, long time resident of Lake Manitou, who acted as business manager for the corporation and he was given valuable assistance by A. C. Bradley, owner of the Colonial Hotel at Lake Manitou.

Immediately upon the close of the Century of Progress at Chicago on October 31st the long rows of cages were taken apart and brought to Rochester on trucks. They were erected in the animal house and now make one of the most attractive furnished winter zoos in the country.

Have Plenty of Ground

In addition to the eight acres of ground on which the buildings and offices are located the corporation later purchased 52 acres of land lying immediately to the north and on both sides of the Nickel Plate Road. Railroad tracks a half mile in length were also purchased and these are now being brought to Rochester and will be laid in the yards adjoining the buildings. These new sidings will run inside the larger building which contains the shops. Here all the winter repair work on the cars, tents, seats, ring equipment and all equipment will be done. The railroad switch comes off the Nickel Plate but later a connection will be made with the Erie also.

While the work is going forward at the circus grounds the county has a large force of men at work building a 50 foot roadway to connect with U.S. Highway 31. This will have a 20 foot hard surface slab to provide an easy access not only for the heavy circus wagons but for the thousands of automobiles that will visit the grounds throughout the winter. The new road goes directly east from 31, turns south at the circus grounds and then east and connects up with the gravel road at the town crossing.

Property purchased by the circus corporation includes three large foundry buildings, two of them each 250 feet long and the third 180 by 60 feet, and a two-story brick office building. Second floor of the office building has been fitted up as sleeping quarters for the employees, while on the first floor are the offices, dining room and kitchen.

The large foundry building at the east end of the grounds is now completely fitted up to house the cats, elephants, seals, hippopotamus and other wild animals. Adjoining the north end of the building a large training arena is built.

In the large building west of the main animal building will be located the blacksmith shop, wagon repair department, painting shop, etc., and in the west section will be quarters for the ring stock. Three large training rings also will be constructed.

The steam-heating plant in the large menagerie and training barn has been completed and is now in operation.

The coming of the circus quarters to Rochester was very unusual in one respect in that the owners did not ask for one cent of money to locate here. They purchased the grounds and

Cole Bros.-Clyde Beatty Circus

buildings without advance notice. A number of local men, members of the Rochester Kiwanis Club, gave aid in working out some of the troublesome details of bringing such a large organization into the city and this co-operation was invaluable at times. The city and county officials also co-operated in every way possible and the general reception to the circus folks has been genuine and helpful from the start.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

THE KING OF THE BUCKET BRIGADE SPEAKS

While the name "Cole" may seem new to Rochester, with the roar of the lion and the barking of seals in our own back yard, the boys who carried water for the elephants back in the mid-eighties recall that during July of '85, Rochester witnessed the presentation deluxe of the W. W. Cole World Famous Railroad Shows, under a city of tents just west of the Erie depot.

The experience limns the memory because the show arrived in town bright and early one hot Sunday morning, while the bills announced two performances (rain or shine) on Monday.

Torrid blasts have a way of parching pachyderm throats and with two days of continuous dryness in elephant guzzles the bucket brigade found the work of carrying water from an open well a couple of blocks away, a chore of more than passing moment. But there were tickets to the big top in sight and the young huskies worked with scarce a murmur.

All seemed well until show time Monday afternoon. Jumbo had not only filled his water tank, but had also indulged in a much needed bath, a little matter of toiletrie the elephant man considered necessary. And when the moment of moments had arrived, the bozo who handled the "bull hook" mysteriously disappeared. Young hopes sank into despair and adolescent Rochester was plunged into the pit of blackened gloom.

There were threats and machinations. The water gang mobilized for action. Val Zimmerman, who had just donned his original long jeans, headed the pasteboard march on the ticket wagon. Things appeared ominous and foreboding for the Great Cole Shows. And just as the young warriors were about ready to sweep the lot, a hale and hearty managerial dignitary appeared and with words mellifious enough to enchant a courthouse lion, herded the Zimmerman army into the bleachers at the far end of the top. The band resumed its tuneful tempo, a barker selling "concert" ducats eyed them sharply and passed by and before the boards had time to get hard, they were thinking how sweet it would be if "Dad" would only thaw out a bit and bring them back to see the show . . . that night.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

OLD TIMERSRECALL BIG CIRCUS NAME

While the show business is more or less new to the present generation hereabouts, old timers claim their acquaintance with circus dignitaries years ago.

The late Ben Wallace was well known in Rochester about the time the old Great Wallace Shows were starting what proved to be a very successful run. Mr. Wallace was a frequent visitor here, in fact, dividing his time almost equally between this city and Peru. He was, prior to his venture in the show business, considered one of the finest judges of horseflesh in this section of Indiana.

Bernie Wallace, a nephew of Benjamin, and later on an official of the Wallace Show, spent much of his boyhood in Rochester, having been practically reared by the late Jonathan Dawson and his good wife.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

CITY SEES NEW CIRCUS IN MAKING

See Big Trilby, folks, the pondrous pachyderm, queen of the animal house, the herd leader of the New Cole Brothers elephant gang, or feast your eye on denizens by the dozen of sea and jungle and veldt. Get the atmosphere of the big top . . . it's all there and growing bigger and better every day.

Cole Bros.-Clyde Beatty Circus

That is tersely the picture of the new Indiana Circus Corporation, but of course there's a lot more to the view. For instance there's the long row of cages with Nero the lion and a dozen more of his kind. And striped King, the Royal Bengal, who roars and spits and claws and makes common folks shudder - and with him plenty more of his ilk, beautiful specimens of tiger aristocracy.

And across the way are bears and monkeys and lion cubs and dogs, that sniff indifferently at the seals, barking, wallowing, splashing in their tank. Toward the rear small innocent looking deer munch their hay with contemptuous disdain of their carnivorous neighbors.

They represent truly a circus in the making, as do the horses and the ponies of which there are plenty to fill the dual sawdust circles recently constructed in the west building where educational activities including the nomenclature of the ring and school of showmanship is being conducted under the supervision of experienced trainers.

This is but the nucleus of the show itself. The wagon equipment, tents, costumes, bands, banners and superlatives are on the way or in the making, all to be gathered together in the big parade of America's newest big-time circus.

And behind the program to provide many new thrills in pageantry and animation are men seasoned in show management and assisted by headliners in the animal act kingdom, men whose names mean "gelt" in box-office terms when the show wanders far from the cooling breezes of Lake Manitou.

And as the new circus grows, Rochester sits back and watches with mounting interest the building of a new and spectacular enterprise that bids fair to carry the name of our fair city into new and interesting places.

So, com on folks, let's tell the world that Rochestr is proud of it.

[The News-Sentinel, Thursday, December 6, 1934, p. 11]

COLE SHOW WILL OPEN IN CHICAGO NEXT APRIL 28TH

The Cole Brothers World Toured Circus will open its 1935 season in the Coliseum in Chicago on April 20, it has been announced by Jess Adkins and Zach Terrell. The Rochester men have the gigantic building under contract for this period for several years to come. The show will conclude its performance there on May 5th.

The entire circus will entrain from its quarters here at Rochester on the evening of April 15th and arrive in Chicago the next day and make final preparations for its debut in the circus world.

Other bookings for winter appearances of the circus stars include the Shriners Circus at Grand Rapids, Mich., on Jan. 31st, Shriners Circus at Detroit on Feb. 5th, a winter show at Cleveland, Ohio on Feb. 19th and a number of other engagements yet to be announced.

These winter shows will feature Clyde Beatty and Allen King with their wild animals, the high school horses, dog and pony drills, trained seals, high jumping horses and the world famous Liberty Horse act.

Plenty of Activity

There is plenty of activity every day at the winter quarters of the Cole Brothers World Toured Circus. In the big cage, Clyde Beatty and Allen King are schooling their lions and tigers daily screened off from the public. Beatty was particularly happy last Saturday when the giant tiger known as "Niger" rolled over for the first time at his command after two weeks of long and patient work. King has the big cats moving around in his commands in regular order and the two famed trainers promise to be ready for the public when they make their first winter appearances.

E. F. Firth, of Chicago, a life-long trainer, is a recent arrival at the quarters and he has been busy daily with the troupe of seals. These strange animals were brought here from San Diego and have been in captivity only a short time. Much patience must be shown in teaching the seals the fundamentals but they seem to enjoy the work amidst a chorus of constant barking, that their onlooking brothers keep up from the cage and pool.

[The News-Sentinel, Thursday, December 6, 1934, p. 12]

Cole Bros.-Clyde Beatty Circus

SHOW OFFICES REMODELED

The office building of the winter quarters of the Cole Brothers World Toured Circus has been altered considerably for the officials and circus men. The two front lower rooms are offices and each has a private dining room for the officials and circus stars in the rear. Behind this is the large dining room for the workers and the kitchen. Upstairs are the living and sleeping rooms for the men with special apartments for the officials in the front part. Sleeping quarters have also been established in the larger buildings for the workers.

[The News-Sentinel, Thursday, December 6, 1934, p. 12]

NEW ANIMAL ACTS ARE ARRIVING EVERY DAY

The Cole Brothers World Toured Circus winter quarters is daily becoming "home" to an increasing number of folks well known in the tent world and also to a rapidly growing family of animals of all kinds. A visit to the grounds brings forth new surprises each day.

Just recently the world famed Liberty Horse act was purchased by the local circus while they were being shown at the Royal Horse Show at Toronto, Canada. There are 12 cream colored stallions in the troupe and they are put through their paces by Jorgen Christianson. The horses are all beautiful animals and will be one of the big attractions of the show next summer. They arrived at the quarters on Sunday.

Just recently a large untamed male lion was received, coming direct here from the Philadelphia zoo. Several other lions and tigers will be purchased during the next few weeks. They all will be put into training by Clyde Beatty and Allen King in the large aluminum cage during the winter months.

A truck load of high school horses have also been received and they are already undergoing further schooling in the ring in the horse barn under the watchful eye of John Smith, former trainer with the Barnes Circus.

[The News-Sentinel, Thursday, December 6, 1934, p. 12]

SHOW TRAIN EQUIPMENT ARRIVES CIRCUS QUARTERS

The Indiana Circus Corporation's winterquarters presented a busy scene throughout the entire day Monday, when 15 carloads of circus equipment formerly the property of the Robbins Bros. Circus arrived in this city over the Erie R. R. The entire train with the exception of the locomotive and tender was purchased by Jess Adkins, an official of the Cole Bros. Circus Co. at Lancaster, Mo. a couple of weeks ago.

The newly-purchased rolling stock which was brought here under the supervision of Cole Bros. Circus Co.'s train-master P. A. MacGrath, consists of flat cars, steel elephant and horse cars, "baggage" cars and four passenger coaches. The cars were all loaded to limit capacity with other circus equipment such as parade wagons, cages, tenting, seating, lighting equipment in fact all sorts of paraphernalia for the "big top" industry.

All of this rolling stock, as well as other equipment will be completely overhauled and redecorated in the paint and blacksmith shops at the winter quarters during the next few months.

Mr. Adkins who returned here yesterday after an extended trip which took him to Lancaster, Mo., St. Louis, Houston and Galveston, Texas, New Orleans, announced that he had also purchased several all-steel Pullman coaches for the circus.

Clyde Beatty, internationally renowned lion tamer, was host yesterday to three representatives of the Detroit Free Press who were here securing advance data on the winter garden show which the Cole Bros. Circus will present for the Detroit Shriners circus in January. Pictures of Beatty and his "big cats" were made in the menagerie barn by the press representatives.

Dog-Pony Trainer Here

A new arrival in the special trainers staff at the winter quarters here is Merrit Buelew, of Houston, Texas. Buelew, according to a statement made by Zach Terrell, of the circus corporation, is one of the world's better known dog and pony trainers, having at some time during his long career in the circus field, been associated with practically every leading show in the country.

Cole Bros.-Clyde Beatty Circus

Activity in the "big Cat" acts will also be stimulated during the latter part of next week. Allen King, trainer in the Live Power Act at the Century of Progress throughout the '34 season, will leave this week-end for New York from where he will return with a shipment of black panthers and leopards. These will be worked into two big "cat" acts, which at the present are comprised solely of lions and tigers.

Another division of the circus which is receiving considerable attention at this time is the building up of the trained elephant herd. Five full-grown and highly schooled pachyderms were purchased in South Carolina a few days ago by the Indiana Circus Corporation. These are now entrained on their way to Rochester.

To the constantly growing list of winter bookings for the Cole Bros. Circus had been added Canton, Ohio at which place the winter garden show will begin on January 21st.

[The News-Sentinel, Tuesday, December 18, 1934]

FAMED ELEPHANT TRAINER NOW AT CIRCUS QUARTERS

With the acquisition of five highly trained elephants which arrived at the Cole Bros. Circus winter quarters here Tuesday evening from South Carolina, the Indiana Circus Corporation's herd of pachyderms now totals 15.

Eddie Allen, well-known elephant trainer, formerly with the Sells-Floto circus, who accompanied this last shipment of huge beasts from the southern state, has been employed on the Cole Bros. circus training staff and will begin work at once on building up new and sensational feature acts.

Mr. and Mrs. Allen have taken up their winter residence in this city.

[The News-Sentinel, Thursday, December 20, 1934]

NIPPLE PLANT BUILDING USED FOR ELEPHANT BARN

In a deal recently consummated by the Cole Bros. Circus Company the Chicago Nipple Co. building which is adjacent to the Nickel Plate R. R. tracks in East Rochester, has been secured for use as an elephant and camel barn.

Already there are 16 huge elephants occupying the building and a crew of carpenters are starting work today on a training arena which will be built in the center of the spacious steamheated, brick structure. The herd of pachyderms will be schooled in what's what for the up-to-the-minute mammoths of the sawdust trail, by Eddie Allen, well-known trainer and his assistants.

At the menagerie and big-cat barn a crew of mechanics are busily engaged erecting a large steel training arena for the lion and tiger acts. The arena is the same one which was used by Allen King in his "Live Power" act which was one of the high lights at the Century of Progress this year. The new steel arena is much larger than the aluminum one which was being used and will afford much more foot space for Clyde Beatty and Allen King to get out of the tight spots while schooling a new group of "raw" lions, tigers, and leopards, which will be added to the circus' cat family.

Among other improvements scheduled by the Cole Bros. Circus will be the repairing, and redecorating of a 15-car train which was purchased a few weeks ago from the Robbins Circus Co., at Lancaster, Mo. This work will be carried on in the building just west of the horse barn, which is being equipped as a machine and paint shop.

Zach Terrell, one of the officials of the Indiana Circus Corporation, left Saturday to spend the Christmas holidays with relatives and friends at Owensboro, Ky.

[The News-Sentinel, Monday, December 24, 1934]

FOUR NEW MEMBERS ADDED TO CIRCUS 'CAT' FAMILY

The constantly growing menagerie of the Cole Bros. circus has again stepped up a bit over the Christmas Holiday with the addition of two black leopards and two large tigers. These animals were shipped from New York city and were captured by "Bring 'Em Back Alive" Frank Buck during his last trip to the African jungles. The beasts were in excellent physical condition.

Cole Bros.-Clyde Beatty Circus

These new arrivals are extremely ferocious and are expected to give Clyde Beatty and Allen King plenty of thrills during the earlier stages of their training in the big steel arena which is now being erected.

[The News-Sentinel, Wednesday, December 26, 1934]

JOE LEWIS, LNOTED CLOWN, LJOINS COLE BROS. CIRCUS

Joe Lewis, the famous Clown Cop, and rated as one of country's foremost laugh-makers has joined the Cole Bros. Circus, and is now in this city working out new face-cracking antics which will hi-light the comedy features in the array of Cole Bros. Circus fun-makers.

Jo-Jo as he is known to the circus folks and young American alike is noted for his originality and distinction of his impersonations. In former years Mr. Lewis portrayed the character of a Jewish Cowboy comedian. "That," stated Joe, "was back in the days of Buffalo Bill's Wild West Show when it toured all of the big stops in the United States and Europe, with the great Col. William F. Cody making his personal appearances on his famous wild stallion. Still in a musing state the clown asked, "Do you remember the Colonel's glamorous salute to his audiences - sitting astride his beautiful white Arabian stallion and shouting in his deep stentorous voice "Ladies and Gentlemen, I take great pleasure in presenting the Congress of Rough Riders of the World. He then would back from the arena, with his long white hair waiving over his shoulders - there was a picture which will never be forgotten by his associates and patrons alike."

Still reminiscing the clown added, "It was in those days a clown had to be as rough as a cowboy and any old thing that was ridiculous, from riding bucking steers or donkeys with a tailspin into the mud or sawdust brought a sure fire laugh. With my experience increasing from year to year the great actor David Belasco once called me the David Warfield of Circus Clowns and the circus managers used this as a slogan in the press and billing advertisements which of course I regarded as most complimentary."

Joe, according to his press clippings, is ranked as one of the greatest fun makers in America and he is enthusiastic about making his new winter home in this city. His first bow under the banners of the new Cole Bros. Circus will be made next month at the Shriners Winter Garden show at Detroit.

[The News-Sentinel, Wednesday, December 26, 1934]

"MAHATMA GANDHI" ARRIVES IN CITY SANS LOIN CLOTH; JOINS CIRCUS

By Earl L. Sisson

"Mawnin, Rochester," Mahatma Gandhi, latest acquisition to the Cole Brothers pachyderm herd might have remarked with a rich Kentucky drawl as he stepped off his private car in front of the new elephant barns and greeted his sixteen ponderous cousins that are quartered there.

For Mahatma Gandhi, although Indian by birth and tradition, came here from Owensboro, Ky., to become number seventeen of the elephant herd, which will carry the banners of Cole Brothers and this fair city to the far corners of Uncle Sam's realms in the years to come.

Mahatma, who appears sans loin-cloth, but with plenty of storage room in his mammoth trunk, was born in the shadow of the much-toasted East Temple in far away Indiana some seventeen years ago. Early in life he made the acquaintance of the dusky Mahouts and the "bull-hooks" and being an elephant with a "Caucasian head" (meaning most intelligent) he was soon enroute to Germany where he learned the traits and tricks of the white man. When he was twelve, he came to America, land of opportunity for both elephant and man. And since his arrival here, he has broadened both in stature and intellect, until today he ranks as one of America's best cultured as well as most gigantic specimens.

Meets Star Trainer

One of Mahatma's first acquaintances on arrival at the new circus quarters, was Head Trainer, Clyde Baudendistel, the man who in all probability knows more elephants and more about elephants than any other living person.

Cole Bros.-Clyde Beatty Circus

Mr. Baudendistel, who has crowded his forty-odd years with an intensive study of pachydermata extended to Mahatma the glad hand of welcome and immediately began preparations for fusing his talents into the spectacular of new sawdust exploits with which the Cole Brothers World-Toured Shows will thrill its audiences beginning next April 20th at the Coliseum, Chicago.

All New Acts

Intensive training is a daily feature at the elephant barns, once a shoe factory and later a nipple works. From eight in the morning until dusk, the fifteen pachyderms that compose the three, five-elephant acts, go through their paces with precision-like exactness in correlating the giant herd into clock-like movement; each group doing the same thing at the same instant in three different rings.

Patience . . . yes, undaunted patience, backed by stern, austere direction day-in and day-out tell the story. One sees these "bulls" as they are known in the parlance of the big top, responding to their names with the spontaneity of human beings.

There's Old Babe, with seventy-five years behind her, the oldest of the herd, shimmying her voluptuous stern in the dance of the East, with the grace and elasticity of her great-grand niece, Little Juna, who first saw the light along the Ganges some twelve or thirteen years ago.

Then too, there is Queenie and Oscar, and Rajah and Bon-Bon, together with a dozen others that wheel and carocle [sic] their tons upon tons of flesh and hide and tusks in a shimmering fantasia of elephantic cavorting, certain to catch the fancy of huge audience around the sawdust rings.

"New spectacles, new stunts in the elephant acts to match the brightened ensembles of the horse rings, the aerial breathtakers, clown antics and Clyde Beatty's lion and tiger thrillers; and all molded together into a new and different kind of circus. . . ." said Baudendistel. "That's the cut of the pattern for the new Cole Brothers show when it opens in the Coliseum, Chicago, next April 20th."

And with every department teaming with action these days, it looks as if Mr. Baudendistel's prophecy will come true. Men in charge of the various productions from cats to seals and from clowning donkeys to spirited dancing high school horses, aristocrats of equestrian caste, are crowding the days with activity devising brand new types of entertainment to match the new, white canvas, the spangles and jewels of gorgeous costumes and the spick and span newness of every piece of equipment now being cut and fitted into this new patch-work which soon is to bloom into a new, modern and different extravaganza under the supervision and direction of two of America's foremost showmen, Jess Adkins and Zack Terrell.

Mahatma's Cohorts

Fellow passengers with Mahatma Gandhi on his trip from Kentucky to Rochester were Bruno, the bear that skates, the golden horse, reputed to be one of the most beautiful specimens to be found, and Maude, haws to brighten the arena with Joe and mule with more tricks than has Lewis, the clown. Allen King, well-known animal trainer arrived with the new consignment.

[The News-Sentinel, Monday, January 7, 1935]

COLE BROS. SEAL FEATURE ACT NEARING PERFECTION

By Earl L. Sisson

Smokey the sea-lion blinked his big smoke-colored eyes complacently as a fair sized Lake Erie perch slid down his ample gullet like water dropping over a dam.

"He doesn't seem to bother about chewing 'em up, or stopping to taste 'em," I remarked, thereby laying my sea-lion cards squarely upon the table.

E. F. Firth, Cole Brothers seal man, who by the way, is reputed to be the finest trainer in America, smiled pleasantly.

"Smokey will never wear his molars chewing his food --" he said. "You see he is a cross between the sea-dog and the mammal - a kind of aquatic hybrid to which Nature has given a powerful digestive mortar that does the grinding for him. After his food is thoroughly ground up in this muscular hopper, it is reduced by certain digestive processes into a kind of cartilagenous

Cole Bros.-Clyde Beatty Circus

mass, which when properly assimilated is returned to his mouth much in the same way that a cow brings forth her cud. It is from this cartilage that Smokey gets the taste several hours after dinner.”

“Fortunate for him that he doesn’t go in for onions,” I exclaimed.

Mr. Firth smiled again. “He never has eaten anything except fish.”

While we talked, Smokey barked. A few strokes along his sleek bister colored head and neck satisfied him temporarily, but not for long. From his specially constructed seat he reached over to a set of hornpipes and gave us a creditable rendition of “Hail, Hail, The Gang’s All Here.” Another perch disappeared, to be tasted by him, along about bed time.

Then training was resumed again in earnest, with Babe and Toughy, Smokey’s supporting stars clapping their flippers with Thespian vigor every time the fish were served - which was quite often.

There was the musical hornpipes, the firing of the reveille gun as Old Glory was raised -- but wait a minute, I’ll be telling you too much about this act . . . better let you see for yourself when the show hits the road late in April.

Suffice to say, it all seems fantastic and unbelievable when one reflects that only six short weeks ago, these three sea-lions and their several cousins what have other parts in the seal ensemble, were catching sundabs in the placid waters of the broad Pacific since man was a stranger to them. One marvels in the thought that today they eat from man’s hand and do man’s bidding; respond to their names like children; bark with joy when praise is given them.

Learned to Swim

Smokey, the oldest member of the troupe was born on a rocky ledge, somewhere along the coast of California about four years ago. There in his rookery, along with hundreds of other baby sea-lions, his mother brought him succulent morsels of tuna, fish which he gulped down hole, much the same as he swallows the larger perch today. In a few months he had grown to be a chipper youngster with a boyish lust for adventure, but he knew he could not swim and as there was no other way to go, except in the water, he yipped and ki-yied his pleas for freedom. Then one day, when he had become a bit too naggy, Mother Sea-lion shoved him off the ledge. Down, down, he went like a piece of the stone upon which he had been imprisoned during his adolescent captivity.

Smokey wiggled his tiny flippers in vain. Suddenly he was on the bottom. Then something happened. He felt his fat little body being raised quickly to the surface. Presently he was breathing air again. He opened his eyes. Mother Sea-Lion was holding him up for a breathing spell. Suddenly was going down again. Over and over this lesson. Finally it came to him. He had learned to swim. Then he chased minnows and occasionally caught one. In a few months he had grown to be an expert forager and took his fill of sun-dabs and tunas.

From a spindly cub, he developed into a roly-polly Beau Brummel of the colony with all the graceful rotundness of the finest specimen.

An old trapper espied him, laid plans to capture him. Soon, Smokey found himself a prisoner in a great steel net. In a jiffy he was in a cage and with a dozen or so others of his like was clicking over the steel rails enroute to Rochester and Cole Brothers World Toured Shows.

A Born Leader

When Trainer Firth looked over this new consignment of sea-lions, direct from the Golden Coast, his experienced eye rested on Smokey. “A beauty,” he chuckled in real delight. “The man West of the bunch. . . a real drum major.”

And a Major Domo he is!

At first he was distempered, obstinate, surly. He ate his ten or more pounds of fish every day; barked his displeasure at everything he saw; snapped at everybody who came near and acted like the number one public enemy of sea-lions. But kindness, patience and fish, (plenty of each) won him over, as it did his companions. In six weeks, under Mr. Firth’s expert direction, he is setting pace for the others of the seal troupe, as they are called, although the name of seal is a misnomer, seals being fur-breearing animals with fins instead of flippers.

I have watched these animals at their daily task; seen them progress from neophytes into aquatic actors with a speed and certainty that is amazing. Like every other animal act in the Cole

Cole Bros.-Clyde Beatty Circus

Brothers repertoire, they are being moulded out of the rough to give to the millions of people who will see them during the coming summer a new and different program in a modern, up-to-the-minute setting, the like of which has not been known in this generation.

But until the day in late April when the show entrains for the road, the express man will continue to deliver a hundred pounds of fish daily, all of which will disappear into the cavellike gullets of Smokey and his oleaginous company of sea-lion acrobats.

[The News-Sentinel, Wednesday, January 9, 1935]

HERE COMES THE PARADE!

By Earl L. Sisson

COLE BROS. WILL REVIVE FREE PAGEANT

Here comes the parade!

Magic words of youth. Epitome of all that was significant and thrilling and gay.

You remember Prancing, charging horses with their crimson and purple coated riders, blaring music, giant band-wagons festooned with gilded dragons and imposing gargoyles, cage after cage of roaring lions and tigers; that freakish looking hippopotamus; Indians from the Powder River country, astride calico ponies, elephants, camels, zebras.

Of course you remember!

And the shetland ponies with their plumes and spangles, trick mules, funny monkeys and clowns?

Then at the very end of this magic bit o' wonderland, the big calliope that wheezed out "A Hot Time in the Old Town Tonight."

Sure you remember.

The boiling sun, streets packed with wagons and buggies. People jostling, pushing. Everybody hot and tierd and fussy. Mother cautioning you about getting out in the street. Dad getting out the old leather wallet, looking for a dime to buy you a balloon with the elephant on it. Sticky little fingers that had massaged countless slabs of circus taffy from the candy stand on the corner. And then just when you had begun to think that parade was never going to get there, the joyous cry:

"Here she comes!"

You wouldn't remember it any better had it been only yesterday, because it is stamped upon your memory as something epochal; the gala day for which you waited through dreary winter months and sizzling summer days. It brought to you a glimpse of jungle and veldt, mountain and plain; a bit of the sea and the desert.

And you were happy.

You are happy still. Happy is the recollection of those good old days when the circus parade was an institution. Happy because you were given to live in the era of the parade, that brought a preview of other countless wonders that soon were to unfold before your very eyes in the big-tops at the edge of town. A page of animated splendor, clipped from the most exciting chapter of Arabian Nights.

Coming Back

Young America of today has missed the parade. How many of our men and women of tomorrow have ever seen one. Certainly few of the boys and girls under twelve. For it was about a dozen years ago that the parade was eliminated from the circus program. Auto traffic with its continued growth made the street pageant difficult. Seasoned managers decided against it. The parade with its blazonry, its plumes and spangles, its music and buffoonery passed into the limbo of the forgotten.

But Cole Brothers will revive it this year. After the big show leaves Chicago, the first week in May, the parade will be a daily feature.

Again Young America will see the gold and silver chariots with their Roman drivers and white chargers, the bareback riders; the sacred cattle; the dogs and the ponies; the Cossacks; the pygmies and the music . . . and last but by no means least, the old steam calliope with its deep-throated tunes from rows of silver-toned sirehs.

Cole Bros.-Clyde Beatty Circus

And Cole Brothers will be the only major circus to present the free street parade during the coming season.

Despite the added expense of this daily feature, which necessitates many additional horses and wagons, and extra and complete wardrobe, rain coats, rain hats, a third more drivers and performers, more sleeping cars, extra flat cars, additional menagerie features, added wild animal dens and approximately one-sixth more daily expense, Cole Brothers will provide all of this, as their contribution to the boys and girls, both young and old, to bring new thrills to the kids -- happy recollections to the adults.

And with the parade this season will come new and different pageantry; modern settings, the largest collection of wild animals to be found, and the World's greatest staff of trainers headed by Clyde Beatty, Allen King, Jorgen Christiansen and many others.

[The News-Sentinel, Saturday, January 12, 1935]

NEW LION ATTACKS BEATTY; FRACTURES RIBS

By Earl L. Sisson

Clyde Beatty, intrepid wild animal trainer, star of The Big Cage, The Terror of the Jungle and other circus thrillers, and headliner of the new Cole Bros. and Clyde Beatty's Gigantic Wild Animal Circus, was injured at the winter quarters here when Sampson, a newly imported black-maned lion became enraged and attacked him.

Beatty was attempting to teach the beast a few simple tricks preparatory to working him in the big mixed set which features thirty-five lions and tigers, when the beast sprang at him, knocking him across the forty-foot steel training arena with sufficient force to fracture several ribs.

With that rare presence of mind that has made Beatty the greatest lion and tiger trainer of all time, he held fast to the straight back chair, his only weapon and with the help of assistants fought the enraged beast off until he could be removed from the cage.

Dr. Mark M. Piper was called and reduced the fractures. The physician stated that the accident would of course slow Mr. Beatty up considerably for several weeks, however the trainer announced that he would resume the rehearsals shortly with the assistance of Allen King, star of The Live Power Exhibit at A Century of Progress last summer.

This is probably the most serious accident that Beatty has suffered since May 1928, when Pacha, a Bengal tiger, attacked him on the opening date of the Hagenbeck-Wallace show at Kokomo, Ind., and Nero, a huge Nubian lion, sprang to his rescue and drove off the frenzied cat.

Started as Cage Boy

Clyde Beatty's experiences with the most ferocious of all jungle beasts began thirteen years ago when he joined up with The Howe's Great London Shows as a cage boy.

Natural ability, fearlessness and an undaunted courage were prerogatives he manifested from the start; a groundwork that has stood him in excellent stead many times since.

He remained with the Howe's show only one year. In 1922 he signed out with Gollimar Brothers as an assistant trainer and so successful was he with the limited cat stock of that show that the John Robinson management engaged him as an assistant trainer for the season of 1923. He remained in this position until the close of the 1924 season, when he transferred to Hagenbeck-Wallace under the then, old maestro of the animal arena, Pete Taylor.

Gets Big Chance.

Four weeks after the start of the 1925 season, Taylor left the circus and Clyde Beatty was given his big chance.

Slight of stature (he weighed only a hundred and twenty pounds), but quick and agile and unafraid, he was prepared to take up where Taylor had left off. His years from cage boy to trainer had been periods of excellent training. He was not disillusioned. He knew the dangers of this most hazardous of all professions; and he visualized the glory of its prospects. Boldly he set forth to build toward the heights, but fully convinced that perfection is not reached before the millenium, he was content to proceed slowly, willing to sacrifice speed for quality. It was this trait, perhaps more than any other, that has brought him to the stellar position and made the name of Clyde Beatty the greatest attraction beneath the big tops.

Cole Bros.-Clyde Beatty Circus

* * * * Photo * * * *

Where "Nerve" is Necessary

Clyde Beatty and Sampson, new male lion that attacked him during training period.
Inset: Beatty and "Whiskey," his pet lion cub.

America thrilled as Beatty, young, dashing generalissimo of the steel arena put the wildest of the wild through breathtaking maneuvers, as no man had ever done before, and as no other person has been able to do since. His name on the billboards was crowding the capacity of the show, while other major circuses were experiencing difficulties at the ticket wagon.

In 1926, more animals were added and in 1927 still more. When the show left for the road in the spring of 1928, another consignment had been purchased and Clyde Beatty prepared to produce the greatest act of the kind ever presented.

The show moved from winter quarters in Peru and made ready to debut in Kokomo. It was a beautiful May afternoon. The big top was jammed, the announcer held up his hand - the band stopped.

"Ladies and Gentlemen-n-n--" he cried in sonorous tones. It is my pleasure to announce the world's greatest collection of wild and ferocious beasts, denizens of jungle and plain and veldt, in the most daring spectacle of all time, with Clyde Beatty."

The vast audience fell into deep silence as Nero, a great black-maned lion walked into the arena, sprang to his pedestal and yawned as he seated himself. Then came Nuba and Caesar and many others, each taking his place. Presently the tigers entered the cage. The Bengals appeared to be sullen and Beatty met with difficulties in driving the giant cats to their places. Pasha, a beautiful female, was particularly ill-tempered and refused to obey the conductor's commands. Beatty approached her, chair in one hand, ring-whip in the other. Slowly the tigress gave way, leaped to her pedestal, but instead of taking seat, sprang at him snarling, roaring. Beatty made a frantic effort to sidestep the leap, but the cat was upon him.

The dead-silence was broken as women screamed when Nero, the great Nubian, leaped, a roaring streak of yellow and black. There was the screeching wail of the Bengal as Nero hurled his weight against her lithe, striped body. Instinctively, she turned to meet this new adversary, and Clyde Beatty was saved, a torn, bleeding, badly spent man.

Although severely lacerated and believed seriously injured, the chap who has since electrified the nation both in the arena and on the screen was not daunted. A few weeks in the hospital and he was back again, the hero of the greatest thing of its kind ever assembled, a pageant of viciousness to which Pasha the tiger was made to contribute daily her stipend of sullen, treacherous bulk to the glory of Nero the lion and the crowning success of Clyde Beatty the man.

Beatty's name was an institution with Wallace-Hagenbeck from 1928 until the close of the season of 1934 and when Mr. Jess Adkins, who for many years had managed the Hagenbeck show, decided, with Mr. Zack Terrell, former manager of the Sells-Floto top, to bring out their own circus and picked Rochester for their winter quarters, Clyde Beatty came with them, as did many other headliners of circus fame.

And with the opening of the Cole Brothers and Clyde Beatty Wild Animal Circus at the Coliseum, Chicago, on April 20, Beatty will introduce a new animal act featuring thirty-five lions and tigers, which for thrilling, breathtaking action promises to surpass anything ever conceived.

And, according to Mr. Beatty, Sampson, the lion, like Pasha the tiger, will be doing his bit, because Clyde Beatty has that knack. Whether in his own heart he has ever known the feel of fear, neither man nor beast can tell - and that is why he has left the road to fame behind him, a long hard road to be sure, but one that can be traveled, even through a den of lions.

Recently I talked with Mr. Adkins. He told me that Beatty had been with him back on the John Robinson show in 1923 and they have been together ever since. "I paid him less than a hundred dollars a week in those days - -," Adkins said, reflectively, then added, "But I'd hate to tell you what he draws now."

[The News-Sentinel, Tuesday, January 15, 1935]

Cole Bros.-Clyde Beatty Circus

BEATTY'S THRILLING ESCAPE GIVES ROCHESTER PUBLICITY

Rochester, Ind., riding on the crest of Clyde Beatty's world-renoun popularity was emblazoned across the front pages of practically every city newspaper throughout America today. The city's date line being carried in the news articles which told of Beatty's narrow escape from death at the Cole Bros. Circus winter quarters here yesterday, when the intrepid wild animal trainer was attacked by a large black-maned Nubian lion.

Beatty's miraculous escape from death was vividly described in lengthy front page stories and photographs of the fanfed lion tamer and his big cats were featured in the pictorial pages of all the metropolitan newspapers.

The trainer's injuries consisting of three cracked ribs and bruises were sustained when the big 600-pound lion, fresh from the jungles charged Beatty and hurling him into the side of the steel-rodded arena.

Regardless of the fact that The NewsSentinel flashed a wire of thrilling attack and escape to three of the world's foremost news agencies, requests for additional information and photographs from scores of news and magazine press bureaus began coming in at the circus winter quarters offices here throughout the night and most of Wednesday. Special writers from the Associated Press news agency arrived at the Cole Bros. office today for an interview with Beatty and managers Zach Terrell and Jess Adkins of the Cole Bros. Circus.

With his body encased in huge bands of tape, Beatty was back in the big cage today where along with the famed Allen King, who was the star of the Live Power Act at the Century of Progress last year, he again began the schooling of his ferocious cats, several of which are fresh from a cargo recently received from "Bring 'Em Back Alive" Frank Buck.

[The News-Sentinel, Wednesday, January 16, 1935]

BEATTY'S JUNGLE MOVIE WILL BE SHOWN IN CITY

Rochester friends and admirers of Clyde Beatty, will be glad to know that despite broken ribs, suffered when Sampson a large black-maned lion attacked him in the training arena, the plucky maestro of the wild will not be compelled to remain away from his task of putting the roaring cats through their daily dozen.

With torso heavily taped and suffering agonies with every turn or twist of his body, Beatty is working and building with his usual aggressive determination. True to the tradition of his profession, Clyde will uphold the axion of the big tops, "The show must go on."

And just at this time there sees to be something strangely ironical about it.

As he works in winter quarters, making both lions and tigers do his bidding following an adventure in which the giant Sampson "went jungle" and with all the frenzied lust of the killer attacked him, just so, a year ago in Cleveland, Sammy, a beautiful male lion, torn with jealousy because Bessie a newly imported lioness refused his attention, found his opportunity in the training cage and killed her.

Murder in Big Cage

Speaking of that tragic incident, Beatty sais:

"Murder in a lion's cage ought to prove to the last doubting spectator that these jungle cats are not manikins - not dummies for which I pull the strings - but killers, as deadly as they look.

"For the first time, in that fatal rehearsal in a Cleveland Auditorium last winter, I drew my gun with the urge to kill. Nothing but blanks answered myu pressure on the trigger. For twenty minutes, I fought desperately with flashing cartridges and stinging whip to keep Sammy, a 500-pound lion, which had suddenly reverted to the instincts of the jungle from slaughtering Bessie, a 2 year-old lioness, weighing no more than 400 pounds. But the battle ended with the swaggering Sammy dragging his liefelss victim around and around the ring."

It is a long story, that dramatic recital of how Beatty, using every intuition, every preventative, every artifice known to the cat trainer, kept nearly forty other jungle beasts from

Cole Bros.-Clyde Beatty Circus

participating in that wild and vicious episode. But that is why his name is synonymous with the big cage, its hates, its jealousies and its terrors.

But getting back to the ironical part of the story.

Beatty says that despite Sampson's murderous main, he will be made to do his bit during the coming season, just as the killer Sammy was made to co-star with Clyde Beatty in the trainer's great cinema serial, *The Lost Jungle*, a stirring tale of adventure which Manager Charles Kriehbaum has brought to The Rex Theatre, and which will be shown three times this week, Thursday night, Friday and Saturday matinees only. This is an added attraction de luxe, for which no additional charge will be made, as it will be presented along with the regular bill with no advance in price. -- Adv.

[The News-Sentinel, Wednesday, January 16, 1935]

COLE HORSE BARNs TEEM WITH ACTIVITY

By Earl L. Sisson

'ORSES? -- SURE!

* * * * Photo * * * *

Mary Duane, Cole Bros. Equine Star, mounted on Cyclone, prime thoroughbred dancing stallion.

In the feverish activity that is making circus history at Cole Bros. winter quarters, probably no department is busier these days than the horse barns, where training is followed on daily schedule comparable with the best and most exacting school.

Under the general supervision of Capt. H. J. McFarlan, veteran equestrian director, classes start promptly at 9 a.m., and continue throughout the morning. An hour's rest at noon, when clean, bright timothy hay and liberal portions of oats are served, and back again at one o'clock for a full afternoon which continues until darkness intervenes.

"This mercurial program is necessary --" says Capt. 'Mac.' as he is known familiarly about the stables, "because every horse here, excepting, of course Mr. Christiansen's Liberty act, are new and up to the time they arrived here, had never known what training was. Many, in fact, were purchased on the western ranges and never had a halter on them. And to teach horses to perform up to the standard set by Mr. Terrell and Mr. Adkins for the new Cole circus, means hard, conscientious work, every minute of every day."

It was Capt. McFarlan's reference to new, unbroken steeds that makes the results now seem in each of the several training rings, so remarkable.

Bronchoes Near Perfect

Let us move up to the north end of the big, 250-foot barn - to the ring where Jorgen M. Christiansen is breaking sixteen perfectly matched cream-colored westerners to duplicate the almost unbelievable feats of his eight famous Cremoline stallions, said to be the finest trained horses on earth.

These sixteen light dun animals with white manes and tails were roaming the wide open spaces of the great West some two months ago, when McFarlan set out to find them. He traveled by train, by auto, yes, even by airplane during the search. With the famous Christiansen Cremolines as his specimen or type and color and conformity, he traveled approximately three thousand miles, hunting, dickering, buying. At a ranch three hundred miles north of Yellowstone Park, he purchased the first animal, and before he had completed his journey, he was in the Panhandle of Texas, having covered Montana, Wyoming, parts of South Dakota, Nebraska, Colorado and New Mexico. But he had the horses. And of all the sixteen, only one had ever been haltered, while but three had ever seen a barn.

Six weeks ago, they were turned over to Mr. Christiansen, the man who brought the famous Liberty Horses, which amazed this country in 1923, half way across Siberia, through a

Cole Bros.-Clyde Beatty Circus

part of Russia during the Red Revolution, succeeded in reaching Poland after a 15-hundred mile trek, many times within sound of Bolshevick guns, and emerged finally victorious in the great Polish Circus at Warsaw.

Christiansen split the horses into teams -of-eight and went to work. The results he has obtained are outstanding, almost incomprehensible. It is doubtful indeed, if such a feat has ever before been accomplished in so short a period of time.

Highschoolers Dance

Moving down the barn, we find Capt. John Smith, in charge of the highschool group, - thoroughbreds from the Bluegrass country, parading, dancing, rearing, jumping; and lovely ladies sitting on them with a grace that would put a Cossack colonel to shame.

And these beautiful, trim, steeds, like their cream-colored neighbors have learned everything they know about tangoes and rhumbas in this short but intensive six-weeks course.

There's Cyclone, a beautiful dark chestnut stallion that makes your eyes sparkle in admiration as he goes through his several dance numbers, rears up erect and tapers off with a neat bow to one knee; his beautiful neck superbly arched, eyes aflash, nostrils distended. Then there's a dozen of his team-mates - horses that fulfill every tradition of the thoroughbreds that they really are.

And the Ponies

Then there's the pony ring under supervision of Capt. Merritt Belew. One sees these snappy little Shetlands run and jump, and wheel and caracole while shaggy Callies frolic and romp, ride and flop; and monkey jockeys hang on, chattering, wielding tiny crops in true Derby fashion. It's a spectacle that will stir the hearts of Americans from childhood through to dotage.

With the pony acts completed come those snooty little ducks. Tricksters, yes, and what stunts they have up their clownish sleeves.

Satire de luxe, with plenty of irony thrown in. They connive to rob you of your grouch; to turn the severe into the ridiculous. And they succeed with a bang.

Then the Workers

And of course, there are the old dobbins that are hitched to the shays with the small barred windows at the ends, where black, bewhiskered muzzles sniff to make you wonder what kind of cat or bruin or behemoth rules within. They are the work horses, mostly whites or dappled grays, menials you may call them, but they are just as dramatically woven into the warp and woof of a complete circus, as the gilded wagons, the plodding elephants or the roaring lions.

Yes there are horses, whites, creams, sorrels, bays, calicos and blacks. Bucking broncs that defy their riders. Broad backed, wide hipped equestrians so familiar in the bareback acts and sleek, trim, jumpers to which an ordinary fence would mean nothing at all.

They will all be there in plumes and spangles when the show sets sail for the 1935 run, opening in Chicago on April 20th.

[The News-Sentinel, Saturday, January 19, 1935]

TRAINING AND SHOW MUST GO ON

* * * * Photo * * * *

Through the courtesy of the International News Service whose press and camera men covered the Clyde Beatty accident feature story which broke at the Cole Bros. Circus winter quarters here last week, a photograph of the injured lion-and-tiger trainer receiving medical attention preparatory to whipping his cats into shape for the opening of the winter show at Canton, Ohio, today.

In the accident, which occurred the forepart of last week, Beatty was hurled into the steel bars of the arena when he was struck a savage blow by one of the forepaws of Sampson, a huge Nubian lion, fresh from the jungles. The news of this accident and Beatty's miraculous escape

Cole Bros.-Clyde Beatty Circus

from death was flashed to every metropolitan newspaper in the country and the radio commentators, including Lowell Thomas, of NBC broadcasting system, gave vivid descriptions of the intrepid wild animal tamer's thrilling battle with an arena full of man-eaters.

In the above photograph Nurse Elva Butler from the office of Dr. Mark M. Piper of this city, is shown making the final touches to an arm sling for the trainer. In the melee with Sampson, Beatty suffered several fractured ribs as well as severe cuts and bruises.

[The News-Sentinel, Monday, January 21, 1935]

COLE BROS. OPEN AT CANTON, O.. START OF SIX WEEKS TOUR

By Earl L. Sisson

An old and venerable name in the show business was rejuvenated today when Cole Bros Circus gave the indoor arena an atmosphere of the big top with the opening of the Shrine Winter Circus at Canton, Ohio.

Not since shortly after the turn of the century has the name "Cole Bros." been actively affiliated with real and animated entertainment. And it is singularly pertinent to this community that with its return to the boards, it should claim Rochester as the home address.

It is no less poignant that the Cole banner should be flaunted first in the same territory in which it was originally introduced when the old show of that name began its very successful career some thirty years ago. It was in northeastern Ohio that the name was first heard of.

Left Rochester Saturday

The show, or that part of the big organization that appears in Canton this week, entrained at Rochester Saturday evening as many local people looked on.

On Friday evening the Davenport bareback horses arrived from Chicago and were sidetracked here to await further movement the following evening. This is recognized as the foremost act of its kind within the realm of the circus.

Added to the Davenport horses here, were the eight Cremoline stallions of Jorgen Christiansen, reputed to be the finest Liberty horse act known. And in addition to these, were several high school horses, their riders and trainers.

Elephants Move

Eddie Allen, well known elephant trainer, assisted by Mrs. Allen, who takes the pachyderms through a very complicated presentation, were in charge of the five elephants that have invaded Canton. E. F. Firth, is introducing a new kind of seal intelligence to appreciative Cantonians while a score of ponies and dogs introduce some new and novel numbers.

On to Grand Rapids

From Canton, the show will move to Grand Rapids, Mich., opening there next Monday for a week's engagement. Some new features will be added in the "Furniture Hub", but not until the big Detroit Shrine show opens early in February, will the full ensemble be seen. At that time Clyde Beatty with his jungle thriller will be added, together with several other numbers, all in a two-weeks stand, after which the entire group will move to Cleveland for the big Grotto Circus, which will last a week.

Cleveland Waits

Cleveland awaits the coming of the show with keen interest. It was in that Ohio city that the original Cole Bros Circus was born. There, too, Clyde Beatty witnessed one of the most gruesome of all big-cage realities, when in rehearsal for the same Grotto show a year ago, Sammy, a male lion attacked and slaughtered Bessie, a female, thus shattering the old tradition that a male would not attack a female of the species and enacting intense drama to make arena history, so many times since referred to as "Murder in the Big Cage."

Close at Columbus

Following the Cleveland show, the entire company will move to Columbus for the final week of winter activities before the Shrine circus there.

Cole Bros.-Clyde Beatty Circus

The ides of March will find the props and the animals back in winter quarters here, where final preparations will be completed for the big opening of the show in Chicago on April 20 when a sixteen-day run will be made at the great Coliseum.

[The News-Sentinel, Monday, January 21, 1935]

BABE BALKS AT FOURTH ST. BRIDGE

By Earl L. Sisson

"They talk about the stubbornness of a mule, but if there is anything on earth more obstinate than an elephant, I'd like to meet up with it," said Clyde Baudendistel, head trainer, who was in charge of the Cole pachyderm herd Saturday evening at the Fourth Street bridge.

It all happened when "Babe" the 75-year-old leader of the herd "froze" at the approach of the east end of the bridge and refused to budge her three and one-half ton of torso and trunk another inch.

The quintette were enroute from the barns, (formerly Nipple Works) to the Erie yards, there to entrain for Canton, Ohio. With trunk to tail they moved off single file. Old "Babe" one of the largest specimens of the entire group was in the lead with a trainer atop her ponderous head.

"It looked like a 'natural,' " said the head trainer, meaning in circus parlance, an uneventful stroll, "until we came to the bridge, and right there, 'Baba' must have seen a black cat, because try as we would and did, she wouldn't set foot on that wooden span. We brought the others forward, but 'Babe' had refused, so they balked.

"In the mean-time, a string of cars had come up from the east, behind us and their drivers were laying on the horns. Another string was forming on the west approach. We used our hooks, but try as we would 'Babe' only wagged her head in a polite but emphatic, No!

Then Eddie Allen, her trainer, walked out on the bridge and jumped up and down several times all the while talking to 'Babe,' saying: 'See, it's Okay; see, it's solid.'

" 'Babe' has a kind of secret affection for Eddie. She likes to have him feed her because he usually has a bun or heel of bread sticking around, and when Eddie said 'See, it's solid,' she stepped out, calm and satisfied. And of course the others followed.

"It was a good thing too, because we finished loading just in the nick of time. The train was whistling for town when we closed the door on the elephant car."

Baudendistel's account of 'Babe's' stand at the bridge, prompted me to ask him what he knew of old Jumbo's death, which I recalled was the result of the big African's refusal to step down an embankment for an approaching train.

"That occurred at St. Thomas, Ontario in July, 1885," the head-trainer explained. "It was while his trainer, Matt Scott, was taking him down the Grand Trunk tracks to a street intersection.

"Jumbo was accompanied by a small Indian elephant, and after the accident, the story was told that Jumbo remained on the track in the face of the oncoming train to save the life of his smaller companion, but elephant men, who were there at the time have said that it was just another case of stubbornness - that Jumbo refused to step off the track, down an embankment and was struck by the locomotive."

"Eddie Allen should have been there to persuade him with soothing words," I remarked.

Baudendistel smiled. "Eddie talks Indian --" he said. "Jumbo was African."

[The News-Sentinel, Wednesday, January 23, 1935]

AS RESULT OF RECENT ATTACK LOCAL LION TO INVADE SCREEN

By Earl L. Sisson

Sampson, the 700-pound lion that put the name of this fair city on a thousand front pages early last week soon will roar his belligerence from as many silver screens.

A battery of cameras and sound effect men from Pathe News arrived at Cole Bros. headquarters today and beneath those great Klieg lights, ground out a thousand feet of film while Samson and his trainer, Clyde Beatty, surrounded by more than a score other cats, enacted the stunts in which the big Nubian only ten days ago "went jungle."

Cole Bros.-Clyde Beatty Circus

Beatty, poised continuously as if ready to jump in any direction with the alacrity of a racehorse, took the lion through the paces, but not without many thrilling moments and snarling, growling, remonstrances. From the standpoint of color, thrills and breathtaking climaxes, the setting could not have been improved had it been thoroughly rehearsed. Sampson lived up to every column inch of front page space that was given him.

King Has Similar Act

But Clyde Beatty and Sampson contributed only to a part of the picture. Allen King of "Live Power" fame came in with his share of the limelight. King is busy these days moulding a cross section of jungle temperament into a center of interest in the big arena and we have it on good authority that it will be the first time in history that so many different kinds of animals, each a mortal enemy to every other, will have been brought into one great ensemble.

This act, which features four male and four female lions and a pair each of tigers, leopards, black leopards, pumas, hyenas, black bears and polar bears, is being developed with animals that never before have been under the trainer's hand. But from out of the roars, snarls, barks and grunts of the heterogenous mass, the Pathe News got plenty of hair-raising episodes.

And in addition to the cat family album, the "sees all, knows all" fraternity got several camera-eyesfull of elephants and monkeys, zebras, highschool and ring horses, ponies, donkeys, goats, seals and dogs.

Busiest in Country

"The busiest circus headquarters in the country" as one of the newscasters expressed it, really put on a show today. But of course, it was all in the day's work. The same acts are rehearsed every work-day now. In fact scarcely a day goes by, that some new animals are not received and immediately worked into the training program.

"It's a pretty tough grind, whipping these kitties into shape with a couple cracked ribs --," Beatty remarked after he had finished the morning tilt with Sampson and a dozen other newcomers to the big cage, "and I don't dare think about the soreness, in fact --" he mused a but reflectively, "when a fellow gets into that cage with thirty-five of 'em, he don't have much time to think about ribs."

And judging by the way he handled himself today, he spoke the plain, unvarnished truth.

Beatty leaves with his act for the Detroit Shrine show on Saturday, Feb. 2nd. Following a two weeks engagement in the Auto city he will appear with other Cole headliners at the Cleveland Grotto show during the week of Feb. 17-23.

Allen King, who has just recently begun training his feature mixed act, will remain here until the opening of the regular summer season, as plans stand now, according to Floyd King, general agent.

[The News-Sentinel, Friday, January 25, 1935]

NOTED CLOWNS START BUILDING LAUGH ACTS

By Earl L. Sisson

***** Photo *****

"Dynamite" and Joe

Joe Lewis, noted clown cop with "Dynamite," famous clown mule, to play prominent parts in provoking mirth on crowds who will see Cole Bros. circus during the summer months to come.

A ripple of laughter spreads over the vast audience as a group of clowns finish some bit of drollery. It may be only a short sketch. It may smack of "custard pie" comedy. Not a word may have been uttered, but the crowd smiles and the clown stunt has accomplished its purpose. It has injected a laugh into an otherwise breathtaking, quick-turning program. In other words, it has

Cole Bros.-Clyde Beatty Circus

given the audience a moment's relaxation, prepared them to proceed with the thrills yet to come. It is the spice of the performance.

Clowns are just as necessary to a circus program as are the elephants and the calliope in the parade. If we were to borrow a few phrases from one of those "adjective millionaires," the press agent, we would probably refer to them as "a phenomenal phalanx of phantastical, phuriously phunny phellows; silly and sedate, short and stout, smile securers set scot free; loyal legion of long and lean laugh liberators let loose," and go on to say that these extraordinary experts in the creation of laughter, have invented a new, novel, unique, irristibly comic, excrutiatingly funny and simply surprising series of skits, scenes, screaming sallies and silly situations.

Because that is what Otto Griebing, producing clown for Cole Bros. who has just arrived here tells me he plans on doing. And the first act to be completed will be that of "Dynamite" and Joe Lewis, the clown cop.

Lewis, who has been in Rochester since early winter is probably one of the best known of the clown fraternity. For years he has planned and executed a continuity of clown-cop pantomines, including the Ford that runs backward and his famous gestures with his tricky, balky mule.

And the mule has a history nearly as long and renowned as has Joe Lewis.

His Spanish antecedents were trick donkeys in the Royal Circus at Madrid, where "Dynamite" first appeared. A British agent saw him and purchased the young "jack" whereupon he was shipped to London and became a star performer at Britain's White City, the Hippodrome and other English theatres. A few years ago, when an American moving picture producer wanted a mule that was capable of doing a certain performance, "Dynamite" was brought to America and a short time later became the property of Mr. Lewis. And since that day, they have appeared together in what has come to be known as the best act of its kind in the country.

But Joe Lewis, who by the way is Mr. Griebing's first lieutenant in the mirth provoking business of the show, will be only one of fifty "phuriously phunny phellows," many of whom will have arrived in Rochester within the next few weeks in a series of rehearsals for the new circus.

It takes a lot of phoney scenery to carry on such buffonery as is needed to get a laugh these days--" Griebing said, "and it takes a good musician to fake a piece of music in a clown band, as most of our 'joys' as clowns are called in circus dialect, must be musicians as well as contortionists and acrobats. They must be men who can provoke a giggle by gestures alone. Fellows who can convey a sequence to a crowd without telling them what they are doing.

"But I'll have 'em rounded up --" he continued. "And among them will be some of the foremost artists in the profession.. There will be a lot of going on around here from now on until mid-April, and the clowns will be in the picture as usual."

Sunday is visitors' day at the circus headquarters and crowds are taking advantage of these weekly opportunities to watch the progress of this new and novel addition to Rochester's activities.

[The News-Sentinel, Saturday, January 26, 1935]

WINTER CIRCUS MOVES VIA "SPECIAL" TONIGHT

A new kind of train will steam out of the Erie R.R. station tonight - a special train bearing the label, "Made at Rochester", and its destination will be the automobile hub of the world.

It will represent a cloth woven from raw material and presented in the finished pattern, a patchwork that represents faith and hope, patience and genius. It will be the first solid train to bear the title of Rochester's own, and America's most talked-of show, Cole Bros. Circus and Clyde Beatty's Trained Wild Animal Exhibition.

All day long, the five baggage cars and the elephant coach have received their cargo, a new and different kind of lade for these agricultural arts - a consist made up of lions from Africa, tigers and elephants from Asia, leopards from the Malay Peninsula, monkeys from the Isle of Madagascar, camels from the great Sahara, pumas from the towering Rockies and seals from the broad and placid Pacific.

Cole Bros.-Clyde Beatty Circus

Then too, there will be goats from the Rio Grande country, ponies from Illinois, menagerie and high school horses from the Blue Grass Section and Liberty horses from the Western ranges. There will be tricky donkeys and dogs, a hundred and eight of them, and their first public appearance together will be Monday afternoon at the Detroit Shrine Circus.

Headquarters Busy

The Cole headquarters fairly seethed with activity today as animals, trappings, harness, blankets, spangles and all the other paraphernalia incident to a circus movement was gathered in from every nook and cranny of the home "lot" and stowed away in the cars. Then too, there was the usual call for buckles and beads and a hundred other "what-nots" that came up missing in spite of the well-laid plans of men, from president to superintendent and on down to cage boys.

And of all these men, none were busier than Clyde Beatty, the intrepid maestro of the big "cat" act, who personally supervised the loading of the thirty-five lions and tigers that make up the most sensational, most thrilling, and breathtaking act in the world today.

Then too, there was Clyde Baudendistel who was confronted with the problem of loading a dozen elephants into a car for the first time together - a problem which necessitated crowding the "bulls" like sardines in order that they may better stand the sudden jar of the train.

Many Illustrious Names

In the two sleepers will be found a roster of illustrious names in the circus world, and headed by J. H. Adkins, who arrived this morning from the East to help facilitate the departure; Clyde Beatty, show headliner; Floyd King, general agent; H. H. McFarlan, equestrian director; John Smith, superintendent of ring stock; Merritt Belew, pony and dog trainer; E. F. Firth, seal trainer, Eugene Scott, camel trainer and several assistants.

Performers Aboard

Along with the men who have builded the new Cole circus will be found the Misses Ann Butler, Betty Stephens, Dorothy Johnson and Billie Cook, equestriennes and Elsie Nelson, Anna Denton, Suzanne Wallace, Judy Arnett and Evelyn Bond, aerialists.

As the special steams into Detroit, another will leave Grand Rapids bearing other units of the show which for the past two weeks have played engagements at Canton, Ohio and the "Furniture City." These include the Orrin Davenport bareback horses and personnel, Eddie Allen with five elephants, Joe Lewis and his mule "Dynamite," Jorgen Christiansen with his eight Cremoline stallions, Fred Vance with his seal troupe and several others.

The show will remain out during the month of February, playing winter engagements at Detroit, Cleveland and Columbus, and returning home early in March, after which preparations will be rushed for movement to Chicago on April 15th, for a sixteen-day engagement beginning April 20th at the Coliseum, before starting the summer tour, the first week in May.

In the meantime active training will be continued here. This will include the mixed animal act under direction of Allen King, which promises to be the outstanding feature of its kind during the coming season, and preliminary training of new animals and ring-stock which will arrive daily for several weeks yet to come.

Wardrobe Bustles

The show wardrobe, located in the office building of the old Nipple Works, under direction of Mrs. H. J. McFarlan, bustles (but doesn't produce them) with activity as hundreds of yards in plush and silk and satin is cut and fitted into the show's regalia. The hum of power machines vies with the click of shears as bolt after bolt of gold-bullion cloth, Spanish lace, sheer voiles and rich plush is made into garments varying from scanty "shorts" to old fashioned visites.

One sees glittering jewels by the box, multi-colored beads by the barrel and rare, sparkling spangles by the case in this most chromatic wonderland of splash and beauty. There are the polka-dots, that resemble great red oranges on a field of white that go to make up the coverall costumes of the clowns, royal blue velvets, upon which have been festooned thousands of gold beads, the big elephant blankets, and the great drop-curtains, each representing more than a hundred yards of crimson plush.

Cole Bros.-Clyde Beatty Circus

There are a corps of fitting dummies that represent every type of feminine pulchritude, both ways from and including the perfect 36. And with them expert fitters who work deftly, swiftly, with but one thought in mind - the slogan of the show - "Everything ready by April 15th."

[The News-Sentinel, Friday, February 1, 1935]

COLE BUYS CHRISTY SHOW - ENROUTE HERE

The largest circus deal to have been consummated within the last six years was announced today in a wire from J. H. Adkins that the Indiana Circus Corporation had purchased the entire equipment, except the title, of Christy Brothers Shows of Houston, Texas.

The price involved is reported to have been in excess of \$200,000.00 and includes, besides wild animals of all kinds, a special all-steel railroad train of twenty cars, between eighty and one hundred baggage wagons, cages, animal dens, etc., and several horses.

The train, according to Mr. Adkins, will leave Houston today, arriving in Rochester sometime Saturday via the Nickel Plate. Allen King, who accompanied Mr. Adkins, is in charge of the animals.

Equipment Complete

The Christy equipment, which is comparatively new, will fully equip Cole Bros. for the coming season. With the twenty added railroad cars, the local show will have a total of thirty-eight cars and coaches, most of which will be all-steel. Of this number, several were a part of the rolling stock of Robbins Bros. circus, purchased early this winter. Several of these were wooden sleeping cars. They will be junked, except the running gears, and made into flat and horse cars.

Carpenters, Painters Days

Repairs to the equipment promises busy days in the fuure for carpenters and painters. With the movement of the show in April, every piece of equipment will have a new coat of paint to match the bright, glistening appearance of the white duck of the big tops, the glittering spangles and the wealth of colorful regalia now being turned out in the wardrobe.

An Elephana Clown

Among the new novelties acquired, the most famous is "Abie" the Hebrew elephant, and his addition to the growing ranks of the Cole Bros. show will go a long ways toward providing the mirth of its audiences.

"Abie" was regarded as the biggest asset with the Christie shows. His "barrel-hoop" spectacles and pancake hat are synonmous of foolishness and frivolity in the Southwest and will be seen for the first time in this section with the opening of the Cole Show.

Pumas, Lions, Etc.

Cat family acquisitions include several trained lions, tigers, pumas, leopards, hyenas, etc., all of which will be added to the large number here.

Of interest, too, is the troupe of monkeys. Statistics prove that a circus suffers its greatest loss in these animals. Change of climate, water, etc., ravage the monkey cages and old time showmen point out the need of a large number of them before leaving winter quarters.

[The News-Sentinel, Thursday, February 7, 1935]

BEATTY ACT IN MOVIE

A news reel which was taken at the Cole Bros. winter headquarters last week, by the Metropolitan news reel agency will be shown at the Rex Theatre this city, Friday and Saturday evenings. The reel deals with the Clyde Beatty lion and tiger act for the 1935 season. This is the first motion picture ever made of the noted animal trainer during his residency in Rochester.

[The News-Sentinel, Friday, February 8, 1935]

NEW CIRCUS IS UNLOADED HERE; ALLEN KING TRIES NEW ANIMALS

Rochester turned out en masse on Sunday as circus men busied themselves with the task of unloading the special train of railroad and vehicular equipment, which arrived from Houston, Texas Saturday evening.

Cole Bros.-Clyde Beatty Circus

The train, which rumbled northward from the Gulf city, arrived on schedule after an uneventful journey and consisted of eight double-length flat cars, several stock and one sleeping car. Several other sleepers and baggage coaches were left at Houston for repairs and will be brought to Rochester in a few weeks. A consignment of wild animals purchased with the show arrived earlier in the week and were immediately inducted into training.

Crowd Looks On

The crowd in attendance Saturday evening and all day Sunday watched with eager interest as the heavy red baggage wagons, gilded animal dens and carved tableaus, so reminiscent of the street parade, but which serve to transport much paraphernalia when the pageant is over, were unloaded, while in the repair shop, preparations were already under way to obliterate the name of Christy Bros. and substitute the more familiar title "Cole Bros."

King Starts Training

In the animal building, Allen King began early this morning the very ticklish job of introducing the new animals to the many others that have been undergoing preliminary instruction in the art of entertainment.

As spectators looked on, the cats snarled and growled their mordant protests against the intrusion. One saw the gleam of their jaundiced eyes and marvelled at the trainer's intrepidity in facing them. A chair and whip, the only means of protection at his command, seemed so wholly inadequate. The audience voiced its solemn fears and watched through limpid eyes, but the trainer appeared unmindful of their presence as his pupils lashed their tails and with glistening fangs, snarled and spit, and advanced slowly, cautiously toward them. A low, but distinct, sigh of relief was heard as the beasts gave ground. It was a thrilling exhibition of man's supremacy over brawn and cunning, although it must have taxed the steel-like nerve of the man who executed it.

Asked whether or not the situation differed materially from other experiences, Allen King smiled modestly and replied with his usual soft, but convincing, voice.

"That, he said, "is the part the audience does not consider when they see these kittens go through the finished act, but it is an experience that all trainers must face when new animals enter the picture."

The audience agreed that it was the part through which individually or collectively, they wooed no yen of participation.

[The News-Sentinel, Monday, February 11, 1935]

FAMOUS BANDWAGON, HISTORIC TALLYHO, TO BE SEEN AGAIN

Two historic vehicles to be seen in Cole Bros.' parade during the coming season have arrived in Rochester.

The famous Barnum bandwagon No. 1, considered an epitome of grandeur and one of the most famous vehicles ever known, came with the equipment purchased recently from Christy Bros., Houston, Texas. Of this wagon, The Houston Post says:

"The gilded and carved No. 1 bandwagon of the old P. T. Barnum circus early Thursday was on the road again!

"More than 60 years ago, the great bandwagon was constructed under the orders of Phineas T. Barnum during his heyday as the king of the American circus business.

"In the past few years, the bandwagon, said to be the most elaborate ever seen in an outdoor show, has reposed in the winter quarters of the Christy Bros. circus at South Houston.

Last week representatives of the Cole Bros. circus from Rochester, Ind., came to South Houston and after extensive negotiations with George Christy, owner of the Christy Bros. circus, purchased the famous bandwagon, along with the Christy show's 25 freight cars, numerous trained animals and other circus equipment.

"Wednesday night the train moved out of South Houston, headed for Rochester, where new paint and spangles will be applied, repairs made and the show made ready for opening on April 20 at the Coliseum in Chicago.

"George Christy declared, however, that the most famous Barnum relic, the great, golden chariot wagon, still remains with the Christy shows.

Cole Bros.-Clyde Beatty Circus

“ ‘I just could not find it in my heart to part with the oldest and most beautiful of the Barnum wagons,’ Mr. Christy said.

“ ‘I bought them years ago and have carried them around the country with me from place to place wherever the show was exhibited.

“ ‘I sold the big bandwagon, but I did not sell the chariot wagon - the Circus Fans organization have been after it for a long time and I just couldn’t see it go on the road again.’

“Mr. Christy said the deal with Cole Bros., a new show just being organized, will amount to about \$200,000.

“ ‘And the Christy Shows will be on the road again when the redbirds sing the call of spring,’ he said. ‘I sold the Cole Bros. a lot of equipment but I still have plenty left to take our show out again when the season rolls around.’ “

Tallyho Arrives

Another, a relic of the Gay Nineties and reminiscent of the “400”, when the blare of the conk-horn and the cry “to hounds” was a familiar call around the social mecca, Warrenton, Virginia, has arrived from the East and is now in the woodworking and paint shop where restoration to its original gaudy and imposing prominence will be faithfully performed.

The Tallyho, depicting a scene from “the hunt” and represented by a portrayal of characters which includes the names famous in the social register nearly half a century ago - Astor, Belmont, Whitney and Vanderbilt, will appear for the first time in a circus parade this season.

The famous old coach, which was purchased from the estate of E. M. Nettleton of Warrenton, was built in Edniburg, Scotland about 1885, and shipped direct to Virginia, where fox hunting, according to the English custom, was being introduced. The sturdy construction, quality of materials used and the craftsmanship employed bear tribute to the excellent manufacturing code of that day.

Its place in the parade will establish the circus trend toward the historical and educational, as well as a bid for recognition of the customs and pastimes of another day, a pastime reserved for kings and potentates and a day made merry by a famous song - “A Hunting We Will Go.”

[The News-Sentinel, Wednesday, February 13, 1935]

HOOSIER CIRCUSES TO STORM CHICAGO WITH THRILLERS

Residents of Northwestern Indiana are promised a vista of circuses en masse along about the time the proverbial April showers are scheduled to make May flowers. For sometime about the middle of that month the trains of the Cole Bros. show and the combined sections of Hagenbeck-Wallace, Forepaugh & Sells shows will storm Chicago with a 16-day battle of paper and paste, satire and thrills.

It has been known for months that the local circus would open its 1935 tour at the Chicago Coliseum on April 20th. And now comes the announcement that the Hagenbeck-Wallace show, with the imposing additional title of Forepaugh & Sells tacked on for good measure, will begin its run on the identical schedule of the Cole show at the Chicago Stadium, temple of prize fights, hockey and political platforms. Both will close on May 5th.

Wild Animals Galore

Both shows will feature trained wild animals, as well as the miracle of other awe-inspiring attractions, but with such names on the roster as Clyde Beatty and Allen King, concededly the greatest animal trainers of the day, circus men appear inclined to give the Rochester show the edge in the Chicago battle, although it is certain that the Peru organization will attempt to augment this loss in their arena with other strong and attractive features.

Battle in Offing

But in anticipation of the hectic days ahead, advance and publicity agents are actively engaged, the rival shows will part company for several weeks at least, the Hagenbeck-Wallace trains moving south for exhibitions at Peoria, Springfield, Denver, Champaign and other Illinois cities, while the Cole organization moves eastward.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Friday, February 15, 1935]

THAR'S GOLD IN THEM THAR CIRCUS BUILDIN'S PODNAH!

The old timer who so pointedly remarked, "Thar's Gold in Them Hills" might jerk his thumb with equal certainty toward Rochester's new circus quarters, because "Thar's Gold in them buildings!"

Yessir! Fifteen hundred dollars worth of it, probably the largest consignment of the precious metal seen in these parts since the beginning of time. And it came on the heels of the Supreme Court decision, the President's order to the contrary notwithstanding.

For circus men, paraphrase an old aphorism and say: "It takes gold to catch gold" and we don't believe we are abusing any confidence when we say that one of the circus man's big moments is when he catches a pocketfull o' dust.

But getting back to Rochester's new stock in trade gold!

The shipment arrived a few days ago in leaf form and was immediately turned over to Vic Peralta, the show's boss painter, who will supervise the laying and tipping of the precious metal on the dragons, the gargoyles and the carving of Cole Bros. tableau wagons, animal dens, chariots and other vehicles of splendor and pomp.

We visited the paint shop, located in the north end of the old Nipple Works where Mr. Peralta and his gang were busy on the big wagons that will be features of the parade and menagerie tent this summer. We saw the famous Barnum bandwagon No. 1, reputed to be the most gorgeously carved and burnished wagon in circus history - built a half century ago under the supervision of Mr. Barnum himself and reputed to have cost more than \$20,000 when new.

Peralta, one of the most famous of circus painters, explained that the gold leaf necessary to cover the carvings of that wagon would run in excess of \$500.00 and that nearly as much would be needed for many others, including the ginat hippopotamus den, the No. 2 bandwagon and the No. 1 tableau. "So," he said, "Gold has just started coming to Rochester. We will have another thousand dollar shipment here within a week."

"Couldn't you use bronze paint?" we asked. The boss painter's eyes twinkled. "You've heard," he said, "the old saying 'Never send a boy to mill.'"

[The News-Sentinel, Friday, February 22, 1935]

"WHEN A LION BITES BEATTY - IT'S ALWAYS NEWS"

By Earl L. Sisson

Years ago Horace Greeley, considered the greatest editorial writer of his day, uttered pungent words. Said the great editor: "If a dog bites a man, it is not news - but if a man bites a dog --"

The axiom became an ethic of journalism - a governing influence in the dissemination of the news. Certainly, not a rule to be easily and unthoughtedly broken. And when it happens that a man whom Rochester claims as citizen, shatters the age-old aphorism by reason of his intrepid and daring behavior, and accomplished the feat in one of America's greatest newspapers, that, too, becomes news.

We refer to the title of this article which appeared recently, in colors, in The New York Sunday Mirror, one of the largest papers in America and quote excerpts from the interesting text:

"Ignorance of the law is no excuse, but certain allowances are made for foreigners who haven't been here long enough to become acquainted with American customs. A stranger in a strange land, through bewilderment or lack of information is often guilty of offenses which he wouldn't think of committing if he knew better.

Take for example, untamed Afrtacan lions who came to this country. No one tells them at Ellis Island - or wherever lions come in - that when they meet Clyde Beatty they are face to face with an invincible object and might just as well resign themselves to the fact. And so through ignorance and lack of information they give this fearless animal trainer a dose of the same medicine they would hand out to an interloper back home in the bush.

"Beatty makes a living by teaching dramatics to lions and tigers, singly and in groups. First he gives private lessons, instructing the untamed beast in the etiquette of the arena and how

Cole Bros.-Clyde Beatty Circus

to do what he is told or have the living daylight scared out of him. Then the pupil is admitted to the classes, and Beatty gives the show - standing alone in a big cage while 20 lions and tigers snarl and submit.

“The man, who is master of the jungle’s most unruly monarch, is 5 feet 6 inches tall and weighs 148 pounds. He is 30 years old and expects to make enough money to retire by the time he is 35. What he can find to do with the rest of his life, and the rest of his ribs, is a mystery. He admits that he enjoys his work.

“A year ago he married a pretty aerialist, born in Chicago of Russian parentage. He insisted that she retire from the “big top.” He worried for fear she might fall and hurt herself.

“Beatty bears the marks of his vocation, inflicted by newcomers like Samson or by veteran “cats” who lose their tempers without warning. His face has been remodeled to restore a ripped cheek and a flattened nose. On his arms and legs and back are souvenirs of combat. In his arena appearances he has to be constantly on guard not only for his own life but for the lives of the jungle performers, since lions and tigers are natural enemies, quite as apt to pounce at each other as to attack a human being.

“In his training routine (Beatty insists that he is a trainer, not a tamer, for if the beasts were really tame there would be no danger) this intrepid showman makes use of a whip and a revolver which fires blanks. The crack of the whip and the revolver scare his animals, and the chair is his defensive barricade.

“In his public appearances he is assisted by eight prod boys, who stand outside the cage ready for any emergency. In case of real danger the best protection is the use of ammonia, but this has its risks since it may overcome the trainer before overcoming the beasts.

“Beatty has had a number of narrow squeaks. The natural antagonism between lion and tiger saved his life on one occasion. He was attacked by a tigress and one of the lions, Nero, came to the rescue. The trainer explains the jungle antipathy as being due to the fact that lions come from Africa and tigers from India, so they are strangers under his supervision.

“Nero canceled his noble act not long after. He insisted on doing his stunt out of turn, and there wasn’t anything for Beatty to do but teach the big fellow his place. Nero resented the discipline, and, without warning, leaped at the throat of the trainer, paying no attention to the blanks exploding in his face.

“Beatty grabbed his animal by the nose, thus saving his own neck. But Nero took a bite out of his leg before the trainer made his escape. He was taken to the hospital, where he developed pasteurella, a fever common to lions and tigers, although only 12 human beings have had it. For a time it was feared that his leg would have to be amputated, but an operation which laid the leg open to the bone saved him.

“The trainer says the secret of his power is his understanding of the jungle beast mind. Some are victims of stage fright and this affects their behavior in the arena. At times they have attacks of moodiness or become jealous of another animal in the act. All these forms of temperament must be recognized and handled accordingly.

“Most of the stunts which he teaches are cued in pantomime or by whistling softly to the animals. The technique of the trainer depends largely on footwork. Beatty has the grace and agility of a dancer.

“Another point he is careful to observe is never to allow one of the beasts to crowd him close to the bars. A man needs plenty of elbow room in a cage with 20 uncertain beasts. Even elbow room is no guarantee of safety, but if Clyde Beatty wanted safety he’d never have entered the lions’ den.

“Beatty grew up in Chillicothe, O., where his folks still live - and tremble at the thought of the risks of his vocation. His mother was finally persuaded to see his act, but once was enough. ‘It’s too hard on my nerves,’ she said.

“By the time Clyde was nine years old he had manifested his interest in animals. He began by raising rabbits and guinea pigs. Once he attempted to make a pet of a skunk but this didn’t please the neighbors.

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“When he was 15, the boy ran away to join the circus. His father overtook him the next day and Clyde settled down without enthusiasm to finish his high school education.

“He eventually joined a circus in a polar bear act. But bears were too tame. He wanted more hazards and found it in training his cats. Give him a green cat - an untrained beast - and he is happy.”

[The News-Sentinel, Friday, March 1, 1935]

CIRCUS PURCHASES NEARLY 200 MILES OF CLOTHESLINE

It is an old saying: “Give a calf enough rope and he will hang himself.”

If that were true in the literal sense, Rochester might expect to awake most any morning to find Cole Bros. circus and its various and sundry appurtenances, including the buildings, hanging from the giant loading booms in front and back yard of the winter quarters.

Because they are going to have plenty of the necessary hemp.

Incidentally, too, they are introducing hereabout a new yardstick of measurement, the very magnitude of which makes news.

But getting back to rope. A local merchant submitted samples and prices of 3/16 inch cotton (clothesline) to superintendent Fred Seymour. The price quoted was based upon the merchant’s conservative estimate of fifty thousand feet, for after all that is a lot of cord.

Imagine his surprise when the super cast an approving eye on both quality and price and in a voice indicative of every day occurrence said, “We’ll take a million feet.”

Whether or not the factory will assume that Rochester is due for a mass hanging, is but a matter of conjecture. But one thing remains patent, that is more rope than this community has used since the treaty of 1832.

It will be made up into a strip of netting, four feet high and long enough to extend around the interior of the big top, between seats and the race course. The weaving will be done at the headquarters here.

[The News-Sentinel, Saturday, March 2, 1935]

FORD MEN VISIT CIRCUS QUARTERS - PLAN DISPLAY

Three representatives of the Ford Motor Company of Detroit, spent Monday night and Tuesday at the winter quarters of the Cole Bros. Circus here completing arrangements for a motor display which will be given in connection with the circus this summer.

The Ford men were Harry Mack, manager of the Dearborn Branch plant, I. H. Pierce, service manager, and Russell Empson, traveling representative. They spent the evening and the morning in conferences with Mr. Jess Adkins and Mr. Zack Terrell planning for the exhibit. Monday evening they were entertained at dinner by Jess Murden. During the morning the visitors made a tour of the circus quarters and watched Allen King give a special exhibition with his mixed animal act.

Car on Exhibition

A contract has been signed with the Ford Motor Company and Cole Bros Circus which provides for advertising of the Ford in every performance of the circus during the season. A standard Ford sedan, built so that it will show how the body and engine are constructed, inside and out, and yet so that it will run under its own power, will be on exhibition inside the circus tent at all times. The car will also appear in the street parade and will be featured as a part of the circus at all times. The exhibit will be beautifully set off on a platform, surrounded by lighted chrome rails.

It is planned to use Ford V-8 engines to run the generators which furnish the electricity for the lights throughout the main tent, the menageries, side show and all other tents. This power plant will be an added attraction in itself in that all machinery will have a special finish and will be so set on the grounds that it may be seen by the thousands who visit the circus daily.

[The News-Sentinel, Tuesday, March 5, 1935]

COLE BROS. SHOW TO EMPLOY 1000 PEOPLE

Cole Bros.-Clyde Beatty Circus

With the color scheme of rail equipment definitely decided, painters at Cole headquarters are now busy dressing railroad cars in new attire for the coming season.

The show will be represented enroute as a pennant of red, white and blue. All stock, elephants, and flatcars, some twenty in number, composing the forward part of the train will be in aluminum with trimming and lettering in bronze blue, while the ten sleepers on the rear will be red with gold-leaf lettering and trim. It promises to be one of the most beautiful circus trains ever built.

Al Dean, commissary superintendent, is busy these days getting together cooling and dining equipment for the road. This includes commissary facilities of sufficient size to care for 1080 people who will make up the show's personnel.

Vic Robbins, who has been named bandmaster, is busy writing the musical scores in collaboration with Rex de Roseth, Producer of the spectacular extravaganza, "A Night in Spain" which will feature 100 dancing girls as a prelude to the show. Mr. Robbins states that the show will carry a band of first-class musicians and that rehearsals will probably begin about April 1.

The several features which have been appearing at the various winter shows will return here next Sunday or Monday. Active rehearsals will begin immediately. Among those are: Clyde Beatty, Jorgen Christiansen, Miss Estrella Nelson, Joe Lewis and several others well known here.

[The News-Sentinel, Wednesday, March 6, 1935]

COLE BROS. WINTER SHOW UNITS BOOKED IN OMAHA

Word has just been received here that contracts calling for several units of the Cole Bros. show have been received for the Aksarben Winter Circus at Omaha, Neb., opening next Monday, March 11th, according to Floyd King, the general agent.

This means that much of the equipment now showing at the Shrine Circus, Columbus, Ohio will move direct to Omaha, instead of returning to Rochester as had been previously planned.

The Aksarben, which is the Nebraska simlie of Mardi Gras, has long been a pageant of frivolity and good cheer in Omaha, and depicts the best procurable in entertainment. This is quite a boost for the local organization, as it will give a new entree for the show in the mid-west. The call came after representatives of the Omaha classic saw the show at Cleveland last week.

In addition to the Omaha exhibition, announcement has also been made that the Cole show has been selected by the Circus Fans Association of American, as the nucleus for the annual frolic of that organization, and circus fans from all over the United States and Canada will journey to Cincinnati May 9th and 10th to attend the meeting and see America's new major circus.

While in Chicago, the show will be host to Medinah Temple, for a special Shrine show on Saturday, April 27. The Chicago Shrine has bought out the Coliseum for that day and the show will be given exclusively for members of the Chicago area of the order, their families and friends.

[The News-Sentinel, Friday, March 8, 1935]

CLEVERNESS, AGILITY AND PULCHRITUDE TO VIE IN COLE BROTHERS PROGRAM FOR THE COMING SEASON ARE SHOWN HERE

**** Photos ****

By Earl L. Sisson

Many stars are due to twinkle in the Cole Bros. firmament this season, according to Floyd King, general agent and chief of the publicity forces of the local circus.

Those include Josephine Belmont, 19-year-old equestrienne, reputed to be one of the finest bareback riders in the long history of the "big tops." She dons a fine smile when she tells one that turning backward summersaults on a galloping steed are mere "limbering up exercises", and when you see her in her real stunt, that of turning a back loop from the back of one horse to alight gracefully upon the broad hips of a second mount, you begin to understand what she means.

The picture shows here awaiting the call while playing checkers with Paul Jerome, one of the show's foremost, at the Columbus Shrine Show this week.

Cole Bros.-Clyde Beatty Circus

Rita Jordan, who is neither hard to look at or difficult to understand is doing one of the most dangerous feats in the realm of the flying trapeeze. An aerialist of international fame, she has had the crowds at the several winter shows agog as she turns backward summersaults from a swinging bar high up in the top and is caught by her brother Emil. Miss Rita and her brother have recently returned from an European tour and their press books are loaded with complimentary notices in a half dozen different languages.

But for real pulchritude, little Pauline Browning, shown here with her horse Bolivar, shines in a class all by herself. She is another bareback rider. She is 18 years old and for just that number of years, she has been a part of the sawdust and tinsel. Born in a circus, where for three generations her people have been doing bareback acts, she has been given every opportunity to develop grace, poise and action and has set eyes goggling in Europe and Australia as well as in Detroit, Cleveland and Columbus where she is now appearing in the winter circus.

They had to go to Austria to find Catherine Alberts. She made the elephants of the Imperial Vienna Circus "do things" and that won her a booth with America's new show. She is shown here with "Babe" the Cole Bros. herd leader, and reports from the Ohio capital say her performance is incomparable. Her cleverness and knack has won her a place in the center ring of the big show when it opens at the Chicago Coliseum on April 20th.

[The News-Sentinel, Saturday, March 9, 1935]

COLE BROS. CIRCUS QUARTERS ARE TEEMING WITH ACTIVITY

There was a stirring of the circus pot around the Cole quarters early this morning as returning performers and animals arrived home and again took their place in the more quiet and subdued circle of domestic life.

With the arrival of the early west-bound train four baggage cars loaded with circus trappings were shunted into spur tracks and the job of unloading began.

Included in the shipment were five elephants, eighty horses, mules and ponies, dogs, goats, camels and other ring-stock, together with box after box of paraphernalia.

And while these were being unloaded here, another train was speeding toward Omaha, where several units of the show, including Clyde Beatty's animals, ten elephants, Jorgen Christiansen's Liberty horses, Orin Davenport's bareback horses and personnel, Joe Lewis and his mule Dynamite, E. F. Firth's trained seals and a host of clowns, aerialists, acrobats and other performers will open tonight at the Aksarben Winter show.

Next week these acts will move on to Denver and on Monday, March 24, will open a week's engagement at the Winter circus there. They will return to Rochester April 2nd in preparation for that season's opening at the Chicago Coliseum April 20.

New Names

Many new names have been added to the circus roster since the opening of the winter shows at Canton, Grand Rapids, Detroit, Cleveland and Columbus. These include Misses Andre Bailey, Agnes Doss, Dorothy Johnson, Jennie O'Brien, Lurline Dickey, Conchitta Alvarao and Mary Arcaris, aerialists and equestriennes.

Results Gratifying

Results of the winter shows have been gratifying, both as to monetary returns and public acceptance of the new Cole Bros. acts, according to Messers. Terrell and Adkins. In addition to breaking all attendance records, with a total paid admission of 280,000 people at the Detroit show and 274,000 at Cleveland, and capacity crowds at the other cities, the local circus starts its 1935 season under bright prospects.

[The News-Sentinel, Monday, March 11, 1935]

MAMMOTH BIG TOP FOR COLE SHOWS ARRIVES

Cole Bros.-Clyde Beatty Circus

The new "big top" for the Cole Bros. circus, which will be erected in Rochester for the first performance under canvas on Monday, May 6th, has arrived.

Its size and height will offer local circus fans sight of the largest tent ever erected in this community, with seating space capable of taking care of just twice as many men, women and children as the 1930 census figures give the city.

The "big top" which is 430 feet long and 140 feet wide, will cover 60,200 square feet of floor space and will comfortably seat 7,000 persons.

It will be supported by four 54-foot center-poles, a score of 38-foot quarter-poles and dozens of 12-foot cave-poles. These poles, which arrived Monday from Aberdeen, Washington, are all fir and spruce. They will be cut and fitted for use at headquarters here.

With the cone of the big tent half as high as the local standpipe, high aerialists will be compelled to do their stunts approximately 50 feet above the ground.

In addition to the big top, all other canvas will be brand new. This includes menagerie, stock, side-show, dining and cook tents. Combined they will present a new, clean and attractive appearance, which is expected to add much to the prestige of the circus wherever shown.

Because of the large number of animals to be used in both Clyde Beatty's and Allen King's trained wild animal acts, the menagerie tent will be one of the largest of its kind in existence, while the cook and dining tent will be of sufficient size to prepare food and seat the major part of the show's 1980 people.

The stock tent will be big enough to care for 80 head of ringstock (performing horses and ponies) and 80 head of baggage, or draft animals.

[The News-Sentinel, Tuesday, March 12, 1935]

HOWDY FOLKS -- MEET THE NEW COLE "FAMILY"

SOON TO GATHER IN ROCHESTER

* * * * Photos * * * *

No! The picture in the upper left hand corner is not the Hudson Tubes. It is the expansive gullet of Bozo, the new Cole Bros. hippopotamus, or as the circus press agent might say, "The blood sweating, behemoth of Holy Writ."

Virginia Adair, the attractive little aerialist who holds the leash to this gentleman from the Nile, looks as if she might be the proverbial watch charm . . . at least it might be conceded that should Bozo decide to go for a stroll, Virginia would not prove such a formidable impediment to his wishes.

Both of them will be seen this season at the local circus -- he in the parade and the menagerie tent; she high up in the cone of the big top, where she does a stunt with "The Man on the Flying Trapeze."

Then there is little Conchitta Alvaro the pretty senorita from Mexico, who like Miss Adair, does her stuff on the swinging bar. She is touted as one of the best in the business.

Petite Agnes Doss, shown here with her horse Dempsey, was a sensation at the various winter shows and is now in Omaha. "Bumps" Anthony, another of those "Pluriously phunny phellows" of the clown brigade, who is posing on Dempsey, also is with the units that have invaded Omaha, and will also do his drolleries at the Denver Shrine Show, before coming to Rochester.

Andre Bailey takes her place in the shadow of Tillie, as the billboards announce: "The fan-dancing elephant." Tillie may not be the epitome of pulchritude that her distinguished predecessor Sally Rand is, but Tillie really does "that dance" -- and how!

These and many more circus luminaries which will make up the new Cole "family" will gather in Rochester early in April, with the local glitter of sawdust and tinsel.

[The News-Sentinel, Monday, March 18, 1935]

LAY-DEES AND GENTLEMEN - INTRODUCING

NEW COLE STARS IN PICTURE AND STORY

* * * * Photos * * * *

Cole Bros.-Clyde Beatty Circus

If anyone doubts the nationality of the pair above, let it be said that they came direct from the "Auld Sod" - names 'n everything. And at the National Circus in Dublin, their press notices say, they were a sensation. They'll be showin' themselves in Chicago and Rochester soon, this colleen from Erin, Jennie O'Brien and her horse "Mike O'Doud."

And no wonder Dixie, the "sad eyed" pachyderm of the Cole herd leans toward Miss Lurline Dickey. Who wouldn't? Miss Dickey has other "come-ons" than "bull hooks" as most anyone can see. These two with the several others of the fast-growing Cole "family" are now in Omaha.

Now meet Mary Arcaris one of the show's most daring aerialists with "Mrs. Snyder" -- the matronly Rhesus monkey and her tiny son "Tim". Madama Snyder and Little Timothy are the center of attraction at the winter shows, much to the satisfaction of peanut vendors and candy men.

Dorothy Johnson seems to have a flair for a cub. Besides doing her daily dozen on the trapeze, Miss Dorothy, who learned first about the circus in her homeland, New Zealand, is possessed of a charming voice and will star in the prelude extravaganza, "A Serenade of Spain" which will feature the opening of the big show. Louis Spellman, the show's agent now in Europe, has advised the management that several new troopes and acts have been engaged and will be here for the opening of the new show.

Spellman, who is considered one of the foremost booking agents in Europe, has assured Messers. Adkins and Terrell that from the standpoint of quality as well as novelty, these new performers equal, if not surpass anything he has found abroad during the past several years.

The circus is a winter feature over there. Each city of considerable size has its circus, just as we have our theatres. The circus season begins in September and concludes about March 20th. No shows are to be seen during the summer months, as tented organizations in Europe are confined exclusively to the carnival type of exhibition. None of the new Cole features selected abroad, has ever before been seen in America, a fact that brands the Rochester show with a new and different label.

[The News-Sentinel, Monday, March 25, 1935]

LOCAL CIRCUS BUYS 101 RANCH SHOW EQUIPMENT

Jesse Adkins, manager of the Cole Brothers and Clyde Beatty Wild Animal Circus, announced Monday that the local circus had purchased a large amount of the show properties of the Miller Brothers 101 Ranch Wild West Show.

The property which was bought is now at the winterquarters of the 101 Ranch Show at Ponca City, Okla., and will be brought to this city within the next few days and will be added to the equipment of the Cole Brothers Circus.

The equipment which was purchased from the Miller Brothers Show includes 25 circus wagons, advance car, railroad equipment, cook house equipment, seats and tent poles. The equipment of the Miller Brothers Show was the best in the United States.

[The News-Sentinel, Monday, April 8, 1935]

PRESS REPRESENTATIVES VISIT COLE BROS. BEATTY AND KING STAGE DARING ACT FOR GUESTS

By Earl L. Sisson

A special car, bearing representatives of the several Chicago newspapers, arrived here shortly before noon today for the first Press gathering of major importance ever held in Rochester.

The party, which included special writers, photographers, news-service representatives, including Associated and United Press and International News, and news-reel operators from Fox Movietone and Pathe, were joined here by publishers, editors and feature writers of Indiana's largest newspapers as guests of Messers Jess Adkins and Zack Terrell, for a preview of America's newest major circus.

Luncheon and Party

Following a buffet lunch and a brief resume of the history of the new Cole Bros.-Clyde Beatty Circus, in which Mr. Terrell pointed out that less than five months ago, all that these news purveyors saw and were yet to see was only a dream in the minds of Mr. Adkins and himself; that

Cole Bros.-Clyde Beatty Circus

the dream had been realized from purchase of the ground to completed show, built of new, raw materials and presented on par with the finest procurable in clean, spectacular entertainment, the party numbering nearly one hundred, were taken to the menagerie house for a presentation of the Allen King and Clyde Beatty animals acts.

King's Act Pleases

The big cat house, now crowded to capacity with some of the finest jungle specimens, fairly shook as the roaring lions, snarling leopards and hissing pumas, went through their paces in the big cage at the north end of the barn.

Allen King's diversified animal act, which features probably the largest group of mixed species ever presented in one ensemble, held the audience in a grip of thrilling expectancy as the star of Live Power and the Cage of Forty took the challenge and guided lions, tigers, leopards, pumas and black panthers through a very mercurial fifteen minutes rehearsal.

The applause that followed was plainly indicative that even hardened news men can be thrilled when quality, nerve and spectacular performance are produced.

Beatty Thrills 'Em

Clyde Beatty, as usual in headline position, and national news feature himself, experienced no difficulty in capturing the continued respect and approbation of the men who report the news. With Sampson, his star lion, working superbly, Beatty handled his cage of jungle cats through a fifteen minute thriller to climax in a wave of thundering applause.

See African Elephant

The representatives of the Press evinced special interest in Jumbo 2nd, the Cole African elephant, which will be the first of his kind to be shown in a circus or other traveling organization since 1896, and the third of his breed ever to appear with a circus.

The big fellow boasts ears large enough to cover one-sixth of his entire body - and he stands eight feet, four inches at the withers. He differs in many ways from his cousin, the Indian elephant, commonly seen with circuses and in zoos, in that his head is narrower, knees are higher, ears are much larger, skin is rougher and more mottled and that he stands higher at the hips than at the withers. Also the construction of his trunk is different at the nozzle and he has four toes in front and three on the hind feet, while the Indian has five in front and four on the rear. He has been called Jumbo 2nd, because the great Barnum pachyderm of that name, largest elephant ever held in captivity, was also an African.

Asiatics Do Stuff

One of the three herds of Indian elephants under Clyde Baudendistel and featuring Mrs. Eddie Allen, gave the newspaper manificos a sample of their stuff in a ten minute act.

The camels, presenting little Sahara, the three month-old addition to the herd of "desert ships," attracted the visiors, as did the sacred cattle, bear, deer, elk and other menagerie specials.

Horses Please

Passing from the realm of the wild and ferocious, Jorgen Christiansen's Cremoline Stallions, conceded to be among the most beautiful as well as the finest trained horses on earth, gave the visitors the superlative of equine performances, to which was added high school horse dancing, dog and pony features and goat performers.

Among Those Present

Among the press representatives present were: Conrad Marcurio and Kathryn Kelley, Chicago Tribune; Dan Newton and Rush Haram, Chicago Daily News; Don Smythe and Earl Barlow, Chicago Times; Nate Gross, Paul Talbott and Earl Burgess, Chicago Herald and Examiner; William Upley, Western Newspaper Union, Chicago; Fritz Capela, World Wide Photos, Chicago; Frank Hartless, president of Circus Fame Association of America; N. I. Catlin, B. I. Wilson and William Snead, Circus Fans Association; John R. Shepard, editor White Tops Magazine; Joseph M. Stevensn, editor South Bend News-Times; S. V. Blankenship, Frankfort (Ind.) Times; Winthrop Lynn, United Press, Indianapolis; Mary Bostwick and A. P. Tierman, Indianapolis Star; Judge Paul Layman, Clerk Clarence Norris, Record Arthur Mesh, Frankfort,

Cole Bros.-Clyde Beatty Circus

Clinton county officials and representatives from Movie Tone, Pathe and Fox news reel corporations.

[The News-Sentinel, Thursday, April 11, 1935]

A MESSAGE TO OUR CIRCUS FRIENDS

[A FRONT PAGE EDITORIAL]

As the Cole Bros.-Clyde Beatty World Toured Circus entrains over the Nickel Plate for Chicago tonight a whole train load of sincere wishes for a successful season from the people of this community goes with it. Rochester citizens and merchants have awakened to the import that the circus corporation industry affords this community, in the few brief weeks the quarters have been located here; and, the possibility that this gigantic institution will undoubtedly become a permanent asset seems too good to be true.

From the official heads of the Indiana circus corporation on down to the horde of laborers, the huge circus family has gone about its business of forming one of the greatest "big top" shows in the world, in an efficient and systematic manner, asking neither favor nor financial assistance from the citizenry of the community. They have poured thousands of dollars into the business veins of this city and everyone in one way or another has benefitted by the new industry. While it is true, Rochester has in a meagre way attempted to reveal its appreciation to the show people, these demonstrations have been but a feeble effort to express the true sentiment of the community's appreciation.

Whether or not the management of the Cole Bros.-Clyde Beatty Circus are believers in psychic forces enmasse, it may take a few bumps out of the 1935 summer and fall entourage to realize that back in the winter quarters city of Rochester every last person is fervently praying and "pulling" that their season will be both pleasurable and profitable. Bon voyage, Adkins, Terrell, Beatty, King and the entire personnel of the Indiana Circus Corporation.

[The News-Sentinel, Monday, April 15, 1935]

COLE BROS. CIRCUS OFF FOR CHICAGO -- MOVIE MEN BUSY

Local circus headquarters was the mecca for the curious on Sunday as a crowd estimated at more than two thousand people saw representatives of the several large movie-sound services shoot and register the several stellar features of the new show.

The Beatty and King animals, elephants, horses, dogs, ponies and goats were subjects for thousands of feet of film in out-of-door settings. Camera men of Pathe, Fox, Movie-Tone, Paramount and Universal were making shots of the circus stars.

One accident marred the afternoon when Clarabell, eight-year-old daughter of Mr. and Mrs. Chas. Nolen, who reside on Elm street, fell from a wagon while watching the animal acts and suffered a fracture of the bones of the wrist. She was removed to Woodlawn hospital where the fracture was reduced.

Show Moves Tonight

The circus headquarters were seething with activity today as a corps of men loaded the twenty flat, stock and sleeping cars with paraphernalia for the first lap of the 1935 season, when trainmaster McGrath calls, "All Aboard" tonight. Movement is scheduled for sometime between 8 and 11 o'clock, depending upon the time when all odds and ends subsequent to opening at the Chicago Coliseum next Saturday evening are checked in for movement. The train will move via Nickel Plate to LaPorte, thence via N.Y.C. Ry. to the city.

Leave Equipment Here

Due to the fact that the first run of sixteen days will be presented in the Coliseum, all canvas, seats, baggage wagons and kindred equipment will be left here to be picked up when the show returns on May 6. This equipment will necessitate an additional nine cars for movement, making the complete train on road tour composed of twenty-nine flat, stock and sleeping cars.

Many to Meet Show

Many performers, including band, aerial and horseback artists, tumblers, sideshow features, contortionists, clowns, jugglers and the hundreds of others necessary to full personnel complement of a circus will rendezvous in Chicago this week, there to become units of the Cole

Cole Bros.-Clyde Beatty Circus

Bros.-Clyde Beatty Circus. Dress rehearsals will begin tomorrow afternoon and continue afternoon and evening including Friday.

Snow No Obstacle

Despite a spitting snowstorm which broke Monday morning, lending a somewhat unseasonable twist to circus fare, everybody from President down to lackeys were cheerful as loading progressed. Only Jumbo 2nd, the big African elephant seemed to balk on starting the show under winter conditions. It necessitated several hours of coaxing, goading and finally a display of strength to induce the big fellow to leave the warmth of the elephant barn for the frigid confines of the "bull" car. The strength needed was furnished by two of Jumbo's Asiatic cousins.

Expect Visitors

Circus men look forward to a goodly crowd of local people this evening as the show makes ready to take-off, and farewells are exchanged between them and their many local friends. A corps of mechanics, painters and other artisans will remain here to complete work on railroad cars, baggage wagons, tent poles and other equipment needed when the show gets under way in the big top.

Complete Billing

A corps of bill posters completed work Saturday evening on billing Rochester and surrounding communities for the Cole Bros.-Clyde Beatty Circus which will be staged in this city on May 6th.

[The News-Sentinel, Monday, April 15, 1935]

MARY BOSTWICK MAKES GOOD UNINTENTIONAL GYP

It pays to kick - and as a result of an earlier kick, Howard Shireman, Western Union messenger boy, of this city is kicking and cavorting around town like a six year old colt in green pastures, today.

According to Shireman, his first yelp was made late Thursday evening when he discovered that Mary E. Bostwick, prominent news and literary writer of the Indianapolis Star, had slipped him a street car check instead of a dime, as a tip. The messenger had rendered prompt service for Miss Bostwick in rushing her "story" of "press day" at the Cole Bros. Circus quarters over the wire in time for the night edition of the Star. Soon after the Star's representative had left the city Howard became aware of the gyp and immediately forwarded a note to Miss Bostwick informing her of the discovery in their otherwise pleasant business transactions.

In this morning's mail young Shireman received a bright, new dime and the following bit of verse which made the world right side up again and restored his faith with newspaper people in general:

Howard Shireman:

I now apologize, by heck,
For handing you a street car check
I was so haywire at the time
I thought the street car check a dime
I didn't mean a soul to gyp -
'Twas just a most unhappy slip -
The soda that you might have had
You didn't get - it's very sad!
So chase the wrinkles from my brow
And GET THAT ICE CREAM SODA NOW!

Sincerely yours,

Mary E. Bostwick

[The News-Sentinel, Tuesday, April 16, 1935]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS WILL STAGE PARADE IN LOOP

To the toot, toot, toot and the pop, pop, pop of steam calliope and the blare of a corps of brass bands, the denizens of Chicago's loop will on Friday evening, eight o'clock, awaken to the fact that the Great Cole Bros.-Clyde Beatty World Toured Circus is in town.

The management of the Cole Bros. shows announced today that a genuine, old-fashioned parade extending almost a mile in length would be staged in the heart of Chicago. There will be the big brass bands; trumpeting, lumbering, cumbersome elephants adorned by Queens of Sheba and swarthy skinned mahouts; trained menage horses reddened by sparkling, spangled ladies and an Apolos of the sawdust ring; the kip-kipping cowboys and cowgirls, astride their bucking mustangs and calico hay burners; then the army of clowns, their balking donkeys and other fun-making paraphernalia; the camels, sacred cattle, zebras, water-oxen, hippos, the wagon of trained seals, Beatty and King's trained, but not tamed lions, tigers, panthers, cougars and leopards; the floats of aerobatic and aerial artists; the Liberty Bell Cremoline trained horses; the trick and fancy, high-jumping dogs; the chariots and their muscle-banded Ben Hurs; the trained wire-walking goats, bears, and hundreds of other featured attractions, while at the rear of the brilliant, dazzling, demonstration a gold and silver decorated steam calliope will blast its shrill popular arias through the canyons of the loop buildings, appraising Chicago and its millions that circus days are here again.

A number of Rochester people are planning on witnessing the parade and remaining over night in the city to attend the opening of Cole Bros. Circus '35 season at the Coliseum on Saturday afternoon.

[The News-Sentinel, Wednesday, April 17, 1935]

CIRCUS WORKER MEETS ACCIDENTAL DEATH BAGGAGE WAGON DRIVER CRUSHED UNDER DOOR BEAM

William SAWMILLER, 62, of Lima, Ohio, a wagon driver employed by the COLE BROS.-CLYDE BEATTY CIRCUS, was instantly killed Saturday morning in an accident in which he was crushed on top of his wagon. No one saw the man as he was injured, but it is almost certain he was caught between the wagon and a steel beam at the top of a door. The accident occurred at the large northwest door of the paint shop and elephant barn.

Sawmiller was driving a two-horse team from the high seat of a circus baggage wagon. The men had helped about the wagon when he started out with the horses. It is thought that he was looking back to see that his wagon was all clear, and that the team with loose reins plunged forward. The driver was evidently caught by the steel beam and knocked back on the top. His head was cut and his chest crushed as the wagon was pulled out.

The horses then with no one to control them ran out of the door, swung to the right and followed the curving roadway. At a point just east of the Anchor Mills, they ran each on one side of a heavy electric light pole, smashing the wagon into it at the driver's seat. When the first helpers arrived they found the dying man lying on his back close up against the pole.

Several persons living near the route taken by the horses stated they saw the man lying on his back on top of the wagon and the horses evidently out of control. They also saw the wagon hit the pole. The theory was advanced by some that Sawmiller was killed when the wagon struck the pole, but it was evident from witnesses that he was unconscious and dying when the runaway team rushed out of the paint shop.

He was taken down by circus employees and brought to the Woodlawn Hospital but physicians stated he had probably been instantly killed.

The body was moved to the Val Zimmerman Funeral Home where Dr. Dean STINSON made an examination of the body. It was found that the second, third and fourth ribs on each side were broken. A long and very deep cut extended from the left side of the mouth and curved under the chin. Internal injuries caused by fractured ribs it is believed caused death, Dr. Stinson stated.

Mr. Sawmiller, according to local circus employees was a veteran circus man. He had been employed as a driver by circuses in this country for a number of years. In his personal

Cole Bros.-Clyde Beatty Circus

belongings was a check showing that he had been employed last summer by the Ringling Brothers circus.

Little could be learned about Mr. Sawmiller's life. From identification cards on his person it was found that he was born on September 8, 1873 at 529 Kenilworth Avenue, Lima Ohio and that N. E. SETTLEMIRE, 529 Kenilworth Avenue, Lima, Ohio was to be notified in case of an accident. Sawmiller has a brother who resides at 391 East 120th street, Cleveland, Ohio. A recent letter in Sawmiller's effects showed that he had been living sometime during the past winter at 306-1/2 Fingle ave., Lima.

The officers of the Cole Brothers circus and local police have notified relatives of Sawmiller's death. It is presumed that they will come to this city either tonight or Sunday and claim the body.

[The News-Sentinel, Saturday, April 27, 1935]

CAME FOR BODY

Relatives of the late William SAWMILLER, aged 62, employee of the COLE BROTHERS-CLYDE BEATTY WILD ANIMAL CIRCUS who was killed here Saturday in an accident came here yesterday from Lima, Ohio and claimed the body. The body was returned to Lima, Ohio where funeral services will be held Tuesday. Sawmiller was a veteran circus employee and died from a crushed chest which he received when he was caught under a steel door beam.

[The News-Sentinel, Monday, April 29, 1935]

AERIAL STAR FINDS TIME TO ENJOY PETS 'TWEEN ACTS

* * * * Photo * * * *

Aline Harold who turns a double somersault in mid air from a flying bar trapeze, shown with two pets.

The Cole Bros.-Clyde Beatty Circus, one of the world's largest amusement organizations, will exhibit in Rochester, Ind., May 6th.

More than 200 acts, representing the best talent obtainable from the five continents of the World are to be seen with the big show this season.

As a prelude to this season's circus performance, a gloriously enchanting and stupendous spectacle entitled "The Serenade of Spain" a gorgeous Reata, is unfolded. All who love fairy lore, far exceeding in magnificance, brilliancy, gorgeousness and beauty the glories of any spectacle yet staged by this circus, will not be disappointed. There will be upwards of 100 dancing girls, great companies of trained singers, orchestras of vast size, grand golden-toned organs and the crash of symbols. Yet this colossal production which daily amazes thousands, is but one feature of the Cole Bros.-Clyde Beatty Circus.

The imperial Harolds troupe, aerialists who work high up in the dome of the "big top" come from the imperial Wintergarden, Berlin, Germany, to amaze and thrill you along with Harietta, the Austrian equestrienne and troupe of Cacerostoviakian riders, the dancing, somersaulting, tumbling wire walker, Harold Barnes, the Sequeda sextette of aerialists, champions of Argentine and the famous Nelson family of acrobats. Sixty clowns, headed by Otto and Kinto will furnish fun for the little folks. Cole Bros. troupe of 40 dancing horses ridden by 40 feminine riders, will be seen.

There are 1,080 people with the big show which recently returned to America after a tour of Europe. The 200 performers represent 18 foreign countries. Twenty-two tents covering 12 acres of ground are used to house the transient city which at night is transported from town to town upon three special trains.

The clean business methods and the magnitude of this great traveling enterprise have always made the Cole Bros.-Clyde Beatty Circus welcome visitors to this community. This marvel, super show of 10,000 wonders, represents an immense investment.

Cole Bros.-Clyde Beatty Circus

The performances will be given at 2 and 8 p.m. The doors will open an hour earlier for each performance to permit an inspection of the immense zoo or to enjoy a concert of popular and operatic music by Prof. Robbins military band. All seats are provided with foot rests.

A gorgeous and significant street parade, three miles in length, picturesque and colorful, will be seen on the down town streets at 11 a.m. There will be scores of elaborately carved and gilded allegorical floats, tableaux, open dens and cages. Five trumpeting bands and two caliope will be heard.

[The News-Sentinel, Monday, April 29, 1935]

[NOTE: Official Program, Cole Brothers-Clyde Beatty Circus for Rochester, Ind., May 6th; also Route Circus Parage Outlined for Public, The News-Sentinel, Wednesday, May 1, 1935]

[NOTE: See Sections Two and Three, for Cole Bros. Circus issue of The News-Sentinel, Wednesday, May 1, 1935]

CIRCUS EQUESTRIENNE HURT AT THE COLISEUM

Disaster stalked into the Chicago Coliseum on the closing day of the Cole Bros.-Clyde Beatty circus Sunday afternoon when Zepher, a beautiful trick horse stumbled in one of the intricate drills throwing Miss Violet Clement, 22, an equestrienne, and quite well known here.

Miss Clement was severely injured as she fell beneath the horse and was promptly removed to St. Luke's hospital where her injuries were diagnosed as serious.

Miss Clement, who hails from Sudbury, Ontario, is well known in equestrian circles of the circus world, she having appeared in a number of the major shows of the country. Her act, a trick riding stunt, was considered one of the stellar features of the show. Reports indicate that she will be out of the show for at least several weeks.

[The News-Sentinel, Monday, May 6, 1935]

RAJAH, SIBERIAN TIGER, LATEST ACQUISITION TO COLE BROS CIRCUS BEING GIVEN "ONCE OVER" BY BEATTY AND THE MISSUS PRIOR TO TRAINING PRELIMS

* * * * Photo * * * * *

By Rex de Rosselli

Rochester's own Circus comes home Monday. Big Holiday declared.

Cole Brothers-Clyde Beatty Circus ends its 16-day engagement at the Coliseum, Chicago Sunday night and will at once entrain for Rochester where the season under canvas will have its premier performance.

Never has a Circus engaged such a colossal success as the Cole Bros. have accomplished. Turn away houses daily and press and public have acclaimed it the world's greatest circus. The Examiner states "Those who saw the Cole Brothers-Clyde Beatty Circus last night, saw a real circus with thrills from the opening pageant to the final races it provided a very high class entertainment." The American goes on to relate Cole. Bros Circus with Clyde Beatty has taken Chicago circus fans. Beatty and Allen King (Who appeared here with Live Power Show at the Century of Progress) provided wild animal thrills. The show is very pleasing." Tribune and Times joins in praise for the high quality performance.

Rochester will see the Cole Brothers first performance under canvas, and the program will be the same as Chicago engagement excepting a few minor changes.

Make Circus History

This is the first in the circus history that a three-ring railroad circus of the major size ever assembled at one time. The circuses in the past have been assembled on a small scale and as time went on they grew to large proportions - but The Cole Brothers Circus has thirty-five all-steel double length - (72 feet) long cars and all assembled here in Rochester is the first in circus history.

The children have been denied of the parade in the past, so this year the dream of the beautiful lady rider, the prancing horses, lumbering elephants and camels, cages of wild animals,

Cole Bros.-Clyde Beatty Circus

bands, air and steam calliopes will again come back to realization and like a page torn from Arabian nights the Circus will parade past into view with the glittering glory and flying colors that will bring Mother and Dad back to the gay nineties.

Revives Childhood Days

Everyone loves the circus, it is an American institution that has never been censored - it is a clean wholesome entertainment that will live in the hearts after all else in life have passed - it revives youth - its memories, for who has not at some time not wanted to be a bare back rider or a trapeze artist, all of us if we reflect back - can remember how Mother held your hand and you waited in the hot sun for the parade and then the show - how it thrilled and at night you dreamed those dreams that have never faded from memory - for a Circus is a stimulant for mind and body. It makes the dull cares of the day fade away. The laughter of the Clowns, the daring aerialists, the acrobats, the dainty riders, the wonderful collection of wild animals from all over the globe, all seem like Aladin's wonder lamp legend.

Everything New

Cole Brothers Circus is all new but the name - presenting the greatest array of circus stars ever assembled and the double menagerie, all new from stake to tents will be the greatest sensation in the circus world and in quoting Chicago public opinion both press and public, "The Greatest Show on the Globe."

Clyde Beatty and Allen King, world famous wild animal trainers and over one hundred more thrillers will be seen when the circus arrives in Rochester Monday, for two performances afternoon and night, with a mammoth street parade and a thrilling free attraction at the show grounds. If you miss this event you've missed a genuine thriller.

[The News-Sentinel, Saturday, May 4, 1935]

COLE'S SHOWS ARRIVE UNDER LEADEN SKIES

The Cole Bros.-Clyde Beatty Circus arrived under dripping skies in the early dawn this morning, and veteran show men appraised the outlook of the first day under canvas in the light of an old aphorism: "A bad start means a good ending."

Horse Killed

A note of sadness overspread the faces of "Blackie" Diller and H. J. McFarlan, in charge of the show's ring and baggage stock as word filtered back that seven of a matched team of eight grey baggage (draft) horses had fallen in the car, killing one and seriously injuring six. The accident was chalked up to the hazards of transportation however, and the six injured animals were removed at once to winter quarters for treatment. On first appraisal, it was believed by circus officials that they might be saved, although they were badly cut and bruised, presumably by shoe calks.

Cremoline Injured

Topaz, one of the prize Jorgen Christiansen Liberty horses, was also injured as he slipped on the wet chute that led from the car to the ground in the Nickel Plate yards this morning. The injury, which is not considered serious, will probably keep the stallion out of the performance for several days.

[The News-Sentinel, Monday, May 6, 1935]

CIRCUS CHEF, WALTER GREB, HAS BUSY SEASON CUT OUT

By Earl L. Sisson

To the clarion call: "A stack o' wheats," the new Cole Bros.-Clyde Beatty Circus got under way this morning on the first of what is to be hoped many happy days of the 1935 season en tour.

It was a day of gastronomic importance in the lives of a thousand people who make up the show's personnel, or it presages the quantity and quality of the viands that may be expected under the capable hand of Chief Chef Walter Greb and his staff of twenty-two kitchen helpers and a corps of fifty waiters.

We say "a stack o' wheats," but in reality there were many stacks. The pancake portion having consumed such meager ingredients as three hundred pounds of flour, forty-five dozens of

Cole Bros.-Clyde Beatty Circus

eggs and sixty gallons of milk. Mixed together, the batter filled three wash-tubs and off the griddle, provided a total of nine thousand hot-cakes.

But that was only a part of the first breakfast. In addition, there was oatmeal, bacon and eggs - three cases of "cackles" and a little trifle like four hundred pounds of bacon - fried potatoes, peaches and coffee.

That sufficed to get the big top up and the seats in place, but while the hands working on the details of putting the show together the kitchen staff was doing its little stunt too, for lunch must be ready by twelve when the parade returned from its tour of the city.

The old army call - "sophie, sophie, sophie - without a single bean," illustrates, except for the fact that there were plenty of navy favorites in the soup. Then followed a choice of cold cuts of beef or potato salad with frankfurters and sauer kraut, hominy, Spanish style, and boiled suds.

Dinner, the Big Meal

But dinner is the piece de resistance of the circus man's existence for that is the meal that must satisfy the heavy feeders and for this evening the menu calls for roast ribs of beef with brown gravy, mashed potatoes, buttered peas, baked beans, black raspberries and cake - and coffee.

The three meals on every day's bill of fare necessitate such items as seven hundred fifty pounds of beef, two hundred pounds of coffee, one hundred-twenty gallons of milk, five hundred pounds of sugar, thirty bushels of potatoes, one hundred dozen eggs, four hundred pounds of bacon and corresponding quantities of other meats, vegetables and staples.

To the chef, who measures his experience as a circus maitre de hotel for a score of years, it is all in the day's work. It was Walter Greb of the new Cole Bros. circus, who last year was selected as the circus chef to be featured in the National Drink More Milk Campaign, and as such received wide publicity. "Milk --" she says, "is as much a stand-by with me in making up my menus as meat and potatoes."

First Up, First Down

Immediately following dinner, the cook-tent bustles with action until a thousand plates and sundry dishes are washed, for the cook shack is the first property of the circus to be moved, either to or from the train. Always, it is loaded at the head-end of the train, for it is the first equipment to leave the cars on the following morning when the show unloads for the new stand. And from the moment the huge portable ranges are fired in the early dawn to the moment when the last pot and pan is off the drying rack at night, it is one of the most active, busy and interesting spots on the circus lot.

Bought Much Here

Rochester food dealers will miss Chef Greb and his crew sorely. Since the opening of quarters here late last November until tonight, he has no doubt been the heaviest buyer of provisions in the city. In support of this claim, he graciously opened his book and divulged his figures covering purchases of local merchants for the four and a half months, totalling more than twenty-three thousand dollars.

"I might have bought a little cheaper outside - wholesale, I mean," he said, "but both Mr. Adkins and Mr. Terrell insisted that I buy everything possible in Rochester - and -" he added, "I was only too glad to do so."

To which local merchants say: "Bravo, Chef - We'll be seein' you when the work's all done next Fall."

[The News-Sentinel, Monday, May 6, 1935]

CLYDE BEATTY, FORD V-8, AND HIS PET LION CUB LITTLE V-8 FIGURE IN MANY THRILLS AT COLE BROS. CIRCUS TONIGHT

* * * * Photo * * * *

The World's Greatest Circus is Making Its Premier Canvas Engagement in the Home Town Today! And Here Folks, is Clyde Beatty (in the car) - Little V-8 his pet lion cub (on the car) - and the car itself - a smart 1935 Ford V-8 Roadster - You'll see all three at the Cole Bros. Circus at Baker's Field tonight. The circus uses the Ford Roadster in a Thrilling Roman tandem Horse Jumping Stunt, While Ford Trucks solve its Transportation Problems.

Cole Bros.-Clyde Beatty Circus

Through a transaction consummated early last winter the Ford Motor Co., sales department arranged for a season's tour with the Cole Bros. Circus for educational and advertising purposes.

Visitors to the circus tonight will see the large wagon-type truck, on which is mounted four Ford V-8 engines, each driving 25 kilocycle generators across the top of the "power" wagon, a banner informs the public that the Ford V-8 engines supplies the lights and motion energy for the circus. This compact power unit was designed at the Detroit plant especially for the Indiana Circus Corporation.

Upon entering the main entrance of the menagerie tent, one will see the new 1935 Ford V-8 Touring sedan with the entire left side cut away, which displays the mechanical and seating features of the car. Special flood light system and beautiful chromium plated railing and chains greatly enhance the beauty of this marvelous display. Factory mechanics will be on hand to explain every detail of the Ford's mechanism and construction.

At the entrance to the main tent a large banner and loud speaking device attracts attention to a Four door Ford V-8 Touring Sedan. Miss Sonya Elyars, one of the foremost aerial stars in the world, also uses a Ford V8 Phaeton as her stately carriage in the big parade. A uniformed chauffeur pilots the car for the comely lady.

Climaxing the Ford display, Dare-Devil Ted Elder, riding a team of high jumping horses (standing Roman style) takes a flying start at a Ford V-8 Roadster and hurdles the entire car.

The Cole Bros. Circus operates a large number of Ford trucks and all of the advance crew of the organization solve their transportation problems via Fords. The display is interesting, instructive and spectacular.

[The News-Sentinel, Monday, May 6, 1935]

THOUSANDS SEE PARADE DESPITE HEAVY DOWNPOUR

Circus day arrived in the wrath of Jove, with old Jupiter-Pluvins weeping bitterly, but such is the odds against which the show must take.

The parade, scheduled for eleven o'clock, arrived under the wire on Main Street at a quarter after one - and in the midst of a squally shower that drenched performers and public alike. For despite the inclemency of weather, Rochester and Fulton county turned out enmasse to witness the first great parade spectacle in this community in twenty-five years.

From the historic old tallyho drawn by a foursome of sprightly cockneys to the booming calliope in the wake of the herd of sixteen elephants, the parade was a pageant of splash and color - a great new amusement enterprise passing in review.

Twelve Blocks Long

In spite of rain and the hundred and one other handicaps that are sure to beset a show of such magnitude in the making, the display was timed to split-second accuracy. The calliope had just turned from East Ninth street onto Madison when the color bearers in the lead passed, they having negotiated the distance from Ninth to Fourth to Main to Ninth and back to Madison. Thus in actual measurement, the Cole Bros. parade is actually twelve blocks long.

It was a great pageant, made more thrilling because of the very odds under which it was held - a tribute to the courage of the men who have built this new show, and a testimonial to the people who go to make up its personnel.

[The News-Sentinel, Monday, May 6, 1935]

COLE BROS.-BEATTY SHOW BIG SUCCESS DESPITE DOWNPOUR

The new Cole Bros.-Clyde Beatty Circus' premier engagement in its home-town city was a most outstanding success, despite adverse weather conditions. The performance clicked both in

Cole Bros.-Clyde Beatty Circus

the afternoon and evening. Actors and animals alike were striving in an unified effort of giving their winter quarters city a truly thrilling and wonderful show - and they did.

With a cold drizzling rain threatening to put a damper on all amusements and business alike throughout the day and night, Rochester and community were equally determined that Cole Bros.' initial appearance here should not be a flop - and it wasn't.

Continuous Rain

The battle with the elements began early in the morning, continued unrelentlessly throughout day and night and never ceased until the last train of the three-train circus entourage steamed southward for Indianapolis at six o'clock Tuesday morning. However Cole Bros. new circus had scored a victory and Rochester and those who were guests from other cities in this section of the state had witnessed a spectacular, brilliant exhibition and were satisfied to the fullest.

In Rochester, business came to a halt shortly before 11 o'clock as clerks and business men forsook their counters and strained their ears in anticipation of the shrill blasts of the team calliope which would announce the start of the big parade. As the minutes and hours rolled by and the downpour continued, many were positive the circus management would not risk ruining new costumes, spangles and other paraphernalia in staging their parade. However, Adkins and Terrell in typical trooper spirit, decided the parade must go on and at one o'clock the rain-soaked spectators who lined the streets of the down-town district witnessed the big parade and the dripping performers and animals.

And now for a brief resume of the spectacular performance:

Brilliant Opening

Immediately following the hippodrome arena parade the new show opened with a dazzling, glistening, extravaganza, entitled, "The Serenade Of Spain" in which scores of Spanish costumed señoritas and señors, assembled in the three rings, staged a series of Spanish dances, while the arias were sung in a pleasing soprano by a former operatic star. Native Spanish and Mexican dancers were used in the nucleus of each of the brilliant settings and presentations. This beautiful introduction number was designed and staged in its entirety by Rex de Rosselli.

As the last notes of the musical "Serenade" presentation was fading away, action and thrills came swiftly throughout the remaining two hours of the performances. If criticism were to be placed on the new circus it would simply be that there's enough thrills and features for two circuses.

There were comedy and straight acrobatic acts in the three rings - the LaBelle Trio, the Arents Brothers and the Mentone Brothers. The quick, peppy pantomiming of the horde of clowns. The trained collies and horse acts under the ring mastery of Trainers John Smith and Merritt Belew.

King's Cage of Fury

Then came the Live Power Star of the Century of Progress, Allen King and his cage of fury - the trained but not tamed lions, leopards, pumas, and Satan the barrel rolling Bengal. While King was firing a parting blank cartridge as he scrambled out of the exit of the huge steel arena, one's eyes were then focused on either of the end rings upon equestrians Joe Hodges and Bertio Hodgini, who demonstrated what's what in the way of acrobatic and fancy, trick riding.

In the tent top where the human butterflies, the "ironjawed" girls of the circus, swiveling and whirling in their waving serpentine wings, while in the hippodrome tracks gymnastics ladder performers were making their bid for a portion of the applause.

Beatty, A Master

Clyde Beatty, world's foremost lion and tiger trainer then made his bow in the center cage arena, literally alive with tigers and lions. Beatty, with his alertness and grace easily demonstrated why he is touted as the greatest master of the "big cats" of either the screen or circus world. This intrepid maestro concluded his thrilling act by having a large ferocious Bengal rolling over on the floor of the arena much in the same manner as a pet dog.

As the roustabouts were dismantling the steel arena, Sea lions and seals were put through their paces by Trainers E. F. Firth, George McCabe and A. Fleet and few could realize that the

Cole Bros.-Clyde Beatty Circus

entire group of sea lions and seals were taken from the native haunts off the southwestern coast of California late last fall, so perfect were their acts.

Horses Outstanding

With buffoonery by the clowns, and aerial maneuvers by the stars of the swinging ladders, came the presentation of the assembly of Jorgen Christiansen's high school horses, including World Famous Liberty Cremoline stallion horses. Drills were simultaneously carried out in each of the three rings by the cream colored animals and as a conclusion, the Liberty horses in the center ring under the guidance of Christiansen performed numerous intricate drills.

With the rings cleared of the horses the 15 trained, lumbering elephants, with five in a ring, went through their maneuvers and formations with such rapidity that one forgot their ponderous size and was amazed by the wonderful schooling these huge pachyderms displayed. These beasts were handled by Trainers Clyde Baudendistel, Jean Fisher and Wanda Wentz.

In the center ring, perched high in the roof of the big top on a swinging trapeze Frank Sheppard, renown aerialist performer quickly convinced the audience why he was given the undivided attention of the crowds at the Coliseum, by making somersaults on the swinging trapeze and catching himself by his heels, and then climaxing his act by a somersault from his swinging bar in a single strand of rope. Sheppard performed these thrilling stunts without the security of a safety net beneath him.

The lady equestriennes Jose Mitzi, Harrietta, the French star and Elise Zovedi then displayed they were equally as adept as the men when it comes to horsemanship.

Youthful Tight Wire Star

Following the horse act, one's attention was glued on the center ring where Harold Barnes, aged 15, gave his tight wire performance, dancing, gliding, bounding and even somersaulting all appeared to be just a matter of routine by this smiling, graceful, lad whom Adkins discovered in Texas, last winter. While young Barnes was engaged in his thrilling exhibition, horizontal bar acts were featured in the end rings.

The horde of clowns interspersed at most every featured act throughout the performance and as Christensen summoned his saddle and jumping horse number, the joymakers scrambled to the center rings to escape the flying feet of hundred or more glistening coated horses.

These animals waltzed, cake walk, rhumbaed, fox-trotted and did every fancy step imaginable. As a climax Christensen gave a special display of marvelous horsemanship astride one of his Cremoline stallions.

Other feature numbers were the flying trapeze acts by the Harolds, the Esquedas, and the flying Thrillers.

The finale of the marvelous new circus exhibit was The Christensen high jumping horses. Of course there still remained the special rodeo and wild west "bronco-busting" in the after show and the tandem team of horses which were ridden (standing up style) by Daredevil Ted Elder, who made them hurdle directly over the top of a Ford Roadster. Yes, Cole Bros.' premier show, was a great success in every respect, and Rochester and community enjoyed it, thoroughly.

[The News-Sentinel, Tuesday, May 7, 1935]

COLE BROTHERS CIRCUS TO BUY MORE HORSES

Jack Morris, horse buyer of Akron, has just finished the purchasing of a large number of horses for the Cole Brothers-Clyde Beatty Wild Animal Circus. He has during the past few months purchased 96 baggage horses and 45 ring horses for the circus.

The greater number of the baggage horses were purchased of farmers in Fulton county. Many of the ring horses were raised in Fulton county and in the states of Illinois and Kentucky.

Today Mr. Morris received another commission from the Cole Brothers Circus asking him to buy more baggage horses for the circus as they have found it necessary to add more wagons in their parade.

The horses needed to pull the wagons will be purchased in numbers of four, six and eight all of the same color and weight. These horses will be sent to the circus at some point in the East within the next two weeks.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Wednesday, May 8, 1935]

COLE BROS.' EMPLOYEE INJURED BY FREIGHT TRAIN

Indianapolis, May 8. - Edward Murr, 66, Marysville, Tenn, an employee of the Cole Bros. Circus, was reported in critical condition in City hospital today after falling from a freight train. He suffered a broken leg, amputation of three fingers and cuts and bruises. He lay for three hours in a switch until his cries brought help.

[The News-Sentinel, Wednesday, May 8, 1935]

CIRCUS ROUTE FOR MONTH OF MAY IS MADE PUBLIC

Due to the general interest of this community in the activities of the Cole Brothers-Clyde Beatty Circus during the summer, The News-Sentinel will publish at regular intervals the route of the show each month in advance. The routing which appears below gives the dates and cities visited from the beginning of the season and takes the dates up to the end of May.

A letter received by The News-Sentinel today reports that the new show has experienced the regular expected difficulties in getting the big new organization to "clicking" and as a result have had to give up the parade in several cities due to late arrivals. However they have had several performances where the overflow crowd had to be put "in the straw" (circus slang for seating them on the ground) and they expected to give three performances at Charleston, W. Va., on Monday. The routing list follows:

April 23, Coliseum, Chicago - May 5th inclusive.

May 6 - Rochester, Indiana.

May 7 - Indianapolis, Ind.

May 8 - Indianapolis, Ind.

May 9 - Louisville, Kentucky.

May 10 - Covington, Kentucky.

May 12 - Sunday.

May 13 - Charleston, West Virginia.

May 14 - Logan, West Virginia.

May 15 - Huntington, W. Va.

May 16 - Parkersburg, W. Va.

May 17 - Clarksburg, W. Va.

May 18 - Fairmount, W. Va.

May 19 - Sunday.

May 20 - Morgantown, W. Va.

May 21 - Uniontown, Pennsylvania

May 22 - Newcastle, Penn.

May 23 - Akron, Ohio.

May 24 - Youngstown, Ohio.

May 25 - Steubenville, Ohio

May 26 - Sunday.

May 27 - Williamsport, Penn.

May 28 - Wilkesbarre, Penn.

May 29 - Scranton, Penn.

May 30 - Binghamton, New York.

May 31 - Ithaca, New York

[The News-Sentinel, Tuesday, May 14, 1935]

Cole Bros.-Clyde Beatty Circus

CAR LOAD OF HORSES IS SHIPPED TO THE CIRCUS

A car load of twenty-two dapple grey and roan horses were shipped out of Akron Friday headed for the Cole Bros.-Clyde Beatty Circus at Morgantown, West Virginia. The horses were purchased by Jack Morris of Akron and were selected with the usual care demanded by the circus owners.

Mr. Morris said the horses would be used for baggage wagon hauling and in the parades. He explained that the circus now has 96 of this type horses but will need 120 altogether in order to properly handle their large number of equipment and parade wagons.

[The News-Sentinel, Saturday, May 18, 1935]

COLE SHOW WILL ADD 500 SEATS; BUSINESS IS GOOD

Employees at the circus winter quarters were busy today constructing additional seats to take care of the overflow crowds which have been attending showings of the Cole Bros.-Clyde Beatty circus in Eastern states.

After the show left Rochester two more poles and a large canvas extension were added to the Big Top. In Indianapolis the crowds were so large it was necessary to seat them on straw in the track around the arena, and this has been the case in many stands being made by the Rochester show.

It has been necessary to hang out the S.R.O. sign in almost every town and city they have played this season. Circus officials plan an addition of approximately 500 seats to take care of a portion of the overflow.

The show played in Youngstown, Ohio today, and moved tonight to Steubenville where they will show Saturday.

[The News-Sentinel, Friday, May 24, 1935]

COLE. BROS. ADDING TWO 50-FOOT TENT ADDITIONS TO ACCOMMODATE CROWDS

In the latest issue of The Billoard which was published just a few days ago it was stated that the Cole Bros.-Clyde Beatty Circus is soon to have the largest "big top" of any circus in the country, with but one exception.

It was revealed that the circus had placed an order with the U. S. Tent and Awning Co., of Chicago, for two 50-foot middle pieces addition to the already mammoth tent. A crew of carpenters are at work at the winter quarters here assembling new seats and both the canvas and seating addition will be annexed to the circus in one of the eastern states within the next few days. According to word received from Zack Terrell the circus has been playing to capacity and overflow crowds and numerous times it was necessary to arrange makeshift seats in the hippodrome track space.

Seats 7,500 People

The present tent measures 145 feet by 295 feet and when the additional middle pieces are added it will be 145 feet in width by 395 feet long. Through the addition of these center pieces eight more reserved sections will be available and the seating capacity will be increased by over 1,000, bringing the total capacity up to 7,500 people.

Rain during the past week and long hauls made it difficult for this show to open at some of the stands. However, at Clarksburg, Fairmont, Morgantown and New Castle the doors opened promptly. The matinee was late in getting started in McKesport, due to the four mile haul over a narrow road from the Morgantown lot.

Acquire Draft Horses

Twelve additional head of baggage stock was received in Morgantown it being trucked there from winter-quarters here. Roland (Blackie) Diller now has a total of 110 head of baggage stock and the new horses made it possible to increase the parade by three cages.

The Shetland pony string was increased by one in Morgantown, the fourth pony born since the show opened in Chicago. All are on display in the menagerie tent, under the care of

Cole Bros.-Clyde Beatty Circus

Bama Campbell. The names of the little ones are Rochester, Street Edition, Last Day and Ten Ten. Rochester was born leaving the winter quarters here, Street Edition as the Chicago Tribune went on sale at night; Last Day on the final day of the Chicago Coliseum engagement and Ten Ten at that hour on last Sunday night.

The informant stated that business had been exceptionally good. The side show department under Lou Delmore, the candy stands under Ernest Tucker and all other departments report satisfactory patronage, better than had been anticipated.

[The News-Sentinel, Friday, May 31, 1935]

COLE CIRCUS TO SHOW IN MICHIGAN ROUTE SHOWS

The route of the Cole Brothers-Clyde Beatty Circus for the first three weeks in the month of June has been made public by the management. The show was at Ithaca, New York on Friday and Elmira on Saturday. Later they come West and will be in Michigan a week. The routing as far as made follows:

June 1 - Elmira, New York
June 2 - Sunday
June 3 - Utica, New York.
June 4 - Syracuse, New York.
June 5 - Rochester, New York.
June 6 - Buffalo, New York.
June 7 - Buffalo, New York.
June 8 - Niagara Falls
June 9 - Sunday.
June 10 - Cleveland, Ohio
June 11 - Cleveland, Ohio
June 12 - Toledo, Ohio.
June 13 - Jackson, Michigan
June 14 - Grand Rapids, Michigan.
June 15 - Lansing, Michigan.
June 16 - Detroit, Michigan.
June 17 - Detroit, Michigan.
June 18 - Detroit, Michigan.
June 19 - Detroit, Michigan.
June 20 - Flint, Michigan.
June 21 - Saginaw, Michigan.
June 22 - Port Huron, Michigan.
June 23 - Detroit, Michigan.

[The News-Sentinel, Friday, May 31, 1935]

COLE BROS.-CLYDE BEATTY SHOW RATED 2ND LARGEST IN WORLD

The Cole Bros.-Clyde Beatty Circus which has its winter quarters in Rochester has made a meteoric rise in the rating of the world's foremost big-top industries since the few months of its existence, according to the special writers who have been following the show this season.

In a featured article appearing in the Billboard of this week Rochester's home show is classified as being the second largest in the world. The contents of the story are herewith presented for local readers who will be pleased to learn of the progress being made by Indiana Circus Corporation:

"Elmira, N.Y., June - The circus that was only an idea seven months ago is now the second largest circus in the world. That is the way the billing reads for the Cole Bros.-Clyde Beatty shows which opened their tour of New York Thursday at Binghamton. There are only two railroad circuses carrying a six-pole big-top and Cole Bros. is one of them. And so Cole-Beatty circus has forged to the front ranks, under the direction of managers Jess Adkins and Zack Terrell.

Banner Houses

Cole Bros.-Clyde Beatty Circus

“The six-pole top was put into the air for the first time at Williamsport, Pa., and two banner houses greeted the show. Late arrival Sunday due to 250 mile jump from Steubenville made it necessary to work a greater portion of the night. However the many changes were made under the direction of Terrell and Adkins and the show moved along rapidly Monday afternoon, like the program had been in effect for weeks. Harry J. McFarlan, equestrian director, had arranged for the routines, so there was no conflict.

“The performance is now given in three rings and on two stages. Jorgen Christiansen’s Great Dane dogs, two additional pony drills, another seal act, a Japanese trouper, the Radke Sisters, acrobats Agnes Doss in her aerial gymnastic offering, Kinko and his contortion number; Otto Griebing in a juggling act, and the Esquedas in their flying act, five people, are additions to the excellent program. There is no lost moment during the program which ends with Ted Elder’s Roman standing jump over a Ford automobile. Running time is around two hours and 12 minutes.

Changes Over Night

“It required a lot of extra work on the part of the bosses to convert the show overnight from a four-pole to a six-pole tent. New quarter poles had to be installed, new stringers for the seats built and two new stages 30 by 30.

“Business has remained phenomenal. McKeesport, New Castle, Akron, Youngtown, Steubenville, Williamsport, Wilkes-Barre, Scranton and Binghamton have turned in excellent grosses, despite heavy opposition billing. However, the Cole Bros. bill posters have done their work extra well and the men under Bill Backell obtained advantageous locations in every show stated. Approximately 10,000 sheets are posted daily.

“Another large Mack truck has been purchased which gives the show three Macks and one Fordson tractor. All of Billie Diller’s baggage horses have recovered from their colds and the show parades are moving on time.

“For the next few weeks Cole will be the first big show in every stand it appears. Buffalo and Cleveland will be the initial two-day stands, with four locations being played in Detroit in five days.”

[The News-Sentinel, Friday, June 7, 1935]

COLE BROS. PRESENT HYENAS TO ROSS ZOO

Binghamton, N.Y., June 13. - Cole Bros. Circus, which played here Decoration Day to packed houses, presented two young laughing hyenas and a 4-year-old Barbary lioness to Ross Park Zoo. They were given by officials of the circus thru an arrangement with The Binghamton Sun.

At matinee patronage was so heavy that about 2,000 persons were placed on the track.

The show is now carried on 30 all-steel 70-foot cars. More cars, wagons and equipment are being added.

[The News-Sentinel, Thursday, June 13, 1935]

ROYAL WELCOME GIVEN COLE BROS. BY CANADA

St. Catherine, Ont. July 3 - Canada followed in footsteps of its American cousin, United States, and extended a royal welcome to the Cole Bros.-Clyde Beatty Circus. Capacity business was registered in Windsor, London, Brantford, Guelph, Hamilton and thousands were on hand today. Biggest day of season was registered in Niagara Falls.

The show is moving with clocklike precision. The two trains are loading approximately around midnight and usually at 1 a.m. P. A. McGrath, trainmaster, starts them off to next stand. Under guidance of Joe Wallace, boss hostler, the hauls are being made quickly, and parade starts for downtown section at 11 a.m. daily.

The street parade has brought thousands to business centers in all Canadian stands. In Windsor, London, Brantford, Guelph and Hamilton it was necessary for chief constables to appoint special traffic squads. It has been many years since a big circus paraded in Canada.

London, Windsor and Hamilton newspapers made a great “fuss” over the new independent circus and special staff writers were on grounds all day. Four and five different

Cole Bros.-Clyde Beatty Circus

articles were printed in all papers on circus day, while radio stations broadcast parade under direction of Ray Dean, show announcer.

Form Baseball Team

Members of show will miss their annual Fourth of July celebration, as show will be in Brockville, Ont. However, Al Dean and his chefs and waiters will make up for the day by having a special meal on Dominion Day at Peterboro, and will also have another spread at Brockville Thursday.

Performers' baseball team is rapidly rounding into form and will start schedule of games when it returns to the States. Capt. Bert Doss believes he has one of the best baseball teams with any circus, and team will include Allen King, Bertio Hodgini, Jimmy Foster, Red Sleeter, Chester Barnett, Walter Goodenough, Bob Nelson, Eddie Allen, Ray Dean, N. D. Burkhart and Harlan Burkhart. Bumpey Anthony has been selected as umpire for games.

[The News-Sentinel, Wednesday, July 3, 1935]

BAYS BROS. SHOW ANIMALS NOW AT LOCAL QUARTERS

The Cole Bros. Circus winter quarters here were pressed into urgent service by the Bays Brothers motorized circus, the forepart of this week, when several of the trucks were damaged while enroute from Michigan to Sullivan, Indiana.

Practically all of the animals such as lions, bears, elephants and smaller menagerie animals were brought to the winter quarters here late Monday and placed in the permanent cages. Several keepers were left in charge of the animals.

Managers of the Bays Bros. shows stated they had been experiencing no little trouble with several of their heavy trucks and it was decided to cancel two weeks of their summer season booking and send their rolling stock into an auto and body factory for complete overhauling.

Bookings of the Bays Bros. shows will be resumed in two weeks, it was stated, with the show leaving the Cole Bros. winter quarters for the Sullivan Ind., engagement. From that city their route carries them through several eastern states.

[The News-Sentinel, Wednesday, July 10, 1935]

BEATTY AND HIS 'CATS' BOOKED FOR PICTURES

According to word received here today from Adkins and Terrell, managers of the Cole Bros. circus which is now touring in Canada, Clyde Beatty, the world renown lion trainer has just signed contracts with two of the largest moving picture studios in Hollywood for appearances before the camera. Beatty will have the "lead role" in a feature as well as a 12 chapter serial.

The informants stated that Edward Anthony is now at work on the scenario for the Universal Studios, while another well known writer is drafting the serial which will be produced by the Mascot productions. Both of these will use all of the Cole Bros. lions and tigers, totalling over 40, as well as a large number of other animals belonging to the circus corporation.

It was disclosed Beatty is now training a lion cub, "Leo" and he thinks this is the greatest and smartest "cat" he has ever handled. Beatty has already appeared in one full-length film, "The Big Cage," which was a dramatization of his career under the big tops, and the serial "The Lost Jungle" which was produced by Mascot productions. Work on the Hollywood lots will be started on December 15th and will continue for several weeks.

[The News-Sentinel, Thursday, July 11, 1935]

COLE BROS. CIRCUS DRAWS BIG CROWDS IN MONTREAL

A story in Billobard concerning the Cole Bros.-Clyde Beatty Circus' two days engagement at Montreal, Canada was received at the News-Sentinel office today from Adkins & Terrell, managers of the show. Excerpts from the report which will be of interest to local people follow:

"Two of biggest days of season were recorded by Cole Bros.-Clyde Beatty Circus in Montreal, despite a constant downpour Monday night and threatening weather on Tuesday. The

Cole Bros.-Clyde Beatty Circus

Canadian tour, which opened so successfully in Windsor, was brought to a grand finish at Montreal.

“At 8 o’clock Monday night it was necessary to close white and red ticket wagons, while Harvey Beach’s crew of canvassmen were kept busy placing straw and canvas on the track. Hundreds were unable to gain admission to big show but this proved a boomerang to Lou Delmore’s Side Show, which reported the largest day’s gross of season.

Praised by Press

“Newspaper critics of the LaPresse, Star, Gazette, Herald and LaPatrie were so enthusiastic in their reviews that banner business resulted Tuesday afternoon and also at night with straw also in evidence. The five critics were unanimous in declaring program the most outstanding and meritorious that has been presented in Montreal in years. Special interviews were given in LaPresse and other papers to Clyde Beatty, Allen King, Harold Barnes and other features. The press was handled by Bob Hickey and the showing was superb.

“Parade Monday morning attracted many people. Due to length, nearly 10 miles, procession moved from Masson and Iberville at 9 a.m. and returned shortly before 12 o’clock. Harry McFarlan, equestrian director, now leads parade with his special buggy and “Harvester Todd,” a tractor with a mark of 2:08.

“E. F. Partello and William Kellog, legal adjusters, had arrangements perfected for crossing back into the States, so there was no delay at Rouses Point.

“Visitors were numerous at Montreal, among them J. Ben Austin, general agent of Al G. Barnes Circus; Jack Grimes, general press agent for Barnes; J. (Paddy) Conklin, carnival owner; George Charters, of National Printing Company; Arthur Kirk, general passenger agent for Canadian National Railways, Henry Moss, former contracting agent for Sparks show, and William Schultz, animal man.

“ ‘Eddie’ Allen is breaking a new five-elephant act. He is also working on two acts of three elephants each, which he intends to work on the stages.”

[The News-Sentinel, Friday, July 19, 1935]

CIRCUS TO SKIP VIRGINIA BECAUSE OF DISEASE

Richmond, Va., July 22. - After a conference today with state health authorities, Floyd King, representative for Cole Bros. circus and Clyde Beatty’s wild animal exhibition, announced the cancelation of ten scheduled engagements in Virginia because of the infantile paralysis epidemic. The announcement made by King after he had conferred with Dr. L. C. Riggan, state health commissioner, followed reports of fourteen new cases, which brought the total since June 1 to 473.

[The News-Sentinel, Monday, July 22, 1935]

ALLEN KING AND BAYS BROS. FORM CIRCUS COMBINE

An entirely new circus, embracing some of the foremost feature acts in the country, is now being formed at the Indiana Circus Corporation winter headquarters, at this city. The new show will operate under the firm name of Allen King & Bays Bros. Circus, and its winter headquarters will be maintained in this city and Sullivan, Ind.

The new circus, which will go on the road August 15th for a four months booking through the mid-western and southern states will be transported from city to city by 50 huge motor trucks, which are now being placed in first class condition at Sullivan.

Array of Side Acts

The personnel and acts of the new show which is being launched under the sponsorship of the Cole Bros.-Clyde Beatty circus, also of this city, comprises Allen King and his spectacular “Cage of Fury” act with an arena full of lions, tigers, leopards and black panthers; the Bays Bros. crack aerial and tumbler acts; the original Gentry Bros. dogs, ponies and monkey acts and the old Gentry Bros. star trainers; the Bays Bros. nine head of trained elephants, scores of clowns and side-show attractions. In all, over 200 people.

Cole Bros.-Clyde Beatty Circus

Allen King, one of the co-stars in the Big Cole Bros.-Clyde Beatty shows wild animal act arrived at winter quarters here yesterday with his "cats" and immediately took charge of getting the various rolling stock and other circus paraphernalia in readiness for the opening of the new circus.

Redecorating Stock

A crew of carpenters and painters started work today on repairing and redecorating a number of cage and parade wagons some of which are the property of Bays Bros. shows and others belonging to the Indiana Circus corporation. Mr. King stated that repair work and training were also being rushed through to completion at the Bays Bros. quarters at Sullivan, Ind., and it was planned to have everything in readiness for the initial performance, which will open in a central Indiana city, the middle of this month.

In addition to the supervising the assemblage work necessary in the formation of the new show, King places his huge cats through their paces daily and is also assisting in limbering up the Bays Bros. herd of elephants.

Bookings Being Made

In an interview today with Allen King, whose "Cat Act" was the stellar feature at the Century of Progress exposition last year, he stated the new show would be the largest motorized circus in the country. He also added that bookings were being made through the central western states and that during October and November they would swing down into the southern states, coming back to winter quarters here early in December.

[The News-Sentinel, Thursday, August 1, 1935]

CIRCUS HOME-COMING DAY IS SET FOR THURSDAY, AUGUST 8TH IN FORT WAYNE

Thursday will be circus homecoming day in Fort Wayne.

The main attraction is Indiana's own Cole Bros. circus and Clyde Beatty's gigantic trained animal exhibition.

The circus will give an afternoon and an evening performance at the Centlivre park circus grounds. There will be a mammoth street parade at 11 o'clock Thursday morning.

Most of the officials and employes of Cole Bros. circus live within a radius of 100 miles of Fort Wayne and since this is the only northeastern Indiana city in which the circus will play this season it was decided to hold the home-coming day at Fort Wayne.

Thousands of people from northeastern Indiana, southern Michigan and western Ohio are expected to come to Fort Wayne Thursday to see the parade and attend the performances under the big top.

The owners of the circus are Jess Adkins and Zack Terrell, both of Peru. The winter quarters of the show are at Rochester Ind.

Ora Parks of Marion, veteran press agent of the circus, will make a tour of all the cities and towns in this section of the state the early part of this week to give publicity to the circus home-coming event in Fort Wayne Thursday. Announcements concerning it will appear in the local newspapers of the places which he visits.

Fort Wayne was chosen as the city for the gala occasion because of its hub location, and because of its reputation as a circus city.

Mr. Parks said yesterday that the owners, artists and employes of the circus have thousands of personal friends in this section who are expected to swell the crowd Thursday.

Cole Bros. circus is in every sense of the word the Indiana circus.

The big send off here will be in recognition of the great feat performed by its owners and managers, Mr. Adkins and Mr. Terrell, who upset all previous circus traditions by building their show in less than four months. This is the first season for the circus. It opened in Chicago at the Coliseum on April 20 and enjoyed a 16-day run during which time it was witnessed by over 300,000 people.

The act in which Clyde Beatty and his lions appear is one of the most famous in the entire history of the show business. With this act as the headliner, the circus also has 812 menagerie

Cole Bros.-Clyde Beatty Circus

animals, 1,000 people, 400 internationally famous stars, 250 performing horses, five herds of elephants, and 60 clowns.

[The News-Sentinel, Tuesday, August 6, 1935]

ADVANCE ROUTE OF COLE BROS. CIRCUS

Aug. 12 - Benton Harbor, Mich.

Aug. 13 - Hammond, Ind.

Aug. 14 - Lafayette, Ind.

Aug. 15 - Bloomington, Illinois

Aug. 16 - Peoria, Ill.

Aug. 17 - Macomb, Ill.

Aug. 18 - Quincy, Ill

Aug. 19 - Burlington, Iowa

Aug. 20 - Davenport, Iowa

Aug. 21 - Cekar Rapids, Iowa

Aug. 22 - Waterloo, Iowa

Aug. 23 - Ford Dodge, Iowa.

Aug. 24 - Council Bluffs, Iowa.

[The News-Sentinel, Monday, August 12, 1935]

MRS. CLYDE BEATTY HAS DARING ACT WITH NERO

The following article which appeared in a recent issue of Billboard, regarding the Cole Bros.-Clyde Beatty Circus, will be of interest to local readers.

Peoria, Ill., Aug. 17.- Like father, like son is an old saying, but the Clyde Beattys are going to reverse that and make it read, like husband, like wife. For Mrs. Harriett Beatty is now a wild animal subjugator and is appearing in the arena of Cole Bros.-Clyde Beatty Circus with a group of lions and tigers. Since last winter Clyde and wife have been working on a group and act was put into program in Fort Wayne, Ind. She concludes her offering by making "Nero," an African lion, jump thru a series of fire hoops. She works alone.

The show was greeted by packed houses in Benton Harbor and Hammond with straw at night show in Hammond. Visitors were numerous and it seemed as tho every circus or showman in Chicago were to either Hammond or Benton Harbor to visit with Jess Adkins and Zack Terrell.

[The News-Sentinel, Thursday, August 22, 1935]

SULLIVAN CIRCUS FIRM SELLS SHOW IN SOUTH

Sullivan, Ind., Sept. 7. - The Bays Brothers Circus, Inc., of this city, has announced disposal of its show, now touring the South under the name of Rice Bros.' circus, to Ray Marsh Bryden and Allen King. King is a wild animal trainer whose act appears with the show and Brydon is a nationally known circus man.

The show will continue on the southern tour. Sullivan incorporators were Fred Bays, Lee Bays and Wendell Tennis.

[The News-Sentinel, Saturday, September 7, 1935]

5 MONTHS ON ROAD, COLE COVERS 12,000 MILES

Topeka, Kans., Sept. 7. - Before the Cole Bros.-Clyde Beatty Circus heads back to Rochester, Ind., where its winter headquarters are located, the mammoth amusement unit will have traveled through more than half of the 48 states and will have a total mileage far exceeding the 18,000 mark.

To date, the Cole Circus has a 12,000 mileage record, although it has been on the road only five months.

Playing in many towns that have not seen a great railroad circus for 10 years, circus business was reported as holding its own. Practically all of the Eastern states stands did S.R.O. business, and stops in Missouri, Kansas are doing likewise.

Cole Bros.-Clyde Beatty Circus

Cole Bros. played St. Joseph, Mo., and was the first railroad show in 10 years time. Several thousand lined the curbs and sidewalks to watch the day parade, and business was gratifying. The littlist city yet to be played was Falls City, Nebraska, which turned in a near-capacity matinee crowd and a night attendance that filled the huge hippodrome.

A number of staff changes have been made on the Cole lot.

[The News-Sentinel, Saturday, September 7, 1935]

ALLEN KING - BRYDON CIRCUS IS ENLARGING

An article appearing in a recent issue of the Billboard, official organ of the circus and theatrical world, gives a more detailed report of the transaction through which Allen King and Ray M. Brydon became owners of the Bays Bros. circus. The story follows:

Cincinnati, Sept. 7. - Allen King, wild animal trainer, and Ray Marsh Brydon, widely known showman, are now owners of Rice Bros.' Circus, Inc., according to word from the latter received by The Billboard on Wednesday from Hopkinsville, Ky.

"Yesterday between shows at Russellville, Ky., Fred F. Bays sold in its entirety the rights, title and all equipment of Bays Bros.' Circus, Inc. to Allen King and myself," Brydon wired. "It took, a lot of nerve to close a \$17,000 deal in a driving all-day rainstorm on a lot that was a sea of mud, but we are firm in our belief that we can make a success of it.

"Already new equipment is on its way, a brand-new power plant from Ford Motors, a gift to Allen; two new advance trucks, from Goss Standard Chevrolet Company, to be delivered in Nashville tomorrow, and new float curtains for parade from Driver. The title will remain the same for remainder of the season, at least. Show routed thru Mississippi and Louisiana."

[The News-Sentinel, Wednesday, September 11, 1935]

COLE BROS. WILL SHIP 3 ELEPHANTS TO HAWAII

Three highly trained elephants, recently acquired by the Cole Bros. Circus and which have been burning up hay at the winter quarters here, will cease marking-time on Wednesday of this week when they entrain for Jackson, Miss., where they will join the Cole Bros.-Clyde Beatty Circus for a few days drilling.

After rehearsals by one of the Cole Bros. trainers, the trio of pachyderms will then be shipped to San Francisco, where they will embark on a liner for the Hawaiian Islands. The elephants have been leased to a Honolulu amusement booking agency for the next several months. They will be used in carnival shows in the island's cities.

George Stretch, of the Cole Bros. circus, will be in charge of the elephants on their long journey.

[The News-Sentinel, Monday, September 16, 1935]

3 BULL ELEPHANTS THRILL HANDLERS AND NEWSPAPERMAN

A near stampede of three elephants occurred Tuesday night on Main street near the Erie Railroad when the big "bulls" were on their way, afoot, to be put aboard a baggage car. For a short time it looked as if the animals were out of control and well on their way towards going "jungle." The short rush, which was witnessed by a News-Sentinel reporter, was all caused by the innocent barking of an excited dog who evidently had never seen elephants before.

The three elephants, "George", "Katie" and "Nellie" were brought from circus winter quarters about nine o'clock. They had been kept there for several weeks by the Cole Bros.-Clyde Beatty Circus and rcently when a contract was signed to ship them to Hawaii for exhibition purposes, they were ordered shipped to join the circus at Jackson, Miss.

Dog Starts It All

Heavily chained together and side by side the big animals were led down Fourth Street and thence north on Main. They were under the guidance of George Stretch and Gerald Smith, both experienced elephant men. Just as they were opposite the Shell filling station near the railroad a small brown dog ran out and began barking at the heels of the nearest bull. Immediately

Cole Bros.-Clyde Beatty Circus

all three became highly excited and began trumpeting loudly. In an instant they were out of hand and turning left rushed across the street heading directly for the Struckman grocery store.

Stretch and Smith stuck gamely by the animals proding the trunks with their hooks and trying to stop them. The excited beasts turned directly into the grocery store building and for an instant it looked as if it would be demolished, but they stopped suddenly against the wall and stood there trumpeting and highly nervous. The two men worked with their pets several minutes and were finally able to quiet them. Shortly afterwards they were lead to the nearby baggage car and meekly went aboard.

Reporter Is On The Job

From latest reports no one knows what became of the dog. And, oh yes, this reporter who was nearby in his automobile when the stampede started, thus being an eye witness, "put her in high" and when the stampede was over the car and he were found behind the Erie elevator. But never-the-less, he is now boasting that a News-Sentinel reporter is always on hand when the news breaks.

[The News-Sentinel, Wednesday, September 18, 1935]

COLE BROS.-BEATTY SHOWS BIG ROUTING IN SOUTH

Sikeston, Mo., Sept. 14 - After four weeks west of the Mississippi the Cole Bros.-Clyde Beatty Circus will cross "Ole Man River" tomorrow and return to the land of hot biscuits and grits. An extensive route has been mapped out thru Dixie.

Wonderful business was recorded in the majority of the towns, several of the stands being among the largest of the season. Rain hampered attendance in Little Rock and also in other Arkansas cities. Little Rock was the toughest day of the year from a weather standpoint, the rain falling constantly and the "lot" was almost impassable at night. Out of the last six Mondays it has rained on four of them.

Clyde and Harriett Beatty were the house guests of Senator and Mrs. Joseph T. Robinson in Little Rock. Senator Robinson escorted a party to the afternoon show, which included Mrs. Robinson and Robin and Grady, Jr., children of Mrs. Robinson's brother, Grady Miller and Mrs. Miller, Congressman W. J. Driver, A. L. Barham and S. G. Lockhart. Governor J. Marion Futrell was also on hand to welcome Clyde Beatty. The governor attended the night performance, and included in his party were George Ryan, of Hot Springs, Ark., and Mr. and Mrs. Herbert Duval, former circus folks.

Klara Knecht, who has been ill for the last few weeks, returned to her radio duties at Little Rock, and Klara not only broadcast the parade, but Beatty appeared for a special interview. In Pine Bluff the parade was broadcast by Station KOTN, and Beatty also made an appearance before the "mike" at 5:45 o'clock.

Miss Knecht landed much valuable time in Memphis and gave 12 different radio talks. On Sunday at WMC Jess Adkins and Clyde Beatty were interviewed. Mr. Adkins talking on circus business and Clyde telling of his experiences in training wild animals. Chester (Bo-Bo) Barnett also appeared on WMC. He is well known in Memphis, as each holiday season he clowns at one of the big department stores.

Only one stand, Memphis, will be made in Tennessee, the show then moving into Mississippi for five days, with Alabama to follow. In all opposition stands, Frank Mahery and his brigade, which includes Eddit Orth, George Orth, Pat Murphy, Ed O'Malley and Tom Jones, are doing an excellent job of protecting the advertising material.

[The News-Sentinel, Thursday, September 19, 1935]

ADVANCE ROUTE OF COLE BROS. CIRCUS

Sept. 21 - Meridian, Mississippi

Sept. 22 - Sunday

Sept. 23 - Selma, Alabama

Sept. 24 - Montgomery, Alabama

Cole Bros.-Clyde Beatty Circus

Sept. 25 - Columbus, Georgia
Sept. 26 - Thomasville, Georgia
Sept. 28 - Valdosta, Georgia
Sept. 29 - Sunday
Sept. 30 - Wahcross, Georgia
Oct. 1 - Savannah, Georgia
Oct. 2 - Charleston, South Carolina
Oct. 3 - Columbia, South Carolina
Oct. 4 - Augusta, Georgia
Oct. 5 - Greenwood, South Carolina
Oct. 6 - Sunday
Oct. 7 - Charlotte, North Carolina
[The News-Sentinel, Monday, September 23, 1935]

NARROW ESCAPE AS LION, TIGER FIGHT TO DEATH

Jackson, Miss., Sept. 30. - Six Cole Bros.-Clyde Beatty elephants and 12 menage horses passed through Jackson enroute to Los Angeles and Honolulu, where the animals will join the Edward Fernandez Circus, scheduled for a 10 weeks' tour of Hawaiian Islands.

The car stopped in Jackson for sufficient time to unload three horses, also some other animals and properties. Three experienced elephant men were sent with the "bulls," also five grooms. Abe Goldstein, clown, accompanied the shipment. He has signed a contract to be producing clown with the Fernandez Circus.

Clyde Beatty had a narrow escape at Sikeston, Mo., when "Detroit," a huge African lion, and "Alice," performing Siberian tiger, started a battle, which ended in the death of the tiger. Beatty had just finished his act and had stepped from the cage when "Detroit" pounced upon "Alice" and the fight lasted for almost 20 minutes before "Detroit" broke the tiger's back. Beatty and his assistants, Capt. W. K. Bernardi, Eugene Scott, Grover McCage and others were unable to break up the fight.

It was the second tiger that "Detroit" had killed in the last five weeks and Beatty stated the fight was the most ferocious that he had ever witnessed. "Detroit" is the largest lion with the show, weighing nearly 600 pounds, and is about four years old. Beatty immediately started training a new tiger, "Soudan," to take "Alice's" place in the act. -- Billboard.

Welcome King Home

Chattanooga, Sept. 21. - Chattanoogaans turned out by the thousands Monday to welcome Allen King, hometown boy, who is half owner of the Rice Bros. Circus, which came here for a one-day stand. Many remembered him as the son of W. H. King, Southern Railroad engineer, and turned out to cheer his handling of the big cats in the cage.

Altho the matinee was small, the night crowd made up for it and the big top was packed. The night performance was made more brilliant by a \$3,700 light plant presented King by Henry Ford. -- Billboard.

[The News-Sentinel, Monday, September 30, 1935]

ADVANCE ROUTE OF COLE BROS. CIRCUS

Sept. 28 - Valdosta, Georgia.
Sept. 29 - Sunday
Sept. 30 - Waycross, Georgia
Oct. 1 - Savannah, Georgia
Oct. 2 - Charleston, So. Carolina
Oct. 3 - Columbia, So. Carolina.
Oct. 4 - Augusta, Georgia
Oct. 5 - Greenwood, So. Carolina
Oct. 6 - Sunday

Cole Bros.-Clyde Beatty Circus

Oct. 7 - Charlotte, N. Carolina
Oct. 8 - Salisbury, N. Carolina
Oct. 9 - Greensboro, N. Carolina
Oct. 10 - Raleigh, N. Carolina
Oct. 11 - Goldsboro, N. Carolina
Oct. 12 - Rocky Mount, N. Carolina
Oct. 13 - Sunday
Oct. 14 - Norfolk, Virginia
[The News-Sentinel, Monday, September 30, 1935]

ADVANCE ROUTE OF COLE BROS. CIRCUS

Oct. 15 - Newport News, Virginia
Oct. 16 - Richmond, Virginia
Oct. 17 - Charlottesville, Virginia
Oct. 18 - Lynchburg, Virginia
Oct. 19 - Roanoke, Virginia
Oct. 20 - Sunday
Oct. 21 - Winston-Salem, N. Carolina
[The News-Sentinel, Monday, October 7, 1935]

ADVANCE ROUTE OF COLE BROS. CIRCUS

Oct. 22 - Hickory, N. Carolina
Oct. 23 - Asheville, N. Carolina
Oct. 24 - Spartanburg, S. Carolina
Oct. 25 - Gastonia, N. Carolina
Oct. 26 - Burlington, N. Carolina
[The News-Sentinel, Monday, October 14, 1935]

CIRCUS TO RETURN

Information received today by The News-Sentinel stated that the Cole-Bros.-Clyde Beatty Circus would return to Rochester on November 8th and occupy the winter quarters here. The show will close in North Carolina and then the three trains will be started for this city. All of the personnel, animals and livestock will be brought to Rochester and the organization will disband here.

[The News-Sentinel, Monday, October 14, 1935]

COLE BROS.-BEATTY SHOWS GOING GOOD IN SOUTH

With the 1935 tour of the Cole Bros.-Beatty Circus swiftly drawing to an end, it is disclosed in recent reports from the circus that their tour through the southern states has been most successful. The following articles which appeared in a recent issue of the Billboard give a brief summary of the Rochester circus corporation's activities in the southeastern seaboard states.

"According to The Norfolk, Virginia Pilot, the largest crowd ever to witness the night performance of a circus in Norfolk attended Cole Bros. Monday evening. Crowd completely surrounded the track and straw was used in abundance. Much of the success of the day's business was due to a unique broadcast arranged over Station WHAR on Sunday evening by Ora Parks and Rex de Rosselli. The program was unique in that band and professional circus talent were employed to give over the air an authoritative demonstration of 'a day at the circus.'

"Among the features which impressed was the excellent work of Harriett Beatty with a mixed group, including a barrel-riding tiger and fire-hoop leaping lion. Clyde Beatty's act at the night performance was especially full of thrills, with the crowd on its feet during the settlement of

Cole Bros.-Clyde Beatty Circus

a cat battle. Otto Griebing's Band dedicated its selection to Dr. William M. Mann, of Washington, director of the United States National Zoological Park.

"Parade at 11 o'clock attracted thousands and schools were dismissed for the occasion. Weather was ideal.

"Altho the show is approaching the end of the season, it never looked better than at Norfolk. Sunday was paint day, and all poles, stakes, properties, etc., were given a coat, so that when the doors opened Monday afternoon the show looked as if it had just come out of quarters.

"Richmond, Va., Oct. 19. - The tour of the Cole. Bros.-Clyde Beatty Circus is rapidly approaching an end. The closing stand is Macon, Ga., November 6. Business in North Carolina and Virginia has been very good.

"Up to and including Roanoke, to be played October 19, the show has had 64 days of opposition with railroad circuses.

"The show played one day and date engagement with the Tom Mix Circus and followed Charles Sparks' Downie Bros. on a number of occasions. Russell Bros. and Sells-Sterling offered opposition in Kansas, Nebraska, Arkansas and Missouri dates. It was Floyd King's idea to be first in every big town against the railroad circuses and in this he was successful.

"Raleigh, Goldsboro, Rocky Mount, Norfolk, Newport News and Richmond have responded enthusiastically in the Cole advertising campaigns. Raleigh was a big day and Goldsboro was practically the same figure, while Rocky Mount, with Downie Bros. a few days in advance and Ringling following, was also a big one. At Norfolk, packed in the afternoon and straw at night."

[The News-Sentinel, Thursday, October 24, 1935]

CIRCUS ADVANCE CREW ARRIVES IN ROCHESTER

That the Cole Bros.-Clyde Beatty circus family will soon be back in Rochester where their winter-quarters are located, became apparent last night when the circus Advance Pullman car with its crew of some 30 men was sidetracked on the winterquarters grounds here. Almost simultaneously with the arrival of the Advance car five trucks which are used for billing the communities about two weeks in advance of the showing date also arrived at the winterquarters.

Frank Raymer, a former employee of The News-Sentinel who was in charge of one of the special bill posting trucks, was among the Advance men to arrive in this city, yesterday.

Although the exact date for the arrival of the entire personnel of the circus has not been definitely set it is expected it will be during the second week of November.

Where Crew Will Winter

In an interview today with the Advance car Manager William Bicknell, he designated where the crew of assistants would spend the winter.

Grover Hill, boss bill poster will sojourn in Charlotte, N.C.; J. M. Gephardt, boss lithographer, will commute between Indianapolis and Memphis; J. Wallington Hawley, banner man, will go to Philadelphia; Harry Kackley, lithographer, goes to Zanesville, Ohio; Marty Yates will take care of his new baby in Trenton, N. J.; Mike Covitch, will work in the mines at Shenandoah, Pa.; William Taylor, lithographer, will manage a restaurant in Birmingham, Ala.; Roy Backell, lithographer will winter at Herkimer, N.Y.; Dave Smith, banner man, clerical work in Ilion, N.Y.; Robert Stiles, banner man, goes to Raleigh, N.C.; Huey Collins, banner man, to Portsmouth, Ohio; Huey Billings, bill poster, to Nashville, Tenn.; Stubbie Smith, bill poster, to parts unknown; Dick Talley, bill poster, to gas station at Morristown, Tenn.; Toga Christians, bill poster, back to plow at Atkins, Ark.; Russell Anderson, bill poster, back to New York City; John Gibson, boss programmer, to Dayton, Ohio; Frank Raymer, programmer, home in Rochester; Cecil Taylor, poster, to open second hand store in Birmingham, Ala.; Earl DeGlopper, of Chicago; Sid Middleton, to Birmingham, Ala.; Oscar Lind, bill poster, to Pensacola, Ala.; Gunnells, bill poster, to fire department at Dothan, Ala.

Mr. Haskell stated he planned to depart soon for his winter home in Philadelphia.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Friday, October 25, 1935]

COLE BROS. TO COMPLETE SCHEDULE NOVEMBER 6

The Cole Bros.-Clyde Beatty circus will end its initial season on Wednesday evening, November 6th, with a big finale performance which will be presented in Macon, Georgia.

When the show entrains from Macon, it will have traveled a total of 15,401 miles since leaving the winterquarters here last spring. The Rochester circus people and their trains are expected to arrive at winterquarters here some time during the night of November 8th, and a large number of local people will be at the grounds to greet the officials and the army of performers.

Today the circus is booked at Greenville, S.C., and on Tuesday they will show at Athens, Georgia.

The billing and lithograph crews of the Cole Bros. shows arrived at winterquarters here several days ago, from where they disbanded and returned to their homes in various parts of the country, for the winter.

The Wallace-Hagenbeck and Forepaugh-Sells circus of Peru will close its season at Paris, today. This rival show, according to its route schedule, traveled a total of 12,987 miles. It will winter at the quarters southeast of Peru.

[The News-Sentinel, Monday, November 4, 1935]

COLE BROS. CIRCUS NOW ENROUTE TO ROCHESTER

An article appearing in a recent issue of The Billboard gives an insight on the plans for the personnel of the Cole Bros.-Clyde Beatty circus which at this time is enroute to winter-quarters in this city.

The final show of the 1935 season of the Rochester circus was given last night at Macon, Georgia, and immediately afterwards the 52-car train was loaded for its journey to this city. The train is expected to arrive here some time during Friday night or early Saturday morning. Excerpts from the story in Billboard follow.

Immediate Exodus

"New Bern, N.C., Nov. 2. - There promises to be a quick exodus of circus people from Macon, Ga., next Wednesday, when the final 1935 performances are staged of Cole Bros.-Clyde Beatty Circus. Immediately after Victor Robbins' Band plays Home, Sweet Home, the circus executives, performers and working men will scatter to all points of the compass. The majority of them will be on hand again in the spring.

"Passenger representatives of the Southern Railway, The Central of Georgia, the Illinois Central, the Frisco and other lines have been on the circus for the last few days, mapping out train schedules and quoting fares. They will be on hand at Macon next Wednesday to assist in checking baggage, making Pullman reservations and assisting the showfolks in getting off for their homes.

"The show trains are due to leave Macon early next Thursday morning, via the Southern Railway, and one stop will be made to feed and water the elephants and horses. Arrival in Louisville is scheduled for early Friday morning and into Rochester, Ind., late Friday evening. By Saturday noon everything will be put away for the winter. Baggage horses will be sent to the farm, which is about five miles from quarters, and the ring stock and elephants will move into their remodeled quarters.

"During the summer months a force of men have been busy at the Rochester quarters, painting, fencing and making repairs. Jess Murden, an executive of the show, went to Rochester several days ago to perfect plans and assist in handling the trains when they arrive in quarters. Large quantities of feed and grain are stored in the barns and the cookhouse fires will be started when trains leave Indianapolis.

Make Plans

Cole Bros.-Clyde Beatty Circus

"Plans of the executives follow. As soon as possible after the show trains arrive in Rochester, Earl Lindsay, treasurer, and wife, Pat Lindsay, will drive to Beaumont for a month's vacation. Harry Harrold will handle the office while the Lindsays are touring Texas.

"George and Ruby Cutshall will open their home in Peru, then drive to Hot Springs for a fortnight before going to California. Henry and Bertha Denham will drive from Rochester to Denver, Colo., to spend the winter with Mrs. Denham's folks. Col. Bob. Courtney to Memphis and then Hot Springs and Arnold Maley, auditor, is also planning on a few weeks at the Springs before resuming work in Rochester January 1. Bob Parker, of the ticket department, will go to Cincinnati and C. W. Adams to Atlanta.

"Robert E. Hickey, general press representative, after the season ends, will spend three weeks at the Howe Hotel, Hot Springs; Rex de Rosselli is going to Los Angeles to visit his family, but will be back at Rochester after first of the year. Ora O. Parks and wife plan to drive to Seattle, Wash., and then will return to their farm near Marion, Ind. Earl DeGlopper, contracting press agent, is now in Chicago and plans to become agent [sic] for a unit show.

"N. D. Burkhart, superintendent of admissions, is going to Peru to visit his folks and will then take in all the big football games. His brother, Harlan, will be along to "second guess" the coaches. Cecil Delano LaBelle, of the front door will return to his home in Coalgate, Okla., where he conducts a pool and billiard parlor. Frank Ormond plans to go to California and then will watch the horses run at the winter tracks. L. C. Gillette will return to Pensacola and Al Roberts will make Memphis his headquarters during the winter months. Harold (Downtown) Smith will head for Detroit, with a week-end now and then in Wisconsin."

[The News-Sentinel, Thursday, November 7, 1935]

ROCHESTER PEOPLE ANXIOUSLY AWAIT CIRCUS "SPECIAL" BULLETIN

The circus train arrived in Indianapolis at 2:45 o'clock this afternoon and was scheduled to leave that city at 4 p.m. Nickel Plate railroad officials said the circus train would arrive in Rochester between 9 and 10 o'clock tonight.

"What time does the circus train pull in?" That was the big question on practically everyone's lips today as the entire community welcomed the news that the Cole Bros.-Clyde Beatty circus was enroute to winterquarters here for a five or six months sojourn.

Conflicting reports relative to the exact time of the arrival of the 52-car circus train persisted throughout the day. However, it was safe to assume that the entourage would be shunted onto the winterquarters sidetracks sometime during the night.

Left Louisville 6 A.M.

A wire received from Floyd King, from Cincinnati, Ohio, early today stated: "Show left Oakdale, Tenn., Thursday afternoon after feeding. Should leave Louisville about 6 a.m. Friday."

Those familiar with the circus railroad schedule state the train makes about 20 miles an hour. This would indicate the circus special will arrive in Indianapolis around the noon hour and allowing a couple hours for rest and transferred routing, the train should pull into this city not later than eight o'clock tonight.

It is believed quite a number of Rochester people will be at the winterquarters to welcome the return of the Circus family and witness the interesting work of unloading the animals and paraphernalia which will require several days.

Proud of Circus

Rochester is extremely proud of its circus family which made such a wonderful showing in their initial season. The Cole Bros.-Clyde Beatty shows starting from "scratch" late last fall, arose to ranks in the circus world which were second to none and despite the handicaps of rains which marred the start of their schedule the success of the season far surpassed all expectations. The 1935 tour carried the banner of the Cole Bros. to the eastern seaboard states, the central and mid-west, southwest and the Gulf states.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Friday, November 8, 1935]

ROCHESTER TURNS OUT EN MASSE TO GREET CIRCUS FOLKS

Rochester citizens turned out en masse Friday evening to extend a warm welcome to the entire personnel of the Cole Bros.-Clyde Beatty circus, which rolled into winterquarters here at 7:30 o'clock, over the Nickel Plate tracks. The welcoming ovation which started at the first signal of the Nickel Plate "special's" whistle as it steamed into the city, continued until almost midnight at both the circus quarters and in the down-town district. The city was genuinely proud to have its circus celebrities back in its midst and the large staff of circus officials and their subordinates appeared equally as happy to get back to their winter home.

Hotel-Restaurants Jammed

With loud blasts from the circus train engine as it came coasting in from the Big Hill grade south of Rochester, the 52-car entourage came to a grinding stop a short distance south of 9th street crossing where the officials of the circus were met by impromptu groups of business men of the city and escorted to the city hotels and restaurants where warm felicitations were exchanged and appetites appeased.

The "special" then proceeded on to the elephant barns a quarter of a mile to the north, where the large herd of pachyderms were unloaded. The train then rolled into the sidetracking of the winterquarters grounds where High School and draft horses were unloaded and placed in their respective stables.

All remaining menagerie stock and wild animals were left aboard the train and were removed to their quarters Saturday morning.

Hundreds at Winterquarters

Hundreds and hundreds of Rochester people walked and motored over to the elephants barns and the winterquarters and greeted their circus acquaintances and witnessed the unloading of the elephants and horses.

A drenching rain marked the closing finale performance of the circus at Macon, Georgia, Wednesday evening, thoroughly soaked all the paraphernalia and many of the costly costumes of the performers. This will all be placed out on lines for a thorough drying and renovating process before being packed away for the next year tour, the managers stated.

Quite a number of the canvas and stake men departed from Rochester Saturday morning, however, a large number of the performers and clerical assistants will remain in this city for the next several days, it was stated.

A more detailed story regarding the plans of the circus people will be carried in an early issue of The News-Sentinel.

[The News-Sentinel, Saturday, November 9, 1935]

STAR HIGH SCHOOL HORSE DIES AT CIRCUS QUARTERS

Headlight is out! Headlight happens to have been not a beam of light but a five-gated stallion. He died shortly after the return of the Cole Bros. show to Winterquarters - a victim of double pneumonia contracted enroute from Macon, Ga., to Rochester.

The horse with a pedigree showing ancestral blueblood back to the famous Kentucky Rex Pervine and Bourbon King, concededly the finest of the fine in the Bluegrass country, was in the opinion of Mr. Zack Terrell, the most beautiful equestrian he had ever seen. He was purchased in Alabama, and during the last few weeks of the season was a "special attraction" in each performance.

His style, form, carriage and a fiery, but passive disposition made him one of the very few circus horses to carry a value in excess of \$2,500.00.

Headlight was in the best of spirits at Oakdale, Tenn., where the show fed and watered but on arrival in Rochester, he was found to be suffering with pneumonia. His death followed in about forty-eight hours. His demise was unquestionably one of the biggest single losses the show has thus far experienced.

[The News-Sentinel, Thursday, November 14, 1935]

Cole Bros.-Clyde Beatty Circus

BEATTY'S CATS SHIPPED TO FLING FOR G.M. SHOW

A consignment of twenty-four dens of Beatty animals left in a special baggage car last night for Flint, Michigan, in charge of Capt. W. K. Bernardi for the opening of the General Motors show on Nov. 15-16-17.

The cats will be returned here on the 18th for a brief rest before starting the long journey to Hollywood where Beatty will begin a new serial for Mascot Pictures early in December.

Following the picture the act will return, opening a vaudeville tour at Detroit, and moving successively to Pittsburgh, Philadelphia, Washington, Baltimore and other Eastern cities.

The trained animal unit will return here in March in preparation for the 1936 season, which it is thought will begin in mid-April.

[The News-Sentinel, Thursday, November 14, 1935]

SPECIAL ACT BOOKED AT EVANSVILLE, IND.

A herd of performing elephants, together with a dog and pony act will leave Rochester next week for Evansville, Ind., where they will appear for a week in an indoor circus starting Nov. 24.

According to Mr. Terrell, little activity in shops or training quarters will be started until after January 1.

[The News-Sentinel, Friday, November 15, 1935]

EARL SISSON AUTHOR OF MAGAZINE ANIMAL STORY

"This Thrill Business" by Allen King, as told to Earl L. Sisson, a special writer for The News-Sentinel, is a feature article appearing in the latest issue of "Real America" magazine.

Sisson, who has done numerous circus features for The News-Sentinel, Billboard and other periodicals and was at one time editor of the now defunct Fulton County Sun, penned many of the thrills of taming circus "cats" as told to him by Allen King, a former member of the Cole Bros.-Clyde Beatty circus.

The article which appears in the December issue of "Real America", is approximately 3,000 words in length and is Sisson's fourth successful attempt to break into the "slick paper" class of magazines.

[The News-Sentinel, Monday, November 18, 1935]

BEATTY AND 'CATS' HAVE BUSY SCHEDULE AHEAD

Clyde Beatty of the Cole Bros.-Clyde Beatty circus and his "cats" which have been thrilling packed houses at a winter garden show in Flint, Mich., for the past few days, will return to winter quarters here Tuesday a.m. at 5:58 over the Erie railroad.

Beatty and his lions and tigers stop at winter quarters will be a brief one as on Thursday, November 21st they will entrain for Hollywood, where the world famous lion trainer will spend several weeks in the filming of a new "wild animal serial." Mr. Terrell stated that Beatty would return to Rochester late in December and from here would depart with his cats for engagements in Detroit, Milwaukee, Pittsburgh and Philadelphia. It was also discussed that the Warner Bros. have an option on the Beatty act in Baltimore and Washington, D. C.

Upon the completion of these special bookings, Beatty will be the featured attraction at the Columbus, O. Firemen's Winter Garden Show, during the latter part of February.

Jesse Adkins, it was stated is in Granada, Miss., where he is supervising the return shipment of six elephants, 11 lions and tigers, a herd of High School horses and other equipment which had been leased to the Rice Bros.-Allen King shows. This circus will terminate its first season at Granada today.

From Granada Mr. Adkins will go to Lancaster, Mo., where he has purchased several elephants to be added to the Cole Bros. herd. Among these pachyderms is "Major" a 49-year-old beast that was purchased by the late Jerry Mugivan for the Wallace shows years ago. These animals will arrive in Rochester during the latter part of this week.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Monday, November 18, 1935]

KING RETURNS TO CITY PLANS ARE UNREVEALED

Allen King, part owner of the Rice Bros. Circus, which recently completed its first season at Granada, Miss., returned to this city late Tuesday evening.

Many of the "cats" belonging to King, and which were featured in a wild animal act with the Rice show, arrived in this city today. King, who spent today in Peru visiting with friends of the Hagenbeck-Wallace, Forepaugh-Sells shows, was unable to reveal his plans for the near future.

[The News-Sentinel, Tuesday, November 19, 1935]

CLYDE BEATTY LEAVES TO MAKE BIG PICTURE

Clyde Beatty, noted wild animal trainer, who has been featured during the past summer with the Cole Brothers Circus departed from Rochester Wednesday afternoon for Hollywood, Cal., where he will make a new motion picture thriller.

Mr. Beatty has made a number of other moving pictures, among them "The Big Cage." Wild animals which are owned by the Cole Brothers Circus will be used in filming the new motion picture. These animals were shipped from the winterquarters today.

The filming of the new picture by Mr. Beatty will be completed by late December, after which he will return to this city for a few days and then will leave to fill winter circus contracts in many cities in the middlewest and eastern states.

[The News-Sentinel, Thursday, November 21, 1935]

OFFICIAL WELCOME GIVEN TO "OUR CIRCUS" FAMILY

The Rochester Kiwanis club in the second phase of its regular meeting at the Coffee Shop at noon today extended an official greeting and welcome to representatives of the Cole Bros.-Clyde Beatty circus, which organization arrived at winterquarters here a few days ago.

Lisle Kriehbaum, a member of the Public Affairs Committee of the club, introduced Charles C. Campbell, who made the welcoming address to the representatives of the circus, Jess Adkins and Earl Lindsey. In his brief talk Mr. Campbell gave a review of the incidents leading up to the great circus organization's decision to make Rochester its permanent home and how this industry had buoyed the various business enterprises in this community at a time when it was most needed. He commended the circus management on putting on a wonderful initial parade and show in the home city despite the handicap of rain and mud which would have terminated in a cancellation of the exhibition had the new circus been under any management other than such veterans as Messrs Adkins & Terrell. He concluded his welcoming by assuring "Our Circus" managers that Rochester and community hopes to have the Cole Bros. organization always on its list of permanent assets and that the city and its people were back of the circus one hundred percent at all times.

Jess Adkins, in response to the welcoming address, assured his audience that Rochester and its people would long be considered the "home" of the Cole Bros.-Clyde Beatty circus and that they had and would continue to do everything within their powers to put Rochester on the map as the home town of one of the world greatest circuses.

Mr. Adkins then gave a most interesting resume of the history of the circus, stating that the first circus dated back in 600 B.C. in Rome. In those days the exhibitions were of human skill pitted against that of the most ferocious of beasts and that every act was a fight to the finish. Red colored sand was used in the arenas in those days so that the spectacle of the kill would be less gory by the sight of human blood. Later in Rome the Coliseum was erected for public performances, this structure, the ruins of which still are partially intact, seated over 200,000 people.

First U. S. Show in 1770

From this period on Mr. Adkins stated the circus historic data lapsed in a lull, until in England in the year of 1665 records were found of public exhibitions in rope jumping and animal

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acts. The sawdust arena shows in the United States put in their appearance in 1770 for a brief period only, as the Revolutionary war served as a damper on all forms of entertainment. However, in the year 1792 John Bill Ricketts organized a big tent show and from that date on to the present, rapid advancement has been made in the circus business.

Mr. Adkins gave interesting bits of information regarding the careers of such showmen as P. T. Barnum, Bailey, Wallace, Johnson, Robinson, Sells, the five Ringling Brothers, LaPearl and in fact all of the renowned circus men of America.

In concluding his interesting talk the circus manager stated the initial season of the Cole Bros., Clyde Beatty shows had been a most satisfactory one and predicted that even a better outlook was in the offing for the 1936 season. Mr. Terrell, a co-manager of the Cole Bros. circus was unable to be present at the meeting, due to the fact that he was called to the bedside of his mother, who is seriously ill at her home in Kentucky.

[The News-Sentinel, Monday, November 25, 1935]

CIRCUS ANNOUNCES PLAN FOR IMPROVING QUARTERS

Announcement has just been made at the Cole Bros. winter headquarters of a new construction program which will be pushed through to completion during the month of December if possible in order to allow full swing on necessary repairs, cleaning and decoration of equipment which will begin Jan. 1.

The readjustment schedule, it is stated, will include installation of new cook house and dining rooms in the brick building adjacent to the animal house, in the room formerly used as the commissary. This will be a means of evacuating the office building, where the dining quarters have been located, in preparation for the mass of clerical work necessary in making ready for the 1936 season.

The new cook and dining quarters will include modern steam and range facilities to care for the force of 60 employees now quartered here and in addition the large additional force necessary in the early spring when final touches are to be made for the second season on the road.

Using Old Sleepers

A number of old sleeping cars, purchased from the defunct Robbins Brothers shows at Lancaster, Mo., and the Christy Brothers show at Houston, Texas, last year, and which have been the objects of much conjecture, are being wrecked. The bodies will be converted into storage rooms for equipment, while the trucks will be salvaged for repair parts to be used on present railway equipment.

Main Program Starts Jan. 1

The big program of construction and repair will begin about January 1, when all of the wagon, railway, seating and the thousand and one things which go to make up the tinsel and spangle background of the modern circus will be hauled out for a general cleaning, overhauling and painting. While the scope of activity will not measure up to the feverish efforts of last season when the Cole Bros.-Clyde Beatty Circus was being built, it is said that there will be much to do to make ready for the coming season between the first of January and mid-April.

New Storage Track

A new storage track, the first 10-car unit of the show's storage yards has been completed and soon will store flat and stock cars. The new track which has been built by circus personnel, lies parallel with the spur built last year, and is of the same length. Other tracks will be laid soon, and it is thought that all circus cars will be stored on circus trackage within the coming month.

Three Elephants Arrive

Three large elephants, the last of the great herd once owned by the Hall Estate of Lancaster, Mo., arrived here last week in charge of Trainer Eddie Allen. This trio brings the Cole herd of pachyderms to 29, including one African. It is one of the largest elephant herds in the country to be assigned to a single show.

Beattys at Work

Word received Wednesday evening from Clyde Beatty, who with Mrs. Beatty and Capt. W. K. Bernard, left last week for Hollywood, says the trainer is now in rehearsal for a new serial

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which he will make during December for Mascott Pictures. He reported that both the party and the Cole-Beatty animals which will be used, arrived in ship shape. The picture will be a 12-episode thriller.

[The News-Sentinel, Saturday, November 30, 1935]

CIRCUS NIGHT FIREMAN INJURED BY TIGER

The parable of the cur which bit the hand that fed it was brought home in stern reality to Pat Shay, 52, circus calliope player and night fireman at Cole Bros. winter quarters early Sunday morning, when he tried to pet Prince, a young tiger.

The cat, one of the pair used last season by Allen King of the Rice Bros. animal act, became resentful and bit and clawed Shay's hand and forearm. Dr. Mark Piper was called and found it necessary to use seventeen stitches to close the wounds.

Shay, an old circus hand, was on his usual round of inspection Sunday morning when the accident occurred. It is the first serious injury to an employee in winter quarters caused by animals since Clyde Beatty sustained broken ribs last winter in an encounter with Sampson, a large performing lion.

The injured man will be laid up for several days, according to circus officials.

[The News-Sentinel, Monday, December 2, 1935]

COLE BROTHERS ANIMALS HOME FROM HAWAIIAN ENGAGEMENT

The arrival Sunday evening of Jack Whittaker and Fed Fowler, Cole circus employees with a consignment of three elephants, three high school horses, one zebra and one buffalo, brings all local circus animals to headquarters here except the lion and tiger now being used by Clyde Beatty in a new cinema serial in California.

The consignment in charge of Whittaker and Fowler returns from Hawaii where it had been used as a part of the E. K. Fernandez circus, and their return brings a tale of a circus in frantic movement under the glare of a flaming volcano and beneath a shower of molten lava.

"The show was playing the island of Hilo during the latter part of November," said Whittaker. "Things had been moving along according to the even tenor of regular performances and well-filled tents. On the afternoon of November 22, the summit of Mauna Loa, second largest Hawaiian volcano, was enveloped by clouds of black smoke. The tropical sun hung like a great nimbus in a pall of powdered ashes, as clouds of smoke and lava belched forth from the volcanic crater, a mile-and-a-half in diameter.

Pandemonium Reigns

"Island natives holted from the tents, either in supplication, or frantically searching for fish, fowls or other tributes to be offered Mauna Loa in tribute to her wrath.

"The elephants trumpeted wildly as the mountain burst into flames casting a lucent glow which became visible for a hundred miles. The cats shrieked. Native runners came panting and exhausted bearing messages of the avalanche of molten lava which rolled down the volcano's side. The air was charged with white flakes of ashes which fell like snow. Circus employees worked frantically to disassemble the big tops upon which burning cinders fell like hail, burning countless holes through the canvas.

"Confusion reigned as the lake of lava rolled toward them, on its journey to the sea. It was a new experience - one through which even old circus hands could boast no precedent."

Much difficulty developed, according to Whittaker as the elephants in stampede mood lurched at their chains, and keepers strived to keep them in check. Horses too, were in wild fright as the rumble and combustion of the eruption grew in intensity, and word filtered from runner to runner that one after another of the small villages in the path of the lava flow had been destroyed.

Wildest Night Ever

"It was the wildest night I have ever seen in my years with a circus," Whitaker said. "It looked for a while as if we could do nothing else but head for the ocean and jump in, as the lake of lava seemed to be spreading in every direction cutting off our escape to the port of Hilo. But

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fortunately, a runner brought news of one road through which the show might find an exit." This route did afford a means of escape, regarding which Whittaker says:

"As we steamed away into the night, enroute to Honolulu, our schedule on the island of Hawaii unfinished, old timers gazed back toward the fiery beacon of Mauna Loa and shook their heads. It was at least one phenomenon for which even the circus profession had no word."

[The News-Sentinel, Tuesday, December 17, 1935]

FRONT PAGE EDITORIAL

A BREAK FOR HOME CIRCUS

Rochester and the entire surrounding community will have a feeling of pride in knowing that the path for the Cole Bros.-Clyde Beatty Circus, whose home is in this city, will be made considerably easier throughout the coming years by the disbandment of the Wallace-Hagenbeck circus.

Realizing what a huge circus organization means to a community, such as ours, we can readily realize Peru's loss and misfortune through the removal of one of the largest circus organizations in the country and it is with no feeling of braggadocio over a neighboring city, that we list this "break" among Rochester's assets.

However, it does mean that Rochester will now become the only winter headquarters for one of the nation's three leading shows in the central west, and that no end of publicity will come to both the city and the state.

Primarily the success of the Cole Bros.-Clyde Beatty shows now appears assured inasmuch as the Hagenbeck-Wallace circus was the chief competitor of the Rochester circus and with its disbandment a much more profitable career confronts the Rochester circus. May 1936 hold much in store for Indiana's only circus corporation, the Cole Bros.-Clyde Beatty shows.

[The News-Sentinel, Monday, December 23, 1935]

BEATTY FINISHES MOVIE SERIAL, RETURNS HOME

Mr. and Mrs. Clyde Beatty and Capt. W. K. Bernard, Beatty's assistant, will arrive this evening from a six-week's stay in California, where Beatty appeared in a twelve-episode serial thriller for Mascot Pictures and in which several Cole-Beatty animals were featured.

The party will bring a new consignment of cage animals including five young tigers and three young male lions which were purchased on the Coast, and which will be used in Beatty's new and enlarged act during the coming road season.

Advance reports from the Movie capitol indicate that Beatty's new serial which will be released in the near future, will be one of the finest pictures the local animal star has ever made. The Beattys will remain here until January 16th when they leave for Detroit to begin a six-weeks' vaudeville tour through the East. While here, they will reside in the Shafer property, Sixth and Pontiac streets.

Albert Malley and wife, who have been visiting relatives in Tennessee, are also due to arrive in Rochester this week. Mr. Malley is secretary for the circus.

[The News-Sentinel, Monday, December 30, 1935]

JACK LAWSON, CAGE-MAN, INJURED BY CIRCUS LION

Jack Lawson, cage-man at Cole-Beatty winterquarters was seriously injured Wednesday when Sampson, 500-pound male lion attacked him.

The injured man was rushed to Woodlawn hospital, where it was found that his left limb, hand and arm were badly lacerated. Many stitches were necessary to close the patchwork of claw and tusk wounds.

This is the second attack Lawson has suffered within the past month. Late in November an infuriated camel hit him on the arm. In that attack a heavy leather coat saved him from what might have been serious injury.

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The attack by Sampson, the lion which was responsible for Clyde Beatty's broken ribs last winter, was precipitated while Lawson was cleaning the cat's den. Prompt action by helpers who threw a net over the lion and dragged the injured man from the cage, saved him from probable fatal injury.

Lawson is the second cage-man to receive injuries since the show arrived in winterquartrs. Pay Shay, who was badly clawed by a tiger about six weeks ago, is now recovering from the attack. According to the physician's report, Shay's condition was for several weeks very uncertain. Lawson will be confined to the hospital for several weeks, it is believed.

[The News-Sentinel, Thursday, January 2, 1936]

INJURIES FROM LION FATAL TO ATTENDANT

Jack Lawson, 23, animal attendant at the local circus winter quarters died early Monday morning in Woodlawn Hospital from injuries received New Year's day when Sampson, 500-pound male lion, attacked him while he was engaged in cleaning the cat's den.

Following the attack, the injured man was rushed to the hospital where it was discovered that he had suffered badly lacerated hands, arms and limbs. Anti-tetanus serum was administered and many stitches were used to close the wounds. Physicians in charge innovated a close check-up for signs of infection, but in spite of this "pasteurella" or lion fever developed.

Lawson entered the cage after other attendants had driven the big cat into the tunnel which connects the cage-blocks to the training arena where Clyde Beatty was at the time forming his cats in the new animal act ensemble.

Trap-door failed

As Sampson, the lion which last winter was responsible for Beatty's broken ribs in an attack in the arena, left the cage and entered the chute, Lawson stepped into the cage. A trap door which holds the cats in the chute failed to work, and Sampson becoming frightened, wheeled and went bounding back into his den.

Lawson was able to fight the big cat off for a few minutes with the handle of his broom, but a piledriver blow by the cat broke the stick in his hands, and he went down beneath the tawny form of the cat.

The frightened screams of attendants brought Beatty from the arena, gun in hand. A few flashes from the pistol drove the infuriated beast from his victim, and Beatty, assisted by other cage attendants, dragged him to safety.

Home in Missouri

Lawson, whose home is listed as Lock Springs, Missouri, came to the Cole Bros.-Clyde Beatty circus last winter. He was on the animal training staff during the summer season, and left the employ of the circus when the season closed at Macon, Ga., November 6.

During the engagement at Flint, Mich. in November, where Beatty appeared for three days, Lawson applied again for a place on the staff. Since return of the animals to winter quarters here, he has been retained as a cage-man. He was to have gone with Beatty on a vaudeville tour Jan. 16.

It is probable that the body will be returned to Lock Springs for burial.

[The News-Sentinel, Monday, January 6, 1936]

BEGIN 8-WEEK VAUDEVILLE TOUR

* * * * Photo Mr. & Mrs. Clyde Beatty * * * *

The above picture of the Beattys was snapped at Cole-Beatty winter quarters a short time before their departure Wednesday afternoon for the opening of an eight-week vaudeville tour at Fox-RKO Theatre, Detroit, Friday afternoon. The trainer and Mrs. Beatty were accompanied by Capt. W. K. Bernard, chief animal trainer and six assistants. Twenty-four lions and tigers will be featured in the new act which is said to be the largest of its kind ever attempted in an American theatre. The tour will include Chicago, Pittsburgh, Philadelphia, Baltimore, and other Eastern cities. They will return to Rochester in March.

[The News-Sentinel, Thursday, January 16, 1936]

Cole Bros.-Clyde Beatty Circus

CIRCUS MAN IS ATTACKED BY ELEPHANT SATURDAY

Walter Powell, aged 22, St. Louis, an elephant trainer with the Cole Brothers Circus, was badly injured at 7 o'clock Saturday morning when he was attacked and then trampled by Major the largest elephant in the circus herd of thirty pachyderms.

Powell received injuries to his face and body which required twelve stitches to close. The injuries were caused by the sharp tusks of the elephant.

The attack occurred while Powell was cleaning up the elephant quarters. He was rescued by other workers who beat off the elephant. Major had always been docile and what provoked the attack was not learned.

Mr. Powell works a number of elephants in a circus act. Major was the lead elephant. Powell is a veteran circus man. He was born while his parents were employed by a circus. Powell traveled with the Hagenbeck-Wallace circus for a number of years and has been with the Cole Brothers Circus since its organization.

[The News-Sentinel, Saturday, January 18, 1936]

CIRCUS EMPLOYEES HAD HECTIC TIME WEDNESDAY

The cold wave of the past twenty-four hours has caused Cole Brothers-Clyde Beatty Circus officials and employees to have some hectic experiences in their efforts to protect and care for their costly wild animals, many of whom are native to tropical countries.

The feline animals, including lions, tigers and leopards, were bedded very heavy with straw yesterday, so that they could bury themselves in and thus help to keep themselves warm. Many extra salamanders were placed in the cat barns to keep the places warm. Extra warmth was also provided for the monkeys and other smaller wild animals.

The thirty elephants in the circus herd received the greatest care. Starting at 9 o'clock Wednesday morning the trainers, working in relays, have constantly walked their giant charges around and around the elephant barn so that they will keep stimulated.

Could Not Pause

None of the elephants were permitted to pause for a moment for fear that they might try to lie down and thus contract pneumonia. Many extra heaters were placed in the enormous elephant barn.

Jumbo, the only African elephant in America, was receiving particular care. In addition to being exercised, he was blanketed from the tip of his trunk to the tip of his tail. The pachyderms were still being exercised today by Eddie Allen, chief elephant trainer, and his corps of assistants.

The seals, though native to the colder climates had to have their water kept to a temperature of 60 degrees. Siberian camels enjoyed the weather, but some of their brothers from the warmer countries had to be blanketed heavily.

The bears, Russian, black and Polar, revelled in the cold snap and their trainers took them out of the barns so that they could enjoy the weather to the fullest extent. The happiest bear, the Polar, who is trained to do the "Es kimo Rag" had the greatest time and without any word from his trainers staged an impromptu dance so great was his glee over the "cold" turn in the weather.

[The News-Sentinel, Thursday, January 23, 1936]

BEATTY'S ACT ATTRACTS BIG CROWDS AT DETROIT

Clyde Beatty and his new "cat" act has scored such a hit at the Fox-RKO theatre in Detroit, that he has been booked for another three-weeks run, according to word received yesterday, by the Cole Bros. circus officials, in this city.

Beatty's act carries six assistants and his chief animal handler Capt. W. R. Bernard. After completing his Detroit run, Beatty will make a tour in the following cities, Chicago, Pittsburgh, Philadelphia, Baltimore and other eastern cities. He is expected to return to winter quarters at Rochester early in March, where he will begin training a number of raw lions and tigers which will be added to his 1936 act.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Friday, January 24, 1936]

BEATTY'S ACT IN DEMAND - NEW CAT BARN IS READY

Word which has reached circus winterquarters has brought a new note of encouragement, and incidentally, it has given local show officials a new kind of headache. That new bit of concern is just how they can manage to have Clyde Beatty and his cat act in all of the cities where demand is urgent - and do it in eight short weeks.

The demand came following announcement in Detroit newspapers that the beautiful Fox-RKO theatre in the Auto City has been forced to break a precedent because of public demand which insists that Beatty be held over for a second week. "This is the first time in the history of the playhouse that an act has so caught the public fancy, when despite sub-zero temperatures, the SRO sign is displayed twice daily, while scores are turned away. It proves that Clyde Beatty has something on the ball that others in the animal training fraternity cannot duplicate," says one Detroit Daily.

On account of the holdover the Beatty act, which was billed last week for Chicago, was opened in the Windy City today, and will go next week to Cleveland. Thence he will move East, returning home in March

Move to New Quarters

Meanwhile, circus hands have taken advantage of Beatty's absence, and the absence of the 24 lions and tigers in his act, to make ready the new animal barn in preparation for movement of all cats and elephants early next week.

The new barn, which was formerly used as the repair shop - the east half of the main building, has been cleared of machinery. New concrete floors have been poured. Thirty cat dens - sufficient to care for about sixty animals have been placed; a new and larger training arena erected; new tunnels, leading from the dens to the arena built; rings for tethering the herd of thirty elephants have been set in the concrete floor, and everything made ready to house all animals under one roof.

This will vacate the former animal house which will be converted into machine and paint shops. The old Gauge Valve factory, previously used as an elephant barn, will be utilized as a wagon storage.

The new animal house has been built along visible lines of permanency, as have other improvements made this winter, such as dining and cook house, storage tracks for rail equipment, and improvements in office quarters.

Ready for Winter Show

Several units, including Eddie Allen and his elephants, Ann Butler and her high school horses, riding and ring acts are being subjected to intensive training now in preparation for the Shrine Circus which will open Feb. 10 at Minneapolis.

The show, which will be under the direction of Denny Curtis, will be made up basically of Cole Bros.-Clyde Beatty entertainment, including several clown, gymnast and aerial acts which will congregate in the Twin Cities within the next ten days. It will be the first time the local organization has invaded the North West.

With much of the equipment out and working, new activity is being planned at winterquarters for retraining ring and cage stock, and Rochester citizens will likely see a revival of last year's schedules, as the show is to be again whipped into shape for the opening at Chicago in mid-April.

[The News-Sentinel, Friday, January 31, 1936]

BILLY ROSE OF "JUMBO" FAME GUEST OF CIRCUS MANAGERS

By Earl Sisson

Rochester has just been host to another noted visitor. The gentleman in question was none other than Billy Rose, impresario of the new kind of entertainment, referred to by the magazine Time as "a megalomaniac medley of musicomedy and circus" which has made New

Cole Bros.-Clyde Beatty Circus

York's once famous and long moribund Hippodrome again the home of the smash-hit, Jumbo. For Billy Rose is the producer of this brilliant theatric-circus ensemble which stars Jimmie Durante and which has been one of the winter radio epics.

Mr. Rose came her Saturday with a famous New York publicist, and remained over Sunday the guests of Messers Jess Adkins and Zack Terrell at circus winterquarters. Rumor has it that the meeting had something to do with future productions along the same lines as Jumbo, but which will use several Cole-Beatty animals, along with other local circus properties. This rumor has not been confirmed, however.

A Singular Fellow

Billy Rose proved a very affable gentleman when interviewed by this reporter. Also, Mr. Rose is not a large man, as physical measurements are computed. Actually, he stands about five feet three in his sox, though specially constructed shoes serve to elevate the figure slightly.

Probably it is because of his small stature that he relishes big things. We learn from a reputable source that back in New York, he maintains an office large enough for ten times the amount of work necessary to carry on his business affairs. Possibly that explains the why of it, when he took over the old Hippodrome, and remodeled it into a faithful replica of a three-ring circus tent, and sold tickets nine times as large as the pasteboards usually purchased for admission, it might have been only his inherent desire to expand, both literally and figuratively.

But that is merely surmise. More probable is the explanation that since his high school days, when he became the shorthand wizard of New York, and on until he was to be known professionally as the champion shorthand writer of the world - when he wrote accurately, with both hands, in seven different languages, more than 350 words per minute, he has had a yen for doing big things in a big way.

Wrote Several Song Hits

It is said that he quit a \$300-a-week job, as a shorthand expert to take on song writing. At that time, Irving Berlin was crashing the gates with a baggage of song hits. If Mr. Berlin could make a fortune, thought Mr. Rose, then why not write songs himself. He did - and gave to us more than 20 big song hits, among them "Barney Google," "Mr. Dooley," and many others.

Married Fannie Brice

But song writing brought other things - love, marriage, Fannie Brice, then one of the theatre's best-known comediennes, became Mrs. Billy Rose, and in order that he might dodge being the husband of a celebrity, with the much too frequent implication "Fannie Brice's husband," he launched into the musical comedy business.

It has been said that Rose was the first of the big New York producers to understand that a depression had come in the early thirties. He admitted it with a statement that he was convinced that, "people could still afford to pay 55 cents for a show, but \$5.50 - never." He proved it by reducing the price and filling the house.

And later on when "Crazy Quilt" was the target of critics and customers, Mr. Rose rescued it from slow death through inattention, and after rebuilding it into one of the brightest, happiest comedies of the year, toured the country, and scored several phenomenal runs in the large cities.

But in spite of his many interests, Mr. Rose says, he found time to visit the New York zoo, and there study the habits of animals. For this he had a passion. In addition to this, he studied much of the data on the circus at the New York Public Library. His theatrical experience, he says, had convinced him that the trouble with the circus was that it lacked plot. To this end, he labored cautiously until he had produced Jumbo, and had given it not only the theme of a drama, but had injected into it the blare and the buffoonery of the sawdust rings. The result was, as he had so keenly believed, one of the outstanding successes of the modern theatre, and truly the smash of the 1935-36 winter season.

Cites Early Training

Mr. Rose cites his early training - while he was working to the top of the shorthand profession, as the reason for his capacity to work without fatigue; and for the keen retentiveness of

Cole Bros.-Clyde Beatty Circus

his mind. He admits, modestly, that he sat through more than 5,000 small vaudeville acts, in search of only 36 numbers for his Billy Rose Musical Revue, as proof of his ability to work.

Praised Cole Accomplishments

Mr. Rose, after inspection of the Cole-Beatty winterquarters, expressed his pleasure at being able to see first hand the results attained by this new, independent organization.

“The animals, the equipment, everything looks good. And what stumps me, is how these men were able to collect together, equip and train a major circus in seventy-one days. It’s the biggest feat ever known in circus history.”

Mr. Rose and his agent, Mr. Allord, departed Sunday evening for New York. “I’ll tell the boys back in the big town, how they really do things here in the country,” he said with a smile.

[The News-Sentinel, Monday, February 3, 1936]

CIRCUS TRAPEZE STAR IS CRITICALLY INJURED

Frank Shepard, Cole Bros. Heel-and-toe-catch man fell 85 feet to a concrete floor during dress rehearsal at the Union Labor Temple Indoor Circus in Des Moines, Iowa last week, and suffered a broken shoulder, broken arm and internal injuries which physicians assert may retire him permanently from trapeze work.

Rochester people will remember Shepard as the man who slid down the ropes of his trapeze, to catch himself by the heels. It was doubtless one of the most thrilling acts of the show.

Local circus officials have expressed grave concern over Shepard’s injury, and are keeping in close touch with the Des Moines hospital in the hope that he will be physically able to resume his act with the opening of the 1936 season. At this writing his condition is said to be critical.

[The News-Sentinel, Wednesday, February 5, 1936]

CIRCUS AERIAL STAR IS OUT FOR SEASON

Word has been received at circus winterquarters concerning the condition of Frank Shepard, trapeze artist, recently injured in a fall during dress rehearsal at the Des Moines, (Ia.) Indoor Circus.

Latest reports from the Iowa capital, where Shepard is confined in the Veteran’s Hospital, state that the aerial star will not be able to resume his act during the coming season, and that grave fear is held that he will ever again make his thrilling heel-to-toe-catch feat.

Shepard is the only performer in America who made this spectacular drop, and circus officials state that it will be impossible to replace the act. Negotiations are being made, however, to substitute another act to fill the gap left open by Shepard’s accident.

Mr. Shepard’s home is in Sandusky, Ohio. He will be moved there as quickly as his condition will permit.

[The News-Sentinel, Friday, February 7, 1936]

MAJOR, CIRCUS HERD LEADER, KILLED AFTER GOING BERSERK

By Earl Sisson

Major, recalcitrant 3-ton herd leader of Cole Bros.-Clyde Beatty elephants, is dead. He died Saturday, the victim of a steel bullet fired by Omer Cole, one of the original Cole Brothers. The execution took place in the yard at the rear of the elephant barn, while other members of the pachyderm group looked on.

Thus ended a career of more than thirty years in the American circus for one of the largest bull elephants on this continent - a career which stamped him as the heaviest tusked pachyderm to be found this side of the Atlantic ocean.

Those tusks, pride of all showmen who handled him, are all that is left of the big fellow, which last weekend went berserk, attacked his trainers and all but seriously injured J. E. Smith, his handler, who for the past thirty years has guided the “Bull’s” career through the programs of half a dozen major circuses.

Second Attack

Cole Bros.-Clyde Beatty Circus

Last Thursday, Major became resentful toward Smith, though in the past he has always shown a marked liking for the veteran trainer. He was being led around the training rings for exercise by other handlers, when Smith came up. Suddenly the heavy trunk was raised, the bull trumpeted. Smith stepped forward in an effort to soothe him, but the trunk descended quickly, accurately, and the trainer was thrown headlong to the ground.

Other handlers came to the rescue. Smith was told to go to the lavatory to wash the blood from an injured arm. Major was led on, around the ring. Again opposite the lavatory, he trumpeted and broke for the washroom. He was restrained only after much difficulty.

Fearful that he might get out of hand, the elephant was chained securely and left to cool off. Smith was given first aid, but it became obvious that he could no longer handle the bug bull. On Friday, other handlers found Major in a bad frame of mind. One after another, they attempted to approach him, but each was checkmated in his attempt by the swishing trunk and the formidable six-foot tusks, for none had forgotten the attack made a few weeks ago upon Walter Powell, and the close brush with death which followed, when the elephant tried to gore and trample the luckless man to death.

Decide on Execution

Omer Cole, student and hunter of big game, and reputed one of the finest rifle shots in American, was called into conference. He studied the big fellow seriously, noticed that the small indentation in the middle of the beast's forehead, which corresponds in a manner to the soft spot on an infant's head, was badly swollen, it was the indubitable sign of madness which all elephant men recognize. The verdict was that the big fellow, one of the most valuable of his kind in the country, must go.

Planned Execution

Mr. Cole selected a 80-30 calibre rifle for the job. Major was led out of the barn heavily chained. The snow and ice infuriated him. He snorted, trumpeted, and tugged at his bonds. A corps of helpers urged him on with bull-hooks and gaffs. Clear of the barn, he stopped, refused to move farther on. Cole stepped off fifteen paces and took his stance, rifle to shoulder. Major eyed him contemptuously, the heavy trunk raised as if he were ready to charge. The rifle cracked. Witnesses saw the huge frame quiver, the trunk laid supinely over the head, there was a fast derisive snort, and the tons of flesh sank slowly to the ground. Major had closed his 70 years of life as he had lived them with a challenge to mankind.

Examination proved that the bullet had found the vulnerable spot - that small soft spot in the forehead. Mr. Cole's aim had been faultless.

Bought Last Fall

Major came to local circus quarters last Fall from Lancaster, Missouri. His last active appearances were with the now defunct Robbins Bros. shows, about seven years ago. He was one of nine elephants purchased from the Hall Estate by the Cole Bros. His record is said to have been spotted, he having showed signs of madness several times previously. It is said, however, that not until his recent attack on Powell, who is not fully recovered as yet, did he show indications of becoming unmanageable.

His tusks have been salvaged, and will become a part of the Cole collection, along with those of "Snyder," and other elephants which have gone berserk in captivity.

The loss of Major leaves the local circus with only two male elephants, Mahatma Gandhi and Jumbo 2nd, the huge African.

[The News-Sentinel, Monday, February 10, 1936]

COLE BROS. DRAFT PLANS FOR OPENING '36 SEASON

Local circus fans will be interested in announcement of the Cole-Beatty circus that Monday, May 4th has been tentatively set for the opening of the big show here in Rochester.

As was the case last season, the opening under canvas here will follow the Chicago engagement which is set to begin in the Stadium on West Madison street on April 11 and close

Cole Bros.-Clyde Beatty Circus

there on Sunday, May 3rd. The show proposes to invade the Windy City this Spring with the greatest display of talent ever produced there under canvas.

Beatty Returns

Due to inadequate stage facilities to present his act in Pittsburgh and Philadelphia, the Clyde Beatty act, featuring 24 lions and tigers will close at the Palace Theatre in Cleveland tonight, and the Beattys together with Capt. W. K. Bernard, chief handler and his six assistants will return Friday to local winterquarters.

In Cleveland, as in Detroit and Chicago, Beatty played to overflow crowds. Discovery that the stages in the two Pennsylvania cities were not large enough to support the huge steel arena has seriously disrupted the winter schedule of the show, as it leaves two weeks inactivity. The date of resumption of the schedule has not as yet been determined.

Lose Valuable Seal

The sub-zero temperature of the Northwest proved too severe for one of the trained seals which was to have appeared at the Minneapolis Shrine Circus. Delayed more than 24-hours by bitter cold and drifting snow, the local unit, composed of one herd of elephants, one troupe of seals, 12 high school horses and other acts, arrived in the Twin Cities just in time for the opening. The seal died shortly after arrival there.

This unit will return to winterquarters the first of next week, after which, weather permitting, Eddie Allen will supervise the removal of all elephants from the present quarters in the old Gauge Valve factory to the new barn in the main building.

Wheels Humming

The wheels of industry are humming in the wagon repair, harness and paint shops at circus quarters. The wagon shop, under supervision of Charles Brady is busy rebuilding cages and floats. In the paint shop, under direction of Ernest Sylvester, things run in a riot of color as brilliant reds, jade greens, blues, yellows and golds are applied to parade wagons and floats. Preparations are now being made to redecorate the thirty-five cars which will soon take the road for the circus season. In line with the new policy, all cars and equipment this season will bear the name Cole Bros.-Clyde Beatty circus. Freight cars will be aluminum with new trimmings. Coaches will be red and white with gold trimming.

The harness shop, under supervision of W. A. Dyke and three helpers is running full force producing much new harness and reconditioning the old.

As quickly as the weather will permit the present force of 200 men will be augmented by many more, as the rush toward the opening day approaches. This year as last, free street parade will be a feature of Rochester's own circus.

[The News-Sentinel, Thursday, February 13, 1936]

KEN MAYNARD ACQUIRES CHRISTIE BROS. CIRCUS

Hollywood, Cal., Feb. 13. - Ken Maynard, movie cowboy, said today he had purchased the Christie Brothers Circus at Houston, Tex. The price was "over \$100,000" his business representatives stated.

"I have no intention of leaving the films," the actor said. "Eventually, I plan to make a tour with the circus."

[The News-Sentinel, Thursday, February 13, 1936]

FOUR INJURED IN FALL FROM BACK OF ELEPHANT

Three St. Paul, Minn., women and child nursed injuries today as the result of something out of the usual in the line of accidents - fall from an elephant.

During a performance last night of a winter circus unit from the Cole Brothers-Clyde Beatty Circus, the four rode in a howdah slung on the back of a pachyderm.

The device slipped, throwing them to the floor of the stadium in which the show is being staged.

Betty Dahlin, 8, suffered a fractured leg. Her mother, Mrs. O. L. Dahlin, Mrs. David Dahlin and Mrs. C. S. Simmons were bruised.

Cole Bros.-Clyde Beatty Circus

The winter circus was being staged by Zuhrah Shrine Temple of the twin cities of St. Paul and Minneapolis. A number of acts from the Cole Brothers-Clyde Beatty circus were booked for the engagement.

Circus officials said that they were not responsible for the accident as the howdah was one which had been secured by the shrine and had been used at the sponsor's request in a pageant staged by the Shrine.

Eddie Allen, elephant trainer of the circus, was in charge of the elephants.
[The News-Sentinel, Saturday, February 15, 1936]

VAN ORMAN, CIRCUS STAR ADMIT THEY ARE MARRIED

F. Harold Van Orman, Evansville, former Lieutenant Governor of Indiana and nationally known as a hotel operator and Miss Harriette Hodgini, 20-year-old circus equestrienne, revealed yesterday at Evansville, that they were married "sometime last fall." The bride was the premier equestrienne of the Cole Brothers-Clyde Beatty Circus last year, where she was billed under the name of Mme. Henriette.

Last November the press throughout the nation sought to verify reports that the hotel man and the beautiful circus star were either engaged or married. Van Orman and the girl's parents, Mr. and Mrs. Albert Hodgini, 903 Dakin Street, Chicago, branded the reports as untrue and the girl herself termed it a "circus press agent's stunt." It was then reported that the couple had married in Macon, Ga., Nov. 6.

Name Famous in Circuses

The former Miss Hodgini is a member of the famous English circus family of that name which for 106 years has been in the circus limelight. Both the young woman's parents were stars. Miss Hodgini was born in Baraboo, Wis., while her parents were performers with the Ringling Brothers circus.

Van Orman met Miss Hodgini on August 3 at a dinner which he tendered to the Cole Brothers officials and principals in his hotel at Springfield, Ohio, when the circus appeared there. They were introduced by Jesse Murden former member of the state highway commission, who is an official of the circus. Van Orman was so struck with Miss Hodgini's beauty, that he dropped all else and pursued the circus from town to town in the eastern and southern states, using his automobiles and private plane in pressing his suit.

Van Orman, who has been mentioned as a possible candidate for the Republican nomination for Governor of Indiana, owns hotels in Decatur and Rockford, Ill., and Springfield, O., as well as in Evansville. He was vice-president of the American Hotel Association in 1933 and president of the National Hotel Men's Association from 1922 to 1924.

He formerly was married to Susie Beaver Van Orman of Evansville and has three children, F. Harold, Jr., Jerome Beeler and William Henry Van Orman.

[The News-Sentinel, Monday, February 17, 1936]

CIRCUS UNITS RETURN TO CITY FROM MINNEAPOLIS

On arrival of the several circus units from the Minnesota Shrine Show on Tuesday, it was learned that the accident in which three persons were injured when a howdah slipped from an elephant, reputedly one of the Cole-Beatty herd, was not an incident of the Minneapolis circus as reported, but occurred in St. Paul, where a rival show was being presented. The local circus was therefore, in no way involved.

According to Rex de Rosselli, Cole agent, the local units arrived in the Twin Cities during the 38 degrees below zero weather. All elephants were blanketed heavily and for the first time in the memory of veteran elephant men, it was necessary to wrap the big pachyderm feet in felt stockings to protect them from frostbite.

To Columbus Next

All efforts are now being rushed to make ready for the Pepper Club Circus which will open in the State Fairgrounds coliseum at Columbus, Ohio, on March 2nd, and will close March 8th.

Cole Bros.-Clyde Beatty Circus

This will take the largest group of animals and paraphernalia of the entire winter show season, including liberty and high school horses, ponies, dogs, monkeys and elephants, besides a number of acrobatic, aerial and clown acts. The Columbus Pepper Circus is said to be one of the largest indoor amusement enterprises in the entire country, and this year, as last, Cole-Beatty will provide the thrillers.

[The News-Sentinel, Wednesday, February 19, 1936]

MAJOR BOWES' AMATEURS TO BE NEWEST COLE-BEATTY FEATURS

When Major Edward Bowes began making history with his famous metaphor: "Round and 'round she goes, where she stops, nobody knows", it is doubtful that he visualized the possibiity of his units appearing in one of America's major circus programs.

But that is where the Major Boewes' all-star unit is scheduled to land, according to a contract just consummated, which provides that the group of amateurs, affectionately referred to by the biggest personality in radio today, as the Number One Unit, will become a part and parcel of the Cole Bros.-Clyde Beatty circus during the 1936 season.

The contract was signed Saturday by Mack F. Lynch, new Cole-Beatty legal advisor. It will be the first circus-radio hook-up ever attempted and it will provide opportunity for the great circus crowds during the coming season to see and hear the pick of the Bowes' amateurs in person.

The Bowes' program, as the presentation is known, will be staged under the personal supervision of Rex de Roselli. A most vivid and elaborate setting is to be provided, which includes a new Cole-Beatty broadcasting and loud-speaker hook-up, which will carry the program to every nook and cranny of the big tent, as well as carrying that, and other parts of the program on the airplanes.

Circus officials state that with this acquisition, they are prepared to offer to American circus fans one of the highest publicized features in the country. Also, they point with some pride to the fact that they are given opportunity to collaborate with Major Bowes in his effort to give talented amateurs their chance in life.

Addition of this new feature stamps the local organization as one of the foremost seekers and sponsors of clean, interesting amusement. The unit will appear in the Chicago Stadium engagement April 11, and will make their premier showing under canvas here on May 4.

[The News-Sentinel, Tuesday, February 25, 1936]

REX DE ROSSELLI SPEAKS BEFORE LOGANSPORT CLUB

Rex de Rosselli, production manager of the Cole Brothers-Clyde Beatty Circus, was the principal speaker at the meeting of the Logansport Kiwanis Club, Tuesday.

The speaker traced the development of the circus from the Circus Maximus in Rome to the present day, touching on the influence of such men as John Robinson, P. T. Barnum, James Bailey and the Ringling Brothers.

Mr. Rosselli after his address conducted a question period. One of his questioners asked why Indiana was selected as the winterquarters for circuses and Mr. Rosselli answered by saying that the Hoosier state was favored by circus owners because of its natural resources of grain, hay and feed for animals.

[The News-Sentinel, Wednesday, February 26, 1936]

NEWCASTLE ATTORNEY IS CIRCUS LEGAL ADVISER

The management of the Cole Bros.-Clyde Beatty circus have announced the appointment of Mr. Mark F. Lynch of Newcastle, Indiana, as legal adviser for the coming 1936 season.

Mr. Lynch stands high in the practice of law in Indiana. Son of "The Rose King" as his father is known all over the United States, by virtue of his great rose gardens, and his contribution to horticultural experiments and development, he has a wide acquaintanship both in Indiana and adjacent territory.

One of Mr. Lynch's first official acts was the contracting of the Major Edward Bowes' amateur unit as a special feature for the local circus.

Cole Bros.-Clyde Beatty Circus

This act will be a feature of the Chicago Stadium engagement which starts April 11, and will make its first appearances under canvas in Rochester on May 4.

[The News-Sentinel, Thursday, February 27, 1936]

LONDON FIRM MAKES BID FOR 'MAJOR'S' TUSKS

Recent announcement of the execution of "Major," recalcitrant herd leader of the Cole Bros.-Clyde Beatty elephants, has brought various and sundry inquiries from museums, taxidermists and others who have devised mental flyers for conversion of the carcass and hide into the channels of profit.

Latest of these is an English manufacturer of ivory novelties who eyes the giant tusks from afar with a calculating yen. Indeed he points out that America's biggest individual ivory tusks provides a mathematical spread to prove his calculations:

The pair of tusks weigh approximately 112 pounds. On this basis he computes their manufacturing possibilities thusly: They would, for instance, cut handily into some 2,000 ivory paper knives, 2750 pairs of the galloping variety of dominoes; or they might be carved into more than 5,000 miniature elephants - which would go a long ways toward publicizing the G.O.P. emelem during the approaching political campaign.

On the market they would bring a fancy sum, if consigned to the piano-key industry, as he figures they might be cut into some 20,000 key plates. Their utility to this connection would span many years. If utilized for concert work, they might easily produce a billion musical notes, with plenty of sour ones thrown in. At any rate he offers London market rates for them.

The offer is still under consideration at circus winterquarters.

[The News-Sentinel, Tuesday, March 3, 1936]

COLE BROS. WINTER UNITS RETURNING TO ROCHESTER

Units of the Cole Bros.-Clyde Beatty circus which have been appearing in the Columbus (Ohio) Pepper Circus which opened March 2nd and closed March 8th are expected to arrive here about 5:30 this evening via special Erie train.

Circus winterquarters report a very successful 7-day run for the several major attractions in the Ohio city, and plans are now under way to begin an intensive training program in preparation for the opening of the regular season in Chicago Stadium, April 11.

Among those who participated in the Clumbus show were Clyde Beatty with 24 lions and tigers; Capt. John Smith with 21 Liberty horses and ten high school horses; Deo Powers with 50 ponies and dogs; Albert Fleet with a full troupe of seals; Eddie Allen with 15 performing elephants and Jumbo 2nd, African elephant, and several acrobatic, gymnasts, aerial and clown specialties.

New Barn in Service

On arrival this evening, all cage animals and the herd of 28 elephants will be quartered in the new animal barn, which has just been completed.

The full quota of baggage (draft) horses have been returned from the several farms where they were pastured during the winter, and are now quartered in the old elephant barn, formerly the Nipple Works. The draft animals will be given a thorough spring conditioning before the show takes to the road next month.

Newer, Bigger Acts

That the local circus plans to go out this season with a better, bigger program than last year, is evidenced by the fact that all acts will be greatly enlarged. The Beatty training animal thriller will contain no less than 40 lions and tigers this year, compared to 24 last season; Eddie Allen plans to use 25 elephants in his three rings, whereas only 15 were used last year. The clown alley will be much larger, several additional funsters having been added to the line-up. And in the horse, pony and dog numbers, several beautiful new animals have been added.

[The News-Sentinel, Monday, March 9, 1936]

CHRISTIANSEN'S ACT PLEASES THOUSANDS AT N.Y. DOG SHOW

Cole Bros.-Clyde Beatty Circus

Rochester friends of Mr. and Mrs. Jorgen M. Christiansen, who were last season in featured positions with the Cole-Beatty circus, may be interested to learn that the Liberty horse man and his wife recently received the plaudits of thousands of guests at the New York Dog Show, where they presented a feature act in which the six Great Danes, together with three others, now in the Christiansen group, appeared.

Since leaving Rochester last November, Mr. Christiansen has been at his farm home near Bridgeport, Conn., where the big brindle Danes were subjected to an intensive training program. Their premiers in the New York show was in a burlesque, simulating a trained wild animal act.

The six brindles, which were seen here, posed as tigers; a black dane more recently acquired became a black panther, and two harlequins of fawn color posed as lions. The masks provided, gave the dogs a very realistic appearance, and the act, according to reports became the hit of the show.

Get Magazine Mention

In a page article, with the six brindle Danes in composite photograph, labeled "The Big Six," The Dogtown Bark, official dog publication says in part, "Three years ago, Mr. Christiansen purchased the six puppies, five blood brothers and sister, of the same litter. But because of his eight Cremoline stallions, which were later sold to a circus, after he had worked them there a season, he had little time to devote to the training of the dogs.

"But since severing connection with the circus, he has given the big dogs close attention. Their act is the result of that application."

Brought Show Thru Revolt

Christiansen's history reads like a chapter from Gulliver.

In 1918-19, when the Bolsheviks were terrorizing Russia, and moving Notheastward through Siberia, the Christiansens were East of the Ural mountains with 30 horses, 3 elephants, 2 camels and a trained bull.

In the city of Kolyvan, on the Trans-Siberian railway, in western Siberia, the White Russian army under General Wrangle met the Red armies. A desperate battle followed. The Christiansens were there, but by bribing the Bolshevik officers, were able to filter through their lines with their animals. During the months which followed, they became part of the great fugitive trek which gathered more and more people daily, who fled from the terrors of the revolution.

Finally emerging at the Polish frontier, they proceeded to Warsaw after months of privation and hardship, their tiny circus still intact, but much the worse for wear.

They were in Warsaw in 1923, when Ringling Bros.-Barnum & Bailey persuaded them to come to America, bringing 32 trained Liberty horses. Since that time they have made America their home.

The eight Cremolin horses which Christiansen brought to Rochester, together with the 16 others which he trained here during the winter of 1934-35, are now a part of the Cole Bros.-Clyde Beatty circus.

Estend Greetings

In a brief letter, Mr. Christiansen expresses the belief that his Great Danes, which he calls Consul, Kasbeck, Sockol, Princess, Baron and Elbrus will develop into his greatest training accomplishment. He speaks very highly of the many good Rochester friends made while a resident here, and extends greetings to them.

[The News-Sentinel, Tuesday, March 10, 1936]

CIRCUS PRESENTS TOKEN TO DENTAL PROFESSION

Zack Terrell, one of the managers of Cole Bros. circus, today presented Dr. M. Wilson with a bi-cuspid tooth of the deceased Major, herd leader of the circus' array of elephants. The tooth which weighs over five pounds was extracted from the upper jaw of the mammoth beast. Its root formation is of a corrugated nature, resembling closely the surface of a wet battery cell.

Cole Bros.-Clyde Beatty Circus

The dentist will probably use this memento in allaying the wails from those suffering with the old-fashioned tooth-ache by saying "just think what an ache you'd have if you had a tooth like this one."

Major, one of the largest pachyderms in the Cole Bros. circus, was shot a few weeks ago when he showed signs of going berserk. He seriously injured one attendant and had also charged his keeper who had a narrow escape from the enraged beast. An experienced big-game marksman of Peru was summoned and Major was dispatched to the happy hunting grounds or wherever it is that their bulky cumbersome spirits are expected to enjoy peace and contentment.

[The News-Sentinel, Wednesday, March 18, 1936]

ACTIVITY BUSTLING AT COLE BROS. QUARTERS

Indications of the opening of the 1936 circus season are rapidly taking form around local circus headquarters as preparations are being made to move the show to Chicago on April 7, for the season opening at the Stadium beginning with the matinee on Saturday, April 11.

Editors to See Prevue

Again this year, Indiana editors and publishers, together with representatives of the several Chicago newspapers, news service executives and newsreel men will be guests of the circus here on Monday, April 6 for a special performance and banquet. This year's jamboree promises to eclipse anything ever before attempted in the matter of a premier and banquet.

This year's Chicago engagement will run 23 days, closing with the night performance on May 3, after which the show will return to Rochester for the opening under canvas on Monday, May 4.

The Chicago program, according to Messers. Adkins and Terrell, will be one of the largest and finest ever presented in a Chicago inaugural exhibition.

Baby Camel Arrives

Patrick Rochester, newest arrival at circus headquarters and first-born of the camel herd made his appearance on St. Patrick's Day. The husky youngster proved true to the traditions of his kind by steadfastly refusing to take a drink.

Incidentally, he proved also that old circus hands are not agreed on the old question of how long a camel can go without a drink - particularly, if it be the first drink. They shook their heads quizzically as the hours slipped by. But Ma Camel seemed not at all alarmed. Instead of growing nervous, she chewed her quid with bovine complacency, while little Pat wagged contemptuously at the source of supply.

But finally, after 48 hours of aridness, they succeeded in coaxing the small son of the desert to sample the fare.

"He liked it so well," an old camel man said, "I thought we would have to call in the goats to help Ma Camel out. At first I thought they ought to name him Bone Dry, but now I reckon Repeal would fit him about right."

But they are still arguing the old question, with little hopes of a solution.

[The News-Sentinel, Thursday, March 19, 1936]

CIRCUS STARS HOLD RODEO AT CULVER ACADEMY

Culver Military Academy threw off its academic cloak on Saturday afternoon and went rodeo.

The occasion was the arrival on the campus of a full complement of Cole Bros.-Clyde Beatty Wild West and equestrian stars with their mounts for a two hour contest of horsemanship in the big riding academy.

All officers, the entire student body, and guests, bringing the audience up to more than 5,000 persons witnessed the program which was presented by Captain Rich of the Academy Artillery School as equestrian director, assisted by Rex de Rosselli, circus public relations executive.

The circus participation consisted of 12 acts, including manage, or "high school" specialties by Misses Norma Humes and Josephine Tatum; trick riding by Paul Nelson; roping and

Cole Bros.-Clyde Beatty Circus

hurdle jumping on two horses by Ralph Clark; rope spinning by Frank Cilbraith, and broncho busting by Cecil Tatum.

Included in the horses used were the two black mustangs recently purchased from the school by the circus, after all efforts to work them into the Black Horse Troop had failed.

Circus Acts Applauded

The guests were profuse in their plaudits for the several circus performers. Especially was this true of the efforts of Misses Humes and Tatum, who exemplified the grace of movement and poise in horsemanship. The rodeo specialties brought forth the applause of the entire student body most of whom are among the mounted cadets for which Culver is noted.

Music and Dinner

A 65-piece military band under direction of Major O'Callahan furnished the music, and a banquet, honoring the circus personnel was served in the big Administration dining hall.

All circus horses were transported to and from the academy in the big horse-troop vans. The program was voted a big success, and local performers are loud in their praise of the treatment accorded them.

[The News-Sentinel, Monday, March 23, 1936]

BEATTY'S WIFE PUTS CATS THROUGH PACES FOR NEWS-REEL CAMERAS

Newsreel men, representing the major American movie companies found a new thriller for cinema patrons when they invaded local circus quarters on Saturday afternoon. That thriller was Mrs. Clyde Beatty.

For the past several months news has been filtering through that Harriet Beatty had gone "animal trainer" with serious mein, but wary editors looked upon the report as being a bit circusy. "If the pretty little blonde wife of Clyde Beatty had really consented to enter the arena with her illustrious husband, and to put the big cats through their paces," said they, "it amounted to virtually a feeble attempt to break into the publicity limelight."

But they might well perish the thought, if her performance before the movie cameras on Saturday afternoon can be taken as a criterion. She not only went into the arena, she actually and faithfully took over the Beatty position of big cage maestro, to get the beasts through their paces with the ease and precision of a veteran.

And that proved to be the sauce for which the cameramen were seeking. They asked her again and again to repeat the sequences - many of them entirely new and almost incredible - and she consented, giving them shot after shot which in a few days will be seen in practically every movie theater in America.

Four Companies Represented

The four largest newsreel feature services were represented. They brought sound recording equipment to register the animal belligerence to the Beatty commands. Those in evidence included: Universal, Hearst-Metrotone, Fox-Movietone and Paramount. Pathe men are expected here on April 6, when the Beattys will give a special performance for newspaper men from over Indiana, as well as the large Chicago papers.

A note of comedy was injected into the scene on Saturday afternoon when Harry Atwell, special circus photographer of Chicago, entered the ring to shoot several close-ups of Beatty and his new lion, Bruno, which sits up on a pedestal.

All went well until Bruno cast his Ocher-colored eye upon Mr. Atwell, and pounced down from the stool, thereby causing the photographer to beat a hasty retreat in the direction of the cage door.

Praise New Act

The newsreelers were loud in their praise for the new Beatty acts, which they state, have no counterparts in the world. Also, they say, that this year's performance is far superior to anything the trainer has ever done, both in the number of animals used and the high character of the performance.

Big Crowd on Sunday

Cole Bros.-Clyde Beatty Circus

Sunday was red-letter day for visitors, according to Jess Murden. It develops that there were just twice as many paid admissions to quarters as on the preceding Sunday afternoon, previous high attendance day for the current season. Another field day is expected, weather permitting, on next Sunday, which will be the last week-end for the circus before departure to Chicago on April 7.

[The News-Sentinel, Monday, March 30, 1936]

MOVED TO PERU

Miss Boots Sallee, an aerialist of the Cole Brothers-Clyde Beatty Circus, who was injured her several weeks ago, has so far improved that she has been moved to the home of friends in Peru. Miss Sallee suffered injuries of the skull and limb in an auto accident.

[The News-Sentinel, Tuesday, April 7, 1936]

COLE BROS. CIRCUS LEAVES FOR CHICAGO PREMIER

A frost-laden wind whipped the Cole Bros.-Clyde Beatty circus away to a flying start on the 1936 season late last night, when the trainmaster called "All Aboard" and the long train of animal cars, baggage cars and sleepers moved North via the Nickel Plate Road toward Plymouth on the first lap of the Chicago journey.

Word from the Windy City indicated that the show arrived early this morning at Wood Street Yards of the Pennsylvania R.R., about three blocks from the Stadium, where the local circus goes for a 23-day premier.

Circus hands, working in the chill wind of Tuesday night shivered and chattered, and hoped that the return to Rochester on the night of May 3rd, for the first show under canvas here on May 4, would have the advantage of balmy Spring breezes.

Show in Good Shape

Old circus men who have seen the preparations this season state that the local circus is in much better shape from the mechanical standpoint this year than was the case last Spring. All cages, wagons and other paraphernalia have been thoroughly overhauled, repaired and repainted, and are said to be in excellent shape for the "long swing" which lies ahead of the show, and which will include about 29 states before the band plays the seasonal "Home, Sweet Home," early next November.

Many New Acts

Many new acts have been added this year. Among these are the famous Zavatta Troupe of aerialists from Spain and the Zoppe Family, a feature riding act from Portugal. This will be the first American appearance for either of these troupes.

The Major Bowes' Amateurs were at the Stadium this morning and will be featured with the Cole-Beatty show at the opening matinee next Saturday. They will be a regular concert feature of the show throughout the season.

Local Show Grounds Selected

When the big top is set-up here for the opening performance under canvas on Monday, May 4, local interest will be attracted to the Carl Newcomb farm, just south of the city limits on State Road 25. The newly selected show-lot offers an ideal location for the circus, being high and dry and easily accessible.

With good weather, it is believed that this season's opening will bring the largest crowd to Rochester that has been seen in this city in many years.

[The News-Sentinel, Wednesday, April 8, 1936]

PATHE NEWS TO FEATURE HARRIETT BEATTY'S ACT

William Delaney, secretary of Kiwanis Club, today received a telegram from the Pathe Company, New York, containing the information that in the newsreel which will be released by the company on April 11 a feature which will be of interest to Rochester people will be included.

Cole Bros.-Clyde Beatty Circus

This feature is the filming in the Cole Brothers-Clyde Beatty Circus winter quarters here of Harriett Beatty, blonde wife of Clyde Beatty, noted trainer, in her new wild animal act in which she uses a lion, tiger and elephants.

The picture was filmed at the winterquarters here on Monday and will be released to all theatres in the United States Saturday, who use Pathe newsreels.

The telegram to Mr. Delaney is as follows: "Pathe News reel 75 released theatres April 11 features excellent subject Harriett Beatty proving skill as trainer of wild beasts. Train lion and tigers to ride elephants. Please notify local newspapers and civic organizations."

[The News-Sentinel, Thursday, April 9, 1936]

CLYDE BEATTY TO BE ON THE AIR FRIDAY EVENING

Clyde Beatty, noted animal trainer of the Cole Brothers Circus, will be on the air this Friday evening at 7:07 o'clock from Station WGN Chicago, it was announced today.

Mr. Beatty will be interviewed by Quin Ryan during his sport review at the time. Beatty will be questioned by Mr. Ryan on how he trains wild animals.

The Cole Brothers Circus is receiving much publicity in Chicago newspapers. The circus opens at the Stadium on April 11 for a 23-day run.

Miss June Provines, who for a number of years was the society editor of the Huntington (Ind.) Herald, in her column "Frank Views and Profiles" in the Chicago Tribune Thursday gave the following account of an experience of Miss Ruth Carpenter, a member of the Tribune staff with an elephant when she visited the winterquarters here Monday with other reporters:

"Miss Ruth Carpenter came back from a visit to circus winter quarters at Rochester, Ind., in a mood to add evidence to the adage "an elephant never forgets." Also to testify that the elephant is a jealous animal. She fed one of the pachyderms mints, which he seemed to enjoy. In order not to slight his companion she offered a mint to the elephant next in line. Whereupon the first elephant slapped her in the face with its trunk. Miss Carpenter then moved on to other sights, but an hour later she passed the elephants again, having forgotten all about the mint lover. He, however, had not forgotten her dereliction. He whanged her again as she went by."

[The News-Sentinel, Friday, April 10, 1936]

WORLD'S TALLEST MAN WITH LOCAL CIRCUS

The Cole Bros.-Clyde Beatty Circus now boasts the tallest man in the world. He arrived in Chicago Friday and has been added to the circus personnel. The man is Clifford Thompson, who is 8 feet 6 inches tall and has been appearing in the movies in Hollywood, Cal.

Thompson weighs 400 pounds and is 22 years of age. For breakfast he eats two grapefruit, six eggs, a dozen wheat cakes and a pint of coffee. His other meals are in proportion.

[The News-Sentinel, Monday, April 13, 1936]

DEFEAT CIRCUS TEAM

The Mikesell All-Stars defeated the Circus nine, 8-6, in a nine inning game. A return game will be played next Sunday at 1:00 behind the Circus headquarters.

[The News-Sentinel, Monday, April 13, 1936]

COLE BROS. - '36 PREMIER IS "TOPS" IN CHICAGO

That the Cole Bros.-Clyde Beatty's 1936 circus premier which started a three-weeks engagement Saturday at the Chicago Stadium, is clicking and clicking in a big way, too, is evidenced by generous spread of printer's ink which is being given the Rochester home-town show, in the big Chicago newspapers. Columns of lauding articles have and are being written touting the all-star group of thrill-makers of the Cole shows, and every indication points to a truly marvelous season for the home circus.

An article, which appeared in a Monday's edition of the Chicago American, follows:

(By Edgar Brown)

Cole Bros.-Clyde Beatty Circus

“Flagpole sitting is nice work of you can get it, but there is no opening in the field of artistry with the Cole Brothers-Clyde Beatty circus, which Saturday began a three weeks’ stay at the Chicago Stadium.

“That job is apparently filled.

“The Great Florensque, a flagpole sitter who would put old Shipwreck Kelly himself to shame, provides one supreme thrill in a three-hour program of surprising enjoyment. This young Spanish daredevil does things on a slender swaying pole high in the dome of the amphitheater that leaves you limp as a rag and casting about nervously for an undertaker.

“It is by no means the sole thrill. The circus has a glamour that won’t wear off, and there is a freshness and a repletion of foolhardy talent with this particular circus which gives you a steady run for your money.

Playing With Tigers

“There is, of course, Clyde Beatty, the incomparable trainer, who works himself and his audience into a dither with hair-raising encounters with his lions and tigers, some of which have to be annoyed no end before they show the proper fighting spirit, but all of which sooner or later roll over and say ‘Uncle’ at their master’s behest.

“A little of Clyde’s thunder is neatly stolen by his comely wife, Harriet, who precedes him. You won’t believe until you see her act, if then, that a Siamese elephant, a Nubian lion and a royal Bengal tiger will ever become as chummy as three fraternity brothers. But they do.

“There is a youngster from Canada, Harold Barnes, who is worthy of special note. He is unbelievably light-footed on the swinging wire, tripping along in midair with the grace and poise of the well-known gazelle. There are other wire walkers, but Harold is the tops.

Little Girl, Big Act

“There is Mlle. O’Dell, a mighty atom who chooses a spot in midair to cast her body over her own shoulder fifty times, until you are begging her to stop before she jerks her arm out of the socket.

“Highly conducive to audience jitters is the stunt of a boy well-named “Suicide” Tex Elder, who climaxes a miniature rodeo by jumping two horses simultaneously over a flaming automobile. And gets away with it!

“You say the circus never offers anything new? Wait until you see the three huge troupes of Siamese and Indian pachyderms gayly swinging it in the carioca. Crane your neck for a gander at the aerial bicyclists who go out for a spin just under the stadium caves. And as for a novelty, how about a group of “human butterflies,” circus young men who are short on cosmetics but long on natural beauty?

“Even the clowns are different. Evidently they’ve been spending a Winter in thought and preparation. Some of their “blackouts” are good enough for a Broadway revue - and the time worn tricks involving loaded cigars, etc, are given the go-by.

Crazy Over Horses?

“If the children derive their greatest wallop from the funmakers, many an adult drops into a circus exclusively to admire the horseflesh. Cole Brothers are not remiss in this department. The high school horses are beasties of real beauty and intelligence, and the equestriennes look fresh out of band boxes.

“The Brothers Cole and Mr. Beatty, who is said to have a generous piece of the show, certainly haven’t been chary about spending money to amass a wealth of talent. And of course the show has not yet been marred by the strains of travel.

“The circus has moved into the Stadium for a three weeks’ stay.”

The News-Sentinel, Tuesday, April 14, 1936]

“A-CLOWNING WE WILL GO!”

* * * * Photo - Ina and Inez * * * *

There will be many new faces in the circus lineup with Cole Brothers-Beatty this season. Among them will be seen Ina Estrenda and her elephant Inez, one of the clever specialties which

Cole Bros.-Clyde Beatty Circus

make this one of the outstanding circus achievements of the century. Ina and Inez, as they are known, came direct from Spain, where as a part of Estrenda troupe, they have enjoyed professional "stardom" for several seasons.

* * * * Bugs Hoewrath * * * *

"Bugs" Holwrath, an English funster who will liven up the Cole-Beatty clown alley with his antics, will make his premier under canvas here on Monday, May 4th. It is said that he brings a new brand of comics to the American circus - the kind that has made London shake its side with laughter for past seasons. He will lend a note of new gayety to the clownishness of Ina and Inez.

The News-Sentinel, Tuesday, April 14, 1936]

SIXTY ROCHESTER MEN GUESTS OF COLE BROS.

Today is Rochester day at the Chicago Stadium, where the Cole Bros.-Clyde Beatty circus is playing a three weeks' engagement. About 60 Rochester business and professional men left this city shortly after eight o'clock Thursday morning via motor-car cavalcade for Chicago, where they will be the guests of Jess Adkins and Jess Murden at the afternoon performance of the circus.

The local men were to meet at the west entrance of the Stadium from where they would be escorted in a body to a section of "Park A" seats reserved especially for the "home-town folks." The return trip will be made late this evening, it was stated.

The Cole Bros.-Clyde Beatty circus will return to Rochester May 3rd and on the 4th will give its first performance under the "big top" on the Goss estate lots at the southern edge of Rochester.

[The News-Sentinel, Thursday, April 16, 1936]

CIRCUS CANVAS BOSS KILLED IN ACCIDENT

Ed Hartman, aged 41, Detroit, Mich., a boss canvassman with the Cole Brothers-Clyde Beatty Circus, was instantly killed at 3:30 o'clock Sunday morning, when a truck which he was driving collided head-on with a touring car driven by Henry Maroney, a farmer living near Fletchers Lake.

The accident occurred six miles north of Logansport on State Road 25 while Hartman, accompanied by Charles Eastwood, of this city, was southbound to Logansport and Maroney was northbound in the state road.

Truck Was Demolished

The truck in which Hartman and Eastwood were riding was one belonging to A. C. Bradley, who is Eastwood's employer and which was being used without the owner's consent. The truck was demolished.

Hartman received his fatal injuries when his head was crushed in the door of the cab of the truck, when the vehicle turned over into the ditch after the crash.

Maroney and Eastwood were thrown clear of the wreckage and indications were that Hartman was making a desperate attempt to leave the cab of the truck when it turned over.

Help Was Summoned

The first motorist to reach the scene was Willard Razer, Logansport, who was accompanied by Miss Dorothy Thomas of this city. Razer summoned help from Fulton and Logansport.

Dr. M. B. Stewart, Logansport, Cass county coroner and Sheriff Dewey Schmidt of Logansport, drove to the scene of the fatal crash. By that time, passing motorists had taken Maroney and Eastwood to the Cass County Hospital in Logansport.

Maroney was practically scalped and is now confined to the hospital. Eastwood's injuries were of a minor nature. He is now being held in the Fulton county jail for investigation.

Not Able to Drive

Hartman, according to circus employees, was not able to drive a truck. Eastwood, who does not have a driver's license, states that Hartman was at the wheel of the truck at the time of the crash.

Cole Bros.-Clyde Beatty Circus

The body of Hartman was moved to the Val Zimmerman Apartment here, where it was prepared for burial. Death, according to Dr. Stewart, was caused by a broken neck. Dr. Stewart has set no time for his public inquest.

Mr. Hartman has been employed by circuses for over twenty years. He was a veteran of the World War, and served with a Michigan unit during that conflict.

His only immediate survivor is his mother, Mrs. Julia Phide, 1338 Warren Avenue, Garnden City, Michigan, which is a suburb of Detroit. The body will be sent to Detroit for burial.
[The News-Sentinel, Monday, April 20, 1936]

COLE BROS. CIRCUS SUED FOR NOT USING COLISEUM

Chicago, April 21. - The Coliseum Building Corporation brought suit today for \$50,000 damages against the Indiana Circus Corporation and Zack Terrell and Jess Adkins of Rochester, Ind., its owners, complaining the Cole Brothers' circus engaged the Chicago Stadium for its current exhibition instead of the Coliseum.

The suit charged that a contract between the circus and the Coliseum provided the show would use no other Chicago building for a three-year period.

In a long distance telephone conversation with Mr. Jess Adkins Tuesday morning, it was learned by The News-Sentinel that this civil suit had been anticipated by the owners of Cole Bros. Circus and it was not giving them great concern. Mr. Adkins stated that the circus was fully protected in the suit and that they were advised that the contract was not binding before they decided to move to the Stadium.

[The News-Sentinel, Tuesday, April 21, 1936]

WORLD'S NEWEST BIG SHOW IS COMING SOON

* * * * Photo - Wanda Wentz and Old John, 125 year old Elephant * * * *

The world's largest circus, traveling on three trains of double-length steel railroad cars, with 1,080 people, 30 elephants, 812 menagerie animals and 500 horses, will exhibit in Rochester, Monday, May 4th, and throughout this section plans are perfecting for the attendance of every man, woman and child - so it seems - at one of the performances.

Everybody wishes to see the Cole Bros.-Clyde Beatty Circus this year, which last year returned from a triumphant five year tour of Europe and it is a foregone conclusion that the world's largest tent, seating 10,000 persons, will be filled to the last chair afternoon and night. Six rings and stages and the hippodrome track to say nothing of the vast aerial maze for the earth's foremost aerial talent - 400 acknowledged kings and queens of daring, grace, skill and incredible agility. Sixty clowns will project ten times that number of mirth waves. Countless new foreign features and innovations new in America are introduced on the gigantic program of the world's greatest amusement institution. Clyde Beatty's gigantic trained animal exhibition will be presented in the main performance.

Throughout circus day the three gigantic tented stables of the Cole Bros.-Clyde Beatty organization will be open to the public free of charge. Here enjoyers of fine horses may view at random hundreds of the world's most beautiful thoroughbreds. Perfect specimens of almost every known strain will be found in the big show's great free horse fair which also includes a congress of tiny shetland ponies to delight the little folks.

One of the largest, finest and costliest street parades will be seen at 11 a.m. Hundreds of horses, thirty elephants and the caravans of camels from the great desert will be seen. In the picturesque line of march will be more than three score elaborately carved and gilded allegorical floats, tableau wagons and open dens and cages displaying the Clyde Beatty menagerie. Doors to the big show and the menageries will open at 1 and 7 p.m. The big shows start at 2 and 8 p.m.

[The News-Sentinel, WEdnesday, April 22, 1936]

Cole Bros.-Clyde Beatty Circus

OFFICIAL PROGRAM - SEASON OF 1936

COLE BROS.-CLYDE BEATTY CIRCUS

DISPLAY NO. 1 - The Serenade of Spain - Participated in by more than 1,000 men, women, horses, elephants, yaks, and beasts of the forests and jungle . . . native singers . . . dancers and musicians. Staged by Rex de Rosselli.

DISPLAY NO. 2 - Positively the Greatest Single Array of Athletes and Gymnasts of Pantomime Who Combine Buffoonery With Supreme Tumbling and Gymnastic Feats. An Enormous Special Congress of Clowns Gathered This Year From Every Country on Earth.

DISPLAY NO. 3 - Educated Shetland Ponies - Highly trained Dogs - Siamese Elephant, Nubian Lion, Bengal Tiger Act by Harriet Beatty - Educated Dogs - and Tiny Performing Ponies.

DISPLAY NO. 4 - Ring No. 1 - A beautiful and Talented English Equestrienne, Miss Ernestine Clarkonian. Ring No. 2 - A Peerless European Rider Introducing Unusual Feats in the Equestrian Art, Miss Elizabeth Hanneford.

DISPLAY NO. 5 - Thrilling and Daring Aerial Gymnasts, Easily the Greatest Single Array of Champions of the Lofty Horizontal Bars.

DISPLAY NO. 6 - An Exhibition of Outstanding Feats Performed by Four Great Troupes of the World's Most Remarkable Educated Sea Lions Marvelous Actors From the Deep. Presented by Jack Joyce, Albert Mann, A. Fleet and Walter Radde.

DISPLAY NO. 7 - An Astounding Array of the World's Foremost Aerial Athletes in a Lofty Mid-Air Tournament, Performing Seemingly the Impossible.

DISPLAY NO. 8 - The World's Largest Group of Performing Lions and Tigers Newly Recruited From Native Jungle and Mountain Fastnesses. The Most Startling Wild Animal Display Ever Presented In Which a Fearless Youth Presents His Uncanny Power Over the Most Ferocious of All Beasts, CLYDE BEATTY.

DISPLAY NO. 9 - Sensational Wild West and Rodeo Round-up Presented by the Foremost Champions of the Great Frontier and Wild West Exhibition of the Western Plains and Northwestn Canada. Tex Elder, Climaxing This Frontier Day Exhibition, Jumping Two Horses Over a Flaming Automobile.

DISPLAY NO. 10 - Horizontal Bar, Swaying Table Pyramids, Prof. Curtis, the European Comedy Cyclone, Equilibrist s , and LeRoy Bros., Gymnasts.

DISPLAY NO. 11 - Queen of Aerial Gymnasts, Who Will Amuse You With Her Wonderful Feats of Strength and Endurance. Suspended at Dizzy Heights This Miniature Marvel in Mid-Air Breaks Every Law of Gravity Casting Her Body Over Her Own Shoulder Scores of Times, Without Pause, Mlle. O'Dell.

DISPLAY NO. 12 - Presenting Three Great Troupes of Performing Elephants From Siam and India in a Single Display Enacted in the Three Rings. Elephants Who Dance the Carioca and the Continental.

DISPLAY NO. 13 - A Thrilling and Spectacular Array of Human Butterflies in a Vast Aerial Offering!

DISPLAY NO. 14 - America's Foremost Bareback Riders in a Sensational Exhibition of Hazardous and Unequaled Feats, THE DAVENPORT FAMILY.

DISPLAY NO. 15 - Matters of Mirth in a Hilarious Musical Festival.

DISPLAY NO. 16 - The Canadian Juvenile Wonder, HAROLD BARNES, Walking, Running, Dancing on a Swinging Wire. Then Letting His Lithe Body Sway Like a Pendulum Until the Arc of the Swing Brings Him Parallel With the Ground.

DISPLAY NO. 17 - Introducing the Greatest Liberty Act in Circus History in Three Separate Rings, Simultaneously Presenting Complete Companies of Performing Horses Trained by Europe and America's Three Premier Trainers, Jorgen M. Christiansen, Albert Hodgini and Joe Hodges. Easily the Greatest Equine Display of All Time.

Cole Bros.-Clyde Beatty Circus

DISPLAY NO. 18 - Wedding Bells Ring in the Parade of Mirth.

DISPLAY NO. 19 - The Most Thrilling High-Wire Act Ever Presented, As Incomparable Company of Intrepid Performers Whose Astounding Exploits Have Made Two Continents Gasp. Directly Imported From the Winter Garden, Berlin, Germany.

DISPLAY NO. 20 - The Triumphant Culmination of all Circus Athletic and Gymnastic Exhibitions - The Supreme Achievement in the Impressive Array of Daring Tumblers and Stalwart Athletes. A Vast Array of Performers Unexcelled in all Circus History.

DISPLAY NO. 21 - In the Dome of the Arena on a Slender, Swaying, Steel Pole, 125 Feet Above the Ground, An Amazing Spaniard Will Thrill You. This is the Last Word in Dangerous Exploits, The Great Floresque.

DISPLAY NO. 22 - On the Hippodrome Track and in Rings Nos. 1, 2 and 3, You Are Now Witnessing the Greatest Array of High Schol Horses in Amusement History. No Other Circus in the World Boasts of a Display Even One-Half as Large. Europe and America's Most Noted Mistresses of the Manage Who Have Won Countless Ribbons in Foremost Horse Shows Throughout the World.

DISPLAY NO. 23 - A Multitude of Amazingly Clever Clowns in all Parts of the Arena at the Same Time! A melange of Outstanding Funmakers.

DISPLAY NO 24 - A Great Company of Mid-Air Aerialists in a Thrilling and Breath-Taking Series of Astounding feats.

DISPLAY NO. 25 - Rome's Ancient Glory Lives Again - Magnificent Revival of Speed Duels on the Hippodrome Track, Including Roman Standing Jockey Race, Liberty Race and Fleeting Ponies With Simian Jockeys. No. 1 - Jockey Race. No. 2 - Shetland Ponies and Monkey Riders. No. 3 - The Riderless Horse Pitted Against the Jockey Rider. No. 4 Roman Standing Races.

----- THE GRAND FINALE -----

[The News-Sentinel, Wednesday, April 29, 1936]

FRONT PAGE EDITORIAL

BON SEASON, COLE BROS.

On Monday, May 4th, Rochester and entire community will turn out en masse, it is believed, to pay honor to its own home-town organization, the Cole Bros.-Clyde Beatty Circus, which opens its second season of canvas performances on the Goss lots at the southern edge of the city.

Every business man and every citizen are deeply interested in the success of the Cole Bros.-Clyde Beatty show as it is now an established fact, that this mammoth organization distributes thousands of dollars in this community every year. And while it is true that possibly all lines of business may not be supplying the needs of this gigantic circus family, the money placed in circulation here by the showmen, eventually finds its way into almost every channel of commercial activity. Rochester needs more of such trade stimulating organizations or industries, and while the prospects of obtaining any big manufacturing concerns in the near future seem most remote, the business men are indeed most grateful to one of the foremost circus organizations in the world for voluntarily selecting this city, as its winter quarters.

With any break in weather conditions on Monday, May 4th, it is a foregone conclusion that practically every person in Fulton county, and even those in adjacent territory, will pay their compliments to the Indiana Circus Corporation by attending the big show. Incidentally, a most marvelous and thrilling exhibition awaits the public.

Rochester and community wishes a most prosperous season to its home-town circus, "The Greatest in the World."

[The News-Sentinel, Wednesday, April 29, 1936]

HE TRAINS DOGS, TOO!

* * * * Photo, Clyde Beatty and Colonel * * * *

Cole Bros.-Clyde Beatty Circus

Here is a new picture of Clyde Beatty. Perhaps you never expected to see Clyde posing with such a meek and affectionate creature as Colonel, a police dog, but this "shot" proves that he is just as effective with the canines as with the felines - a proof that emphasizes the Beatty "way" with beasts.

[The News-Sentinel, Wednesday, April 29, 1936]

HEY, SKINNEY! CIRCUS MONDAY

A. L. Whitmer, city superintendent, announced today that the city schools will close at 10:30 o'clock Monday morning for the remainder of the day. The schools are to close so that pupils may witness the parade and attend the Cole Brothers Circus, which will give two performances in this city on that day.

[The News-Sentinel, Thursday, April 30, 1936]

[Adv] GET YOUR TICKETS EARLY FOR THE Big Cole Bros. Circus. 2-Performances - 2. Monday, May 4th. Tickets On-Sale at Dawson & Coplen's and Berghoff Cafe

[The News-Sentinel, Thursday, April 30, 1936]

CIRCUS TO STAGE BIG PARADE HERE MONDAY

The Cole Bros.-Clyde Beatty Circus which shows at the edge of Rochester on South Main Street, Monday afternoon and evening, May 4th, will stage its mammoth parade during the morning on circus day. The parade, according to the management, will be held regardless of weather conditions. The parade routing through the city will be made up Saturday by the parade route master, who arrives here tomorrow from Chicago. It is believed the big procession will get underway sometime between 10:30 and 11 o'clock Monday morning.

[The News-Sentinel, Friday, May 1, 1936]

INDIANAPOLIS LADIES TO ATTEND CIRCUS HERE

A representative group of the Indianapolis Sunnyside Guild will be guests of the Cole Bros.-Clyde Beatty circus here on Monday, May 4th, for the purpose of completing arrangements for the showing of the Cole Bros. circus in Indianapolis on May 10th, which will be under the sponsorship of the Guild.

Mrs. Floyd J. Mattice, member of the Sunnyside Guild, Mrs. Nellie B. Eisenlohr, and other members from Indianapolis, will be among those who will witness the first tent performance of the Cole Bros. shows of its 1936 season. While here several special pictures will be "shot" for the Indianapolis newspapers. The local circus plays a two days engagement at the capitol city; on the opening day, May 9th, the show is presented under the sponsorship of the Women's Auxiliary of the Indianapolis Orphans' Home. Mrs. Mattice is a former resident of this city and her husband is one of the leading attorneys of Indianapolis.

[The News-Sentinel, Friday, May 1, 1936]

CIRCUS PARADE TO START 11 O'CLOCK MONDAY A.M.

Are you all set for the Big Cole Bros. Circus Parade? If not you'd better step on it, for on Monday morning, May 4th promptly at 11 o'clock, the shrill blasts from the gold-bedecked Caliope will announce to the people of this community that the brilliant and glamorous procession is under way.

The line of the parade will start from the circus grounds entrance at corner of 16th and South Main street, thence north up Main to the Ninth street intersection where it turns west to Jefferson and proceeds northward to Fourth street where it swings eastward to Main and thence south thru the down-town business section on through to the show grounds.

Practically all of the tents with the exception of the "big top" have already been erected, and the "big top" will be placed in readiness early Sunday morning.

According to word received from Zack Terrell today, the circus which has been playing a three weeks engagement at the Stadium in Chicago, will arrive in Rochester over the Nickel Plate railroad around five o'clock Monday morning. It will be transferred immediately to the Goss

Cole Bros.-Clyde Beatty Circus

estate lots, at the south edge of Main street where everything will be placed in readiness for the big parade and the afternoon and evening performance.

[The News-Sentinel, Saturday, May 2, 1936]

WOULD MAKE TRAIN OVER A MILE LONG

Three special trains of double length railroad cars are required to transport the people, animals and equipment of the big new circus, which Cole Bros.-Clyde Beatty are to bring to this city on Monday, May 4th. The amount of motive power that would be necessary to haul such a quota makes the use of the average length carrier wholly impracticable. To solve the problem the famous showmen have special double length cars built for their use and so manage to load their mammoth organization.

The show trains are this year divided into three or four sections depending upon the topography of the country where the circus is to exhibit. A trio of trains is the rule. The first section is known in Spangleland as the "flying squadron." It is the first to reach and the first to leave every exhibition point. On it travel the chief of the commissary department, his staff of assistants, the 60 cooks and waiters who attend to the inner wants of the circus hosts and all the animals excepting the elephants, camels and zebras.

The second section carry the splendid baggage horses, the tableau band and equipment wagons, the great quantity of scenery, mechanical and electrical paraphernalia, used in this season's spectacle the "Serenade of Spain", the immense vans fitted with cedar chests in which are carried the thousands of costumes used in the fairyland spectacle; parade barges and allegorical floats and all the canvas, poles, chairs, rope and myriad of other physical assets of the gigantic undertaking. Lastly comes the third section, made up of 16 solid vestibuled Pullman sleepers in which travel the hosts of Coleville. These revealing "homes" are resplendent with red and gold. At the forward end of this train are the massive red "Pullmans," in which ride the elephant and camels, zebras and all the beautiful equines that are used in the ring performance.

And this year there are also many Shetland ponies for Cole Brothers-Clyde Beatty have lately introduced a new trained animal department on the main tent program, dedicated especially to the children.

Were all the cars lettered "Cole Bros." counted together they would form a gigantic train more than a mile in length, or a third as long as the street parade. A splendid way to appreciate the extent of the Cole Bros. railway equipment is to go to a second or third story window overlooking the railroad yards on circus day. For in this manner only can one realize the vastness of that traveling wheeled caravan, which for seven months each year, is "home" for the hosts of the world's newest big show who recently completed a five year tour of Continental Europe.

An immense street parade will be seen on the downtown streets at 11 a.m. Doors to the famous Clyde Beatty menagerie will open at 1 and 7 p.m. The big show will start promptly at 2 and 8 p.m.

[The News-Sentinel, Saturday, May 2, 1936]

SUNNYSIDE GUILD LADIES ATTEND COLE BROS. CIRCUS

Eleven members of the Sunnyside Guild of Indianapolis attended the Cole Brothers-Clyde Beatty Circus here today. They were the guests of the circus management at the afternoon performance.

The Sunnyside Guild and the Indianapolis Orphans Home are sponsoring the Cole Brothers Circus at their appearances in Indianapolis on May 9 and 10.

The Guild members were permitted to view the circus show behind the scenes. They witnessed the preparations which are made for the parade, visited the mess tent and the quarters for the performers.

The Guild representatives met all of the stars of the Cole Brothers Circus including Clyde Beatty and his wife, Harriet Beatty. While the Indianapolis women were on their inspection trip a number of pictures were taken by a staff photographer of the Indianapolis Star.

Cole Bros.-Clyde Beatty Circus

The Guild members who came to this city were L. R. Ford, Mrs. A. S. Birchett, Mrs. H. W. Linkert, Mrs. C. B. Perine, Mrs. Myron J. Austin, Mrs. Kurt Schmidt, Mrs. Stowell C. Wasson, Mrs. Floyd Mattice, Mrs. T. Eisenlohr, Mrs. Orin Chillson and Mrs. Ferdinand Van Der Ver.

Mrs. Mattice, a former resident of this city, is the president of the Sunyside Guild.

[The News-Sentinel, Monday, May 4, 1936

10,000 PEOPLE IN ROCHESTER TO SEE PARADE AND CIRCUS

From every indication up to press time today it appeared that Rochester's own home circus, The Cole Bros.-Clyde Beatty World Toured Shows, was all set to hang up a new attendance record in its second appearance in this city.

Standing room for the opening performances which started promptly at two o'clock under the big top on the Goss estate lot at the southern edge of this city was a premium, and the advance sale on the ducats for the evening show which starts at 8 o'clock was brisk.

The populace of the entire city of Rochester and thousands from adjacent towns and cities were on hand to witness the thrilling, brilliant and spectacular parade which got under way shortly after high noon. A late arrival from Chicago due to transferring from the Pennsy lines at Plymouth to the Nickel Plate for Rochester caused about an hour's delay in the starting of the mile long parade.

10,000 People Here

Those familiar in estimating large crowds stated that there were at least 10,000 people in the city today, and the major portion of these were planning on attending either the afternoon or evening performance of the world's greatest show.

The line of parade started from the circus grounds at 16th South Main street and proceeded north to 11th where it swung westward to Jefferson, thence north to 4th street, east to Main and southward through the business district to the circus lots. Every foot of parking space as well as curbs, sidewalks, buildings and roof tops were lined with humanity all anxious to get a glimpse of the glamorous procession.

As this was the season's initial opening under the big tent and with full parade, a couple of multiple teamed horses became a bit unruly on the Jefferson street course of parade and collided with two autos which were parked on that thoroughfare. These minor mishaps caused a slight delay, but no serious damage resulted.

Parade a Mile Long

The big parade which was over a mile in length was headed by the white Cord Safety Car of the Indiana State Department of Public Safety, in which rode Paul Beverforden, in charge of the state safety force, Jack Edwards, representing the Governor's Public Safety Committee, Sheriff Boyd Peterson, Hugh A. Barnhart, Mrs. Ella Hines, safety department representative, A. F. Rentschler and Herman A. Daake, of the safety workers division.

Two circus official cars preceded the State's lead auto. These were followed by eighty lady equestriennes on Cremoline stallions, then a field marshal on a sleek, prancing charger. Immediately back of the field marcher was the gold adorned band wagon drawn by eight stamping dapple-grey horses; in the wake of the first band wagon were several wagons openly displaying many of the big "cats" which Clyde Beatty uses in his thrilling act. Directly back of the pacing lions and tigers were a group of beautifully adorned lady equestriennes who between the gutteral growls of the lions and the umpahs of the big brass band wagon in the rear, showed their most pleasing smiles to the spectators. Then came the tandem horses, a closed animal wagon, and the gaily gold Decorated Calliope wagon.

Intermingling all sections of the colorful procession were scores and scores of clowns and funmakers all of whom had their following of youngsters. A quaint float representing Cinderella and her prince, drawn by eight charging black Shetland, was next in line, and another group of lady horseback artists followed. Preceding the lady riders was the Clown band, more horsemen and clowns and then the red-hot Clown band. Trailing to the music of the clown was another group of horseback riders sandwiched between the circus' white-garbed colored band which added a bit of hot cha music to the big procession.

Cole Bros.-Clyde Beatty Circus

Back of this band wagon were troupes of horseback riders, cowboys and cow girls, Cossacks, on the sleek, prancing Arabian stallions, camels, zebras, a herd of 21 lumbering elephants with locked trunks and tails, each under the guardianship of a special dark-skinned mahout. These, with a corps of mounted parade lieutenants brought up the rear of the greatest and most spectacular parade ever seen in this community.

The circus, after the concluding performance tonight entrains for an engagement at South Bend tomorrow. A full and complete show will be given this evening and those who have not as yet bought their tickets can secure good seats at the ticket wagon on the circus lot.

[The News-Sentinel, Monday, May 4, 1936]

COLE BROS. SHOWS HERE BROUGHT RECORD CROWD

Cole Bros.-Clyde Beatty circus, which opened its second season under the "big top" in its home city here yesterday, had an attendance far in excess of that at the opening show of last year, officials stated. In the afternoon performance, practically all of the seats were occupied and at the night show, over two-thirds of the seating capacity was filled. The management of the home-town circus was exceptionally well pleased with the turn-out.

A brief resume of the evening's performance is herewith presented for those who were unable to be present:

The program opened shortly after eight o'clock with the colorful parade of performers and animals, interspersed with scores of comic and grotesque clowns. As soon as the big processional was complete the three rings and the arena tracks were flooded with clowns, tumblers and jugglers.

With the completion of these funmakers, the audience's attention was centered on the "big cage" in the center ring where the tiny blonde-haired Harriett Beatty, wife of the world-famed maestro of the jungle cats, displayed his prowess as an animal trainer, by putting an Indian elephant, a Royal Bengal tiger and a lioness through a series of breath-taking feats. Pony and dog acts were features in the end rings while the mixed animal thriller was being presented.

The next ten minutes on the program were taken by a score or more ladies on swinging ladders which were swung from various places around the entire arena, lady trapeze artists and sundries comic set-ups by the horde of clowns.

Beatty's Act Hair-Raiser

Clyde Beatty, famed Circus and movie star and his cage of lions and tigers kept the audience on its toes throughout the entirety of his breath-taking act. A female lioness and one of the smaller tigers were rather reticent about going through their part of the big act, and the trainer used several rounds of blank cartridges before he was able to put them through their paces. This act has many more thrillers than that of last season's.

While Beatty was supervising the re-caging of his "cats" the crowd was held at rapt attention by fancy horseback riding and roping by the cowboys and cowgirls with the clowns taking numerous take-offs of the all star performers. Three rings of highly trained seals were next on the bill and these acts likewise showed marked improvement.

With the rings cleared of the amphibians, the next hi-light of the evening's entertainment, was the several "iron-jawed" girls who did their serpentine gyrations from the tent top.

Following came the three rings of performing elephants which went through their strenuous drills and formations with a rapidity that amazed the spectators. Horizontal bar troupe and the arm-spin whirling girl trapeze stars were most roundly applauded.

Barnes Act Pleases

These gymnastic acts were followed by one of the hi-lights of the evening, a group of ladder balancers which presented thrill upon thrill in their daring equilibrium formations. Another headline attraction was Harold Barnes on the tight wire. Young Barnes, who holds the world's championship of the juvenile wire performers, readily revealed why he is acclaimed "tops" in this division of artistry. Barnes was followed by Albert Powell, who went through difficult trapeze feats from the top of the big tent, doing his act without the security of a net beneath him.

Cole Bros.-Clyde Beatty Circus

Then came the fancy riding, hunting, and jumping horses, and the acts of High School horses; two flying trapeze group acts and jockey Roman standing and tandem races around the big arena, which furnished a most fitting finale to a really sensational performance.

The circus left Rochester early Tuesday morning for South Bend, where it plays a one-day engagement today.

[The News-Sentinel, Tuesday, May 5, 1936]

ENJOYING BIG CROWDS

According to word received from several Rochester people who attended the Cole Bros. circus performances at Kokomo yesterday, the local show played to an overflowing crowd in the afternoon and at the evening show practically every seat was taken. The home-town circus is booked at Muncie today and on Friday it shows at Anderson, Ind.

[The News-Sentinel, Thursday, May 7, 1936]

TIGER, LION FIVE THRILL TO COLE CIRCUS CROWD

Indianapolis, Ind., May 12. - The Cole Brothers-Clyde Beatty circus has gone but it gave the thousands of persons who flocked to the West Washington street grounds to see it an exciting interlude over the weekend.

A stubborn tiger supplied a little more excitement than was scheduled at the final performance Sunday night, when it refused to take its place in the combination lion-tiger act.

A lion also smashed the chair and gun from Clyde Beatty's hands and the audience shivered.

Mrs. Beatty had no trouble with her lion, tiger and elephant and they went through their paces smoothly.

Saturday's shows were sponsored by the Indianapolis Auxiliary to the Indianapolis Orphans Home, and the Sunday shows were sponsored by the Sunnyside Guild.

[The News-Sentinel, Tuesday, May 12, 1936]

CIRCUS BUYS GELDINGS

Cole Bros.-Clyde Beatty circus, through Jess Adkins and Zack Terrell, owners, has purchased a pair of iron grey Percheron geldings from Charles A. Steele and Son of Princeton, Ind. The horses are said to weigh 4,150 pounds and are being used in the circus this season.

[The News-Sentinel, Wednesday, May 20, 1936]

CLYDE BEATTY ARRESTED FOR "KKHURTING" BIG CATS

Pittsburgh, May 27. - Clyde Beatty, veteran trainer of wild beasts, was arrested at the circus ground yesterday on a complaint sworn out by the humane society charging him with cruelty to animals.

Although denying the charge he pleaded guilty at a hearing before Alderman Ray E. Schneider and paid a fine of \$20 and costs. An assistant, William Bernard, was fined a similar sum.

Two constables took Beatty into custody after his afternoon performance.

Chief Agent E. M. Smith and Agent M. J. Teater of the society said they warned the trainer after his first performance yesterday "cruelty" in his wild animal act would have to stop.

Among other grievances they claimed he used a "whip-cracker" to agitate his lions and fired blank shots into their faces.

Beatty said:

"If I fired a gun in the animal's face the way they said I did, it would put his eyes out. The whip does not hit the animal. It's merely the noise to attract attention.

"You can't train wild animals like you do dogs. You can't pet them on the head. You have to make them know that you are the master."

He added:

Cole Bros.-Clyde Beatty Circus

"If I were actually hurting the animals they would attack me I have been training animals for 15 years. This is the first time I have been arrested."

[The News-Sentinel, Wednesday, May 27, 1936]

COLE BROS. CIRCUS SCHEDULE

June 6 - Corning, N.Y.
June 8 - Binghampton, N.Y.
June 9 - Ithaca, N.Y.
June 10 - Elmira, N.Y.
June 11 - Williamsport, Pa.
June 12 - York, Pa.
June 13 - Lancaster, Pa.
June 15 - Harrisburg, Pa.
June 16 - Altoona, Pa.
June 17 - Johnstown, Pa.
June 18 - Uniontown, Pa.
June 19 - Greensburg, Pa.
June 20 - New Brighton, Pa.
June 21 - Alliance, Ohio
June 22 - Steubenville, Ohio

[The News-Sentinel, Monday, June 8, 1936]

COLE BROS. CIRCUS ROUTING

June 23 - Wooster, Ohio
June 24 - Lima, Ohio
June 25 - Hamilton, Ohio
June 26 - Marion, Ind.
June 27 - Ft. Wayne, Ind.
June 28 - Hammond, Ind.
June 29 - Lafayette, Ind.
June 30 - Crawfordsville, Ind.
July 1 - Danville, Ill.
July 2 - Springfield, Ill.
July 3 - Champaign, Ill.
July 4 - Bloomington, Ill.
July 5 - Freeport, Ill.
July 6 - Dubuque, Iowa.

[The News-Sentinel, Monday, June 22, 1936]

COLE BROS. ROUTE SCHEDULE

July 7 - Oelwein, Iowa
July 8 - Marshalltown, Iowa
July 9 - Boone, Iowa
July 10 - Des Moines, Iowa
July 11 - Trenton, Iowa
July 13 - Kansas City, Mo.
July 14 - Kansas City Mo.

[The News-Sentinel, Tuesday, June 30, 1936]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS SCHEDULE

July 15 - Fort Scott, Kans.
July 16 - Springfield, Mo.
July 17 - Joplin, Mo.
July 18 - Tulsa, Okla.
July 19 - Oklahoma City, Okla.
July 20 - Oklahoma City, Okla.
[The News-Sentinel, Tuesday, July 7, 1936]

COLE BROS. CIRCUS IS SUED FOR DAMAGES

Trenton, Mo., July 20. - While Clyde Beatty, famed animal trainer with Cole Brothers circus, was in Trenton for performances, he was served with a court notice that he was being sued for \$10,000 by a Chillecothe woman who claims her husband was killed by one of Beatty's lions in the circus' winter quarters at Rochester, Ind.

The case has been filed in the Grundy County circuit court and probably will be heard in the November term.

[The News-Sentinel, Monday, July 20, 1936]

COLE BROS. CIRCUS SCHEDULE

July 21 - Enid, Okla.
July 22 - Wichita, Kans.
July 23 - Hutchison, Kans.
July 24 - Salina, Kans.
July 25 - Manhattan, Kans.
July 26 - Atchison, Kans.
July 27 - Topeka, Kans.
July 28 - Eldorado, Kans.
July 29 - Gread Bend, Kans.
July 30 - Dodge City, Kans.
July 31 - Garden City, Kans.
Aug. 1 - La Junta, Colo.
Aug. 3 - Denver, Colo.
[The News-Sentinel, Tuesday, July 21, 1936]

COLE BROS. CIRCUS SCHEDULE

Aug. 3 - Denver, Colo.
Aug. 4 - Denver, Colo.
Aug. 5 - Colorado Springs, Colo.
Aug. 7 - Salida, Colo.
Aug. 8 - Grand Junction, Colo.
Aug. 9 - Helper, Utah. (Matinee Only)
Aug. 10 - Salt Lake City, Utah
Aug. 11 - Ogden, Utah
Aug. 12 - Pocatello, Idaho
Aug. 13 - Dillon, Mont.
Aug. 14 - Butte, Mont.
Aug. 15 - Missoula, Mont.
Aug. 16 - Sunday
Aug. 17 - Spokane, Wash.
[The News-Sentinel, Friday, August 7, 1936]

COLE BROS. CIRCUS SCHEDULE

Cole Bros.-Clyde Beatty Circus

Aug. 18 - Wenatchee, Wash.

Aug. 19 - Everett, Wash.

Aug. 20 - Seattle, Wash.

Aug. 21 - Seattle, Wash.

Aug. 22 - Tacoma, Wash.

Aug. 23 - Aberdeen, Wash.

Aug. 24 - Longview, Wash.

Aug. 25 - Portland, Ore.

Aug. 26 - Portland, Ore.

Aug. 27 - Salem, Ore.

Aug. 29 - Klamath Falls, Ore.

[The News-Sentinel, Tuesday, August 11, 1936]

INJURED CIRCUS STAR AT WOODLAWN HOSPITAL

Miss Anna Butler, star equestrienne performer of the Cole Bros circus, was brought to Woodlawn Hospital via ambulance from Plymouth today, where she is under the care of a local surgeon. Miss Butler is suffering from a double fracture of her right leg below the knee.

The injury, according to Miss Butler, was received during Monday evening's performance of the Cole Bros. show at Salt Lake City. Her mount, King Cole, which has been trained to rare up on his hind legs while Miss Butler lies flat against the horse's back, slipped and fell on the rider with the above mentioned injury resulting.

Miss Butler was accompanied to Rochester by one of the circus' nurses, Mrs. Partella. Mrs. Partella left later today for Chicago from where she will take a transport plane to join the circus. Attending physicians stated today that Miss Butler's injury would probably eliminate her thrilling act for the remainder of the season.

[The News-Sentinel, Friday, August 14, 1936]

COLE BROS. CIRCUS SCHEDULE

Aug. 30 - Weed, Calif.

Sept. 1 - Sacramento, Calif.

Sept. 2 - Stockton, Calif.

Sept. 3 - San Jose, Calif.

Sept. 4-7 San Francisco, Calif.

[The News-Sentinel, Monday, August 17, 1936]

COLE BROS. SHOW DRAWS LARGE CROWDS IN WEST

According to a news story in this week's issue of the Billboard, Cole Bros. circus is meeting with marked success on its tour of the far western states. Excerpts from the article follow:

"Pocatello, Ida. - Circus enthusiasts of the Western States who have not seen a street parade in 10 or 12 years are establishing new records for Cole Bros.-Clyde Beatty circus. Business has been big. Managers Adkins and Terrell believe the open-air procession is of great aid in establishing their new circus with the western folks.

"Newspaper critics in Pueblo, Grand Junction, Colorado Springs, Denver and Ogden have stated in their publications that more people come out daily to see the Cole Bros. parade than any event in years. At Grand Junction capacity audiences at both shows.

"Salt Lake City gave the show two big house - on straw at night - despite a bad rain and wind storm around 5:30 o'clock.

"Police officers of Ogden, Utah stated there were as many people out for the parade as during the Pioneer celebration two weeks ago. Big matinee performance and near capacity house at night."

[The News-Sentinel, Wednesday, August 19, 1936]

COLE BROS. CIRCUS SCHEDULE

Cole Bros.-Clyde Beatty Circus

Sept. 8 - San Mateo, Calif.
Sept. 9 - Palo Alto, Calif.
Sept. 10 - Valiejo, Calif.
Sept. 12 - Oakland, Calif.
Sept. 13 - Oakland, Calif.
Sept. 14 - Fruitvale, Calif.
Sept. 15 - Modesto, Calif.
Sept. 16 - Merced, Calif.
Sept. 17 - Fresno, Calif.
Sept. 18 - Bakersfield, Calif.
Sept. 19 - Glendale, Calif.
Sept. 20-24 - Los Angeles, Calif.
[The News-Sentinel, Monday, August 31, 1936]

COLE BROS. CIRCUS SCHEDULE

Sept. 11 - Santa Rosa, Calif.
Sept 12-13 - Oakland, Calif.
Sept. 14 - Fruitvale, Calif.
Sept. 15 - Modesto, Calif.
Sept. 16 - Merced, Calif.
Sept. 17 - Fresno, Calif.
Sept. 18 - Bakersfield, Calif.
Sept. 19 - Glendale, Calif.
Sept 20-24 - Los Angeles, Calif.
Sept. 25-27 - Hollywood, Calif.
Sept. 28 - Santa Monica, Calif.
[The News-Sentinel, Friday, September 11, 1936]

WARM WELCOME GIVEN COLE. BROS CIRCUS IN CALIFORNIA

Sacramento, Calif., Sept. 4. - Hot days and cool nights are in store for Cole Bros.-Clyde Beatty Circus during its California tour. Word from the advance is that steam heat is provided by the San Francisco hotels at night and early morning, so there is expected to be an exodus from the trains to the Bay City hotels.

California gave the show a great welcome after five wonderful days in Oregon. Portland came thru with the largest gross for a two-day stand this year. Both afternoons in Portland were near capacity while folks had to find seats on the "straw" at nights. The Portland papers, Journal, Oregonian and News-Telegram, stated that the greatest crowd to turn out for any event in years was on hand for the street parade Tuesday morning.

"Scorched" City Fathers

City fathers of Portland turned and twisted in their attitude towards the parade and at first refused a license until the press forced the issue. Then the council called a meeting for Tuesday morning, and while the parade was passing thru the streets passed an ordinance calling for a \$250 fee. Special writers gave the "city dads" a scorching for charging the circus such an exorbitant amount. The newspapers did not like the attitude of the lawmakers in calling a special meeting and then deciding on a fee after the parade had been staged.

Salem, Eugene and Klamath Falls came thru with big days and Klamath Falls would have been a banner date but a late arrival caused a late afternoon show;. The trains were loaded and departed from Eugene at 11:57 p.m., but did not reach Klamath Falls until 10 a.m. After an hour's delay in getting switched, it was 11:40 o'clock before a wagon reached the lot. This necessitated calling off the march, as the lot was beyond the city limits and the haul almost two miles.

Weed proved a bang-up Sunday stand for one show only and the train departed shortly after 7 p.m. for Marysville. Due to heavy traffic on the Southern Pacific, show did not arrive in

Cole Bros.-Clyde Beatty Circus

Marysville until 8 a.m. After a short haul and three-mile parade show was right on schedule. Show played to an extra good audience and a capacity house at night.

Rosselli Complimented

Rex de Rosselli is receiving many compliments from the press and public on his new tournament. Elephants, horses, girls and male performers are grouped in a beautiful pageant. Ernestine Clark, Edna Sullivan and the misses Mann and Tatum are all astride snow-white horses, followed by groups of ribbon girls. Eileen Larey is carried in a diamond chair by four men, and Jean Fisher, Wanda Wentz and Betty Stephens make a pretty picture riding on elephants' heads.

Major Mite had busy days at Portland and Salem. The Major makes his winter home in Portland, altho he was born in Salem. He received special publicity from the papers in those cities. Arthur Dupris is trying to get Major Mite to purchase new wardrobe, including open-bottom trousers. Dupris claims to be the designer of this style of garment. Harry Finks gave Cole-Beatty a wonderful showing in Sacramento. Finks, former Al G. Barnes biller, operates the snipe plant in the California capital and his locations are first class. He not only handles the circuses but also several theaters and oil companies.

Frank Larkin claims he has not missed a banner location all summer and every day after the parade pulls all the cloth signs. Dan Hanna is also doing good work as checker-up and not only checks all lithograph routes in the city but makes three country routes each week. No doubt this accounts for the good billing the show is getting on the Coast. Concerts have been exceptional the past several weeks and "Tiger" Tagensen claims wrestling is a great drawing card.

Dressing Room Gossip

Might as well let the cat out of the bag. It seems that the jumping by Will Ward was all in vain. The boys used yellow thread to shorten the tape measure, made fake bets and staged fake fights over same. Bill claimed he had been doped, got fined and as this is written is still trying to make the jump. Looking around to see what also has happened, I found the following has expired completely. Softball is just a memory, while horseshoe pitching, tennis and golf are about done. Fishing, however, has stood the test of time. Kinko holds the honor of bringing in the largest salmon. Jeane Gretona landed the largest bass. The fishermen at heart are Clyde Beatty, Kinko, Jean Gretona, Art Lind and Walter Goodenough.

Otto Griebbling has been fishing off piers with a monster hook and line that could hold a shark, but thus far seaweed is all he's been able to bring in. Chester Barnett has added another valued dog to his kennel. He recently purchased the hind-leg dog pictured in a Ripley cartoon of last spring (one mile on hind legs). Chester was relieved of many dollars in the transaction.

Harry McFarlan accuses John Smith of looking like a second story man in his new fall cap. Mrs. Dr. Partello is still trying to make a cleanup in the backyard penny ante game. Charlie Luckey, after the day's work is done, is usually back mingling with the boys. Ernie Sylvester, also on hand, takes time out to plant signs and sell tickets. Mabel McGraff left the show at Sacramento, Calif., in order to return to school at Rochester, Ind. Have heard a lot of talk concerning Chinatown in Frisco lately. Suppose Nick Carter will haul the gang there in his bus and explain the sights. George Cutshall is frying chickens at Harold Nicholson's stand. Notice they have corn on the cob again. --EMMETT KELLEY.

[The News-Sentinel, Monday, September 14, 1936]

WEST TURNING OUT BIG CROWDS FOR COLE BROS.

The Cole Bros. Circus is enjoying an exceptionally heavy run of patronage on its California tour, according to a news article which appeared in a recent issue of "The Billboard." The story which will be of interest to the circus people's friends in this city, follows:

"San Francisco, Sept. 12. - Enormous crowds witnessed the eight performances to the Cole Bros. Circus, which opened its engagement last Friday and was an immediate sensation with the circus goers of the Bay district. Straw was in evidence Friday night and also at other evening performances.

"One of the longest street parades of the season was staged Friday morning. The pageant left the grounds at 8:30 o'clock and returned at 12 noon. The distance was over 12 miles and

Cole Bros.-Clyde Beatty Circus

twice the procession passed Market Street. Thousands were on hand along the line of march, despite the early hours. Eddie Allen's elephants and Henry Brown's horses made the long treks in good time and in excellent condition.

"The press department entertained the newspaper folk of San Francisco and Bay cities at a dinner in the lion cage, Friday. Floyd King, general agent, Ora Parks, Bob Hickey, R. R. Dean, Rex de Rosselli and Ray Dean, helped to look after the newspaper men and their wives. Al Dean, circus chef, arranged a bountiful buffet supper and entertainment was supplied by P. G. Lowery and his band, Bobby Gregory, accordionist, Julia Rogers, vocalist and others.

"Business has been exceptionally good the past week and Marysville proved one of the biggest Mondays of the year. The circus played Sacramento just four days before the State Fair, but this did not affect business and capacity was registered at night with a good matinee.

[The News-Sentinel, Monday, September 21, 1936]

SPENCER TRACY TO BE WITH COLE BROS. CIRCUS

The following clipping was taken from the Saturday edition of the Chicago American and concerns Spencer Tracy, well known cinema star, and the Cole Brothers Circus. Tracy, a devout circus fan is to travel with the circus for two weeks where he will appear in the clown section. Following is the clipping which appeared in the newspaper under a Hollywood, Cal. dateline:

"No kid of 10 has the circus fever worse than Spencer Tracy. To the amusement of his intimates, he has followed the Cole Brothers-Clyde Beatty show from Los Angeles to Pasadena to Santa Monica, witnessing twelve performances to date.

"Hope I'm not tipping a secret, but the star has a date to travel with the outfit so soon as he finishes 'Captain Courageous.' This will probably be the last week in October when the circus is playing Texas. Spencer intends to paint up as a clown and become an actual performer. He'll spend his two weeks vacation that way."

[The News-Sentinel, Monday, October 12, 1936]

JESS ADKINS PREPARES FOR RETURN OF CIRCUS

Jess Adkins, one of the owners of the Cole Bros.-Clyde Beatty Circus, has been at winter headquarters here for the past few days making preparation for the return of the circus, which will probably roll into its home city here on the night of November 12th.

The circus man also announced that during his brief visit here he had purchased the Mrs. H. O. Shafer home, 531 North Pontiac street, this city, where he and Mrs. Adkins will make their future home.

To Build New Horse Barn

In the interview Mr. Adkins stated a crew of supervisors would arrive in Rochester Friday, to take charge of the repair and construction work at the winter quarters which will get underway with the employment of local laborers at once. The major improvements consist of the sealing of the large elephant barn and the installation of additional heating pipes, and the construction of a new 84 by 250 feet baggage horse barn.

This building which will be erected at the north end of the present horse barn, will be of steel, brick and frame construction and it will probably require several weeks for its completion. Over 200 head of the large baggage horses will be stabled in this building.

The large barn formerly used for the draft horses will be remodeled for the housing of Camels, Zebras, Water Buffaloes, Sacred Cows, Llamas and other species of "hay eaters" from tropical climates.

Mr. Adkins stated he would leave Rochester late today for San Antonio, Texas where he will join the circus.

[The News-Sentinel, Wednesday, October 14, 1936]

COLE ADVANCE CAR RETURNS TO QUARTERS

The No. 1 advance car of the Cole Bros. circus, in charge of Earl Sisson, arrived Saturday from Clarksdale, Miss., where the show will close the 1936 season on Wednesday, Nov. 11.

Cole Bros.-Clyde Beatty Circus

The season's itinerary included 21 states where exhibitions were given approximately 400 times. Of these California heads the list with 47 performances in 28 cities, while Louisiana saw least of the show with only two performances, they in Monroe. The territory covered ranged from New York and Pennsylvania to the Pacific coast, and from Montana to the tip of Texas, a total of about 13,000 miles. The longest single run between shows was from El Paso to Midland, Texas, a distance of 308 miles. The shortest stop was from Los Angeles to Hollywood, Calif., -- 8 miles.

The show should arrive here, according to Mr. Sisson, on the evening of Nov. 13 via the Nickel Plate.

Making Improvements

A group of over 30 carpenters and laborers are busily engaged in making several improvements at the Cole Bros.-Clyde Beatty circus quarters here, preparatory to the circus' return here on the 13th.

Among the major improvements is a large addition to the horse barn, which is being erected along the entire west end of the present stables and training-ring building. In one end of this new addition a large cement tank is being built for the housing and training of the circus herd of seals.

In the cat and boiler system barn, situated on the east end of the winter quarter grounds an addition is being erected for the housing of coches, wagons and a work shop. In another section of this same building a large tank is being sunk for the tenancy of the circus' recently acquired hippopotamis.

Along with this construction work a number of the circus' laborers are engaged in repairing and remodeling the general equipment at the winter quarters, placing the buildings in ship-shape for the winter and spring seasons of inactivity.

[The News-Sentinel, Monday, November 2, 1936]

THREE NEW LION CUBS ARRIVE AT QUARTERS

When Clyde Beatty, ace animal trainer of the Cole Bros.-Clyde Beatty circus rolls into home-port here on the eve of November 13th, he will find three new lions to add to his winter training troubles. No, these new arrivals were not captured by Frank Buck in the jungles of Africa, but were brought here by stork or whatever sort of bird that is supposed to bring wild animals.

"Judy," a large 500 pound Nubian lion, which has been housed in the maternity ward of the Cole Bros. winter quarters for the past several months, gave birth to three cubs a few days ago. The fluffy little kittens are still rather wobbly on their legs, but it will only be a matter of a few months until they will be plenty of trouble for anyone who desires this kind of a pet. The new family is attracting considerable attention at the circus' cat barn.

[The News-Sentinel, Tuesday, November 3, 1936]

COLE BROS. CIRCUS EXPECTED HOME BEFORE FRIDAY NOON

According to word received late this afternoon from Harry Brower, Nickel Plate R.R. agent of this city, the Cole Bros. Circus will return to winter quarters in this city sometime between 9 a.m. and noon Friday over the Nickel Plate.

The 35-car special left Clarksdale, Miss., early Thursday morning after the circus had played its 1936 season's finale performance at Clarksdale, Wednesday evening. The circus train was routed over the Illinois Central and at noon today it was reported at Neoga, Ill. The special was expected to roll into Kokomo early Friday morning where it will be shunted onto the Cole Bros. sidings at the winter quarters.

Many Spend Winter Here

Returning with the circus will be Jess Adkins and Zack Terrell, managers, Clyde Beatty and his cats and scores and scores of performers and workers, many of whom will leave within a few days for their home in distant cities and countries. The managers and the clerical force will as usual spend their winter and spring months in this city.

Cole Bros.-Clyde Beatty Circus

Will Cook, who has been in charge of the quarters during the circus' tour of the United States throughout the summer and fall stated today that practically everything was in readiness for the return of the show people, the animals and all the circus paraphernalia. Within the past few weeks a new horse barn, seal and hippopotamus tanks, wagon repair room and training arenas has been built or now is in the stage of construction.

According to word received from the circus officials the 1936 season far exceeded their fondest expectations and the weather with the exception of that experienced in the show's runs through the drought belt was most favorable to the show business.

A large crowd of Rochester and Fulton county people will be at the winter quarters Friday morning to welcome the home-town circus to its winter home.

[The News-Sentinel, Thursday, November 12, 1936]

COLE BROS. CIRCUS ARRIVES - GREETED BY HUNDREDS

The circus is home. To the blowing of the fire siren and the shrill blasts from the Cole Bros. circus steam caliope this city and its environs at 7:50 o'clock Friday morning was apprised of the fact that Rochester's own circus folks had arrived for the winter and spring stay at winter quarters, here.

The population of the city was boosted over 500 in a few minutes time as scores and scores of circus employees piled off the cars at the Nickel Plate siding on East 12th street, and treked to the downtown district, where hotels and restaurants were soon flooded with guests.

A large delegation of Rochester business men and citizens was assembled at the winter quarters where they greeted the Managers Jess Adkins and Zack Terrell and scores of other members of the show officials and clerical staff. It was an open house at the quarters throughout the entire day and everyone was rejoicing over the return of this large circus family.

Had Successful Season

In an interview with one of the managers today, he stated that the past few weeks of the circus' schedule proved exceptionally profitable despite the fact that they experienced considerable rain in the southwestern states. Business throughout the entire season was much better than that of 1935, the initial year of Cole Bros. circus.

Mr. Adkins stated they had purchased the Ken Maynard Circus paraphernalia and animals a few weeks ago and that this entire stock would arrive here within a week or ten days and be merged with the Cole Bros. shows. Included in the menagerie line are several elephants, camels, zebras, monkeys, all-type of baboons, tigers and lions. This stock will be shipped from Los Angeles, Calif. Floyd King, general agent of the show, is now in the western city making preparations for the transportation to Rochester.

Other menagerie stock added to the circus during the '36 season were two elephants, a hippopotamus, several tigers and lions, and two Chinese Sacred oxen. These latter two beasts were purchased from the Metro-Goldwyn Film Producing Co. of Hollywood, Calif. The oxen were purchased by the film company for use in the movie "Better Earth."

\$15,000 Payroll

When questioned as to the number of the circus family that would spend the winter here, Mr. Adkins stated there would probably be between 50 and 75 people. He added that tonight was "pay night" for every employee of the circus and that over \$15,000 would be required to meet the payroll.

With the pay-off, hundreds of the performers and circus crew will depart for their homes in various parts of the United States and several will embark for foreign ports.

The managers, Adkins and Terrell, will be in Rochester all winter. Mr. and Mrs. Adkins have purchased the Shafer home on North Pontiac street, and the Terrells as yet are undecided as to where they will make their residence.

Cole Bros.-Clyde Beatty Circus

Mr. and Mrs. Earl Lindsay, the former the auditor of the circus, are planning a vacation at Houston, Texas, and will return to Rochester after the holidays for the remainder of the winter and spring sojourn. Mr. and Mrs. Arnold Malley will spend some time in the southern states before returning to this city. Jess Murden, one of the officials, will reside at his home in Peru. Other members of the clerical staff, as well as the supervisors of the animals and equipment will remain in Rochester.

The circus quarters here have undergone some extensive remodeling and repairs and everything points to an even more successful season for the Cole Bros. Shows in the year of 1937. Cole Bros., Rochester welcomes you home, the city is yours.

[The News-Sentinel, Friday, November 13, 1936]

THRILLS OF CIRCUS LIFE RELATED BY EARL SISSON

Advance Car No. 2, of the Cole Bros-Clyde Beatty Circus came in for consideration and casual comment at the weekly noon luncheon of the Rochester Kiwanis club today as Earl Sisson, a traveling representative of that show, related some of the triumphs and sorrows of 261 days on the road.

It was Sisson, a former Rochester newspaperman and editor who found that the circus business is not colossal in every respect.

Sisson told Kiwanians of the advance unit to a circus and its necessity in the tour of such a show. In doing so he stated that his position with the show was as contracting press agent, working under the supervision of the general agent, Mr. Floyd King.

Unknown Facts Revealed

The "story behind the story" was told by Mr. Sisson as he spoke of the day the show played Pittsburgh and how Clyde Beatty and his assistant had been arrested because of cruelty to animals. "The story," said Sisson, "was a 'natural' but was so natural it was hard to make editors in later cities believe the episode had been staged without circus aid."

It was in San Francisco, said Sisson, where he was privileged to meet Irvin S. Cobb. It was at the San Francisco Times where he was introduced to the world famous humorist and in the Times where Mr. Sisson received more publicity than the Cole show itself.

It was long before breakfast in a San Francisco hotel when Sisson picked up the morning edition of the Times and read about himself in "Red Wagonitis."

"RED WAGONITIS"

By Irvin S. Cobb

Mr. Earl Sisson, a publicity man from Rochester, Indiana, with whom the Cole Bros.-Clyde Beatty circus has had some connection, arrived on Hollywood Boulevard Thursday afternoon, wearing a long black beard with oiled ringlets and an expression of discontent. This expression seems to have been occasioned by his failure to buy Mount Wilson for a billboard.

Mr. Sisson has spent the past several weeks looking over divers peaks from Mt. Everest to Signal Hill, with a view of sawing them up into sheer precipices for the new circus billboards, ranging in size from 160 acres to mile-square tracts, and chiseled over with superlatives and adjectives which only press agents know and understand.

Many of these peaks, including Rainer, Whitney, Sheets and Diabolo are visible to the naked eye for distances as great as twenty or thirty miles. But in order that the visibility may not be impaired by fog or other elemental hazards, Mr. Sisson states that his show has negotiated with the manufacturers of cheap telescopes, and that a million of these glasses are now in production. With these aids, motorists and others may read the circus pictures from as far afield as seventy-five, or even a hundred miles.

"There are many things to be considered when you are buying mountains for publicity purposes," Sisson said. "There is the cloud menace for instance. Ofttimes a cloud may hover around the summit of an erstwhile splendid peak, to render it wholly unfit for ballyhoo. Or, as in the case of Mt. Shasta, snow and ice may prove too bulky and bothersome. In such circumstances, we are sometimes obliged to use some less pretentious hill.

Cole Bros.-Clyde Beatty Circus

"I snapped up twelve of the choicest elevations on the Coast," he continued. "Beautiful fellows that spring right out of the ground and tower thousands of feet into the Callifornia sunshine. Some of them are a bit rough and jagged, but a few hundred tons of dynamite properly used, and they will be a credit to the billboard colony in general, and to the Cole Bros. circus in particular."

"Then Mr. Sisson confided to us his great disappointment. He said he had worked diligently for several days looking for a suitable mountain in the Los Angeles area.

"Mount Wilson," he mused reflectively, "is the only knob in the Coast Range that is worthy. But the astrologists won't give it up. Why, with that hill carved down into a cube, and each of its four sides etched with circus language, and illustrated with beautiful pastels, think what it would mean to California. The Oakland bridge, the Yosemite valley - even Beverly Hills would pale into insignificance.

"But, perhaps you wonder why I was so anxious to secure this important geological site," he resumed. "Perhaps you may wish to know why I've been working so hurriedly and secretly. I'll tell you. We have something this year that is so stupendous, so magnificent, so colossal and so staggering to the imagination that anything less pretentious than Mount Wilson will be wholly inadequate to portray it. Of course, we shall use the press, the radio, and perhaps we shall revert to sky writing, but even collectively, they are not big enough to do the job. And, so, by reason of the epic nature of the subject we are driven to the mountain tops to shout our story. If I should reveal it now, both Farley and Hamilton would claim that I am trying to steal their show. After all the business of the world must go on."

"It took a lot of badgering, yes, even of pleading before Mr. Sisson would consent to give us an inkling of what is coming. But finally when cornered he very reluctantly admitted that the Cole Bros.-Clyde Beatty circus will visit L.A. for five days at the Washington and Hill St. grounds, beginning with Sunday matinee on September 20.

"A free street parade, the first in several years, will be held on the downtown streets at 11 a.m., Monday, September 21."

[The News-Sentinel, Wednesday, November 18, 1936]

COLE BROS. CIRCUS RARE PACHYDERM JUMBO II IS DEAD

Jumbo Second, giant African elephant, and a featured attraction of the Cole Brothers-Clyde Beatty circus, died at the circus winter quarters here yesterday. Death, it is believed, was caused by a hemorrhage of the stomach induced by a broken bottle which the elephant swallowed accidentally.

Among the delicacies favored by the elephant was an occasional "nip" of soda pop. As a Thanksgiving Day treat, he was given a bottle. In attempting to drain the contents into his mouth, the bottle fell and broke on the concrete floor of the elephant barn. Before attendants could retrieve the shattered glass, the elephant picked up the largest remnant of the container and swallowed it.

Post Mortem Held

A post-mortem is to be held late today to determine the exact cause of death, though elephant men are firm in their belief that the broken bottle was the contributory cause.

The elephant was valued at \$6,000, according to Zack Terrell and Jess Adkins, circus owners, who have offered the carcass to the Field Museum, Chicago and the Museum of Natural History, Washington, D.C.

Jumbo Second was one of the very few pachyderms of his kind in America, and the only African elephant to have been exhibited by an American circus since 1896 when the Sells Brothers circus presented a small one as a special attraction for a few months. The Sells Brothers elephant was killed in 1901 at the Pan-American Exposition in Buffalo after he had gone mad and seriously threatened the lives of his keepers.

Was to Be Electrocuted

Cole Bros.-Clyde Beatty Circus

At that time, much publicity was given to the execution of the Sells Brothers elephant when it was announced that it would be electrocuted near the then famous electrical tower in the exposition grounds. A great crowd assembled and the beast was "wired" and the juice applied. Instead of witnessing an electrocution, those whose morbid curiosity attracted them, saw the big hulk of the beast quivered, the tail and trunk twitch, but beyond that there was nothing to indicate that the heavy current was causing him much discomfort. Later he was taken before a firing squad.

Jumbo Second was purchased in 1934 from the Detroit Zoo. There he had caused much apprehension and trouble. Zoo officials, it was said, were anxious to get rid of him.

Placed in Solitary

The circus management took precautions. The big bull was chained securely. No possibility of his recalcitrant temperament was overlooked. He had come to the Cole Brothers circus winter quarters here with a none too savory reputation. The order was to be on guard. Concededly, he was "marked" for solitary confinement until such time that he proved his right to join the other 40 elephants in the big steam heated barn.

During the first few months he showed temper. Elephant men shook their heads. The African, they said, was bad medicine.

Then, Clyde Baudendistel, head elephant trainer, decided upon a new program. He would test the gregarious tendency of the beast. Forthwith he was taken out of "solitary" and tethered with the herd.

Temper Vanished

The result was electrical. The temper vanished. The big fellow quickly gave evidence of contentment. And throughout the two circus seasons, during which he exhibited from the Atlantic to the Pacific and from Canada to Mexico, he gave his owners no more trouble than did any of his Asiatic cousins.

At 18 years of age Jumbo Second was as tall as any Asiatic in the herd, although several of his Siamese cousins were centenarians. Statistics show that he was but nine inches shorter at the withers than was the original Jumbo of P. T. Barnum fame, killed by a train at St. Catherine, Ontario, in 1885, at the age of 42. Had Jumbo Second lived, elephant men declared, he would have been taller and heavier than was his famous namesake.

Had Large Ears

Physically Jumbo Second was different from the Indian or Asiatic elephants which American circus-goers have known for years. Tall and thin, he seemed lighter and much more agile. His ears, which to the casual observer, were his distinguishing marks, were much larger. Elephant men have said that those great flaps were equivalent in surface to one-sixth of the beast's body. His head was narrow - seemingly only an extension of the short neck, or a grizzled base for the long trunk. Experts declared that it was because of the small head that he could not be taught to perform. There was no room, they said, for intelligence. The African, according to them, was just plain dumb.

But to those who knew him, Jumbo Second was anything but dumb. Contrarywise, they argued, he was smart, too smart to work.

[The News-Sentinel, Friday, November 27, 1936]

NATIONAL MUSEUM CLAIMS BODY OF JUMBO II

AFRICAN ELEPHANT TO BE MOUNTED IN SMITHSONIAN INST.

The body of the immense African elephant, "Jumbo II," who died at the Cole Bros.-Clyde Beatty Circus menagerie Thursday morning, will be preserved for posterity, according to the announcement made by circus headquarters today. Directors of the Smithsonian Institute at

Cole Bros.-Clyde Beatty Circus

Washington, D.C., have sent word to the circus officials that they will take the body of the elephant, in all probability, mount it and place it in a prominent position in the institute.

Directors of the institute in a long distance telephone conversation with Jess Adkins, co-owner of the circus, informed him that three taxidermists were leaving Washington today and that they would arrive in Rochester early Sunday morning and take charge of the body. In all probability they will skin the animal, prepare the head with gigantic tusks and take these back to Washington where they will be mounted in a life-like manner.

Body given to Institute

The circus officials first notified R. William Mann, superintendent of the National Zoo at Washington of the death of this beast, which is rarely seen in America. Dr. Mann, being a director of the Smithsonian Institute, immediately arranged for securing the head and hide. The elephant's body was presented as a gift to the museum by Cole Bros. Circus.

The body of the animal is now lying at the Barts Fertilizer plant north of Rochester, and it is assumed that the taxidermists will do their work there on Sunday. They will also complete the autopsy which will make certain just what caused the sudden and unexpected death of the elephant. So far it is thought it died following the swallowing of a broken bottle.

Brass Plate Tells Story

When the body of "Jumbo" is mounted and placed in Smithsonian Institute it will be the second largest animal that comes from this section of the state to be given a prominent position there. Visitors to the museum upon entering the building, now gaze at the skeleton of the largest living animal that ever existed, a dinosaur. This skeleton was dug up near Winamac some years ago and a brass plate gives this information. A similar brass plate will be placed in front of the mounted elephant, telling it was presented by the Cole Bros.-Clyde Beatty Circus of Rochester, Indiana.

[The News-Sentinel, Saturday, November 28, 1936

SMITHSONIAN INSTITUTE CLAIMS JUMBO'S CARCASS

Arrival in Rochester on Sunday morning of Wm. L. Brown, assistant curator, C. S. East and W. M. Perygo, taxidermists, all of the Smithsonian Institute, Washington, promises Fulton county further representation in the nation's foremost historical exhibit.

The visit of the representatives of the Natural History division of the Institute came as a result of the demise on Thanksgiving Day of Jumbo 2nd, giant African elephant at Cole Bros.-Clyde Beatty circus headquarters, and was strengthened by the naturalists' desire to search further for missing bones of huge mastodons on the William Thompson farm, west of Argos.

Akley System

Speaking of the methods to be used in preparation of the elephant's hide, to be mounted, Mr. Brown stated the Akley system of taxidermy would be used. This system, he explained, required about one year in order to properly preserve the hide for mounting. Further, he said, the method, while much more intricate and precise than the older and more common types of preparation, would in the end, give the mounted animal a more lasting and lifelike appearance.

Actual operations began immediately upon arrival of the Washington taxidermists. The head, trunk and tusks were severed, as were the four legs. These will be shipped intact. The hide was then cut along the spine and was removed in three sections. Average thickness of the skin along the back ranged from four inches at the withers to two inches across the hind quarters. The weight of the hide on the body surface alone is estimated to be about 500 pounds.

Departed for Farm

After the initial preparation of the elephant's carcass had been completed the Washington representatives departed for the Thompson farm, west of Argos, where the skeleton of a huge mastodon, said to have been the largest ever found in the United States, was unearthed recently. A further survey of the bog in which a giant dinosaur perished centuries ago, near Winamac, will be made with the hope of locating other specimens of prehistoric beasts.

The naturalists plan to return to Washington some time this week unless their search brings forth further evidence of valuable information.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Monday, November 30, 1936]

BEATTY AND COLE BROS. CIRCUS SUED FOR \$10,000

Kansas City, Dec. 7. - Clyde Beatty, animal trainer, and the Cole Bros. Circus were sued for \$10,000 damages in Federal Court here today by the widow of William H. Brookshire, who was killed by a lion at Rochester, Ind., last January 6.

Mrs. Bernice Brookshire, of Livingston County, Mo., stated in her petition that the defendants were careless in leaving unlocked a trap-door through which the lion entered a training cage that her husband was cleaning.

[The News-Sentinel, Monday, December 7, 1936]

COLE CIRCUS TO OPEN '37 SEASON IN GOTHAM

New York City, N.Y., Dec. 8. (UP) - The "greatest show on earth" will have a rival here next spring for the first time in years, and old time circus goers wondered today how Ringling Brothers and Barnum Bailey would react to the competition of Cole Bros.-Clyde Beatty.

Ever since the Sells Floto circus, and the Miller Bros. 101 Ranch Wild West show failed to woo metropolitan boys and girls - and their fathers and uncles - away from the big show, no circus has had the temerity to challenge its supremacy.

The new show opening March 18 in the Hippodrome 10 days before the older circus opens its annual run at Madison Square Garden, is owned and operated by former employees of the Ringling organization.

Zack Terrell and Jess Adkins, owners of the Cole Brothers-Clyde Beatty Circus, today verified the United Press dispatch which had been sent out from New York City in which it was stated that the local circus would make its season opening at the Hippodrome there on March 18. The engagement will close on April 11. For the past two years the local circus has made its season debut in Chicago.

The Hippodrome is managed by Joe Jacobs, premier sporting events promoter of the United States who had staged nearly all of the major boxing shows held in this country during the last few years.

Clyde Beatty Featured

Mr. Terrell and Mr. Adkins stated that Clyde Beatty, who is known to every boy and girl in the world and who is now touring Europe will be featured in the New York show. Mr. Beatty while in Europe has purchased a number of new lions and tigers which he will feature in his new wild animal act which will also include many of the 40 jungle animals which he used last year. The great record which the Cole Brothers Circus made last year when it made its second tour of the United States prompted Mr. Jacobs to sign them for their 1937 opening in the Hippodrome.

Secured Many Acts

Mr. Adkins and Mr. Terrell stated today that they have secured the greatest arenic stars of the circus world for the 1937 season and that they will present a circus which will be entirely different from any ever offered to the amusement public. No expense will be spared by the two local circus owners to give the residents of Gotham the best circus ever staged in the United States.

[The News-Sentinel, Tuesday, December 8, 1936]

COLE BROS. PREPARE FOR MANHATTAN DEBUT

Cole Bros.-Clyde Beatty Circus stirs Manhattan. The event that Cole Bros Circus is the first circus in twenty years to dare challenge the supremacy of the mighty Ringling Circus Trust combine, New York city papers carry column after column about the world's newest show, the Cole Bros.-Clyde Beatty Circus, Rochester, Ind.

Gothamites will have an opportunity to see a new product and Zack Terrell stated that no expense will be spared in making Cole Bros. Circus debut in Manhattan, the greatest ever.

Cole Bros.-Clyde Beatty Circus

The Beattys will now make their home in this city where they will train their new acts for the 1937 show season.

The Cole Brothers will open the season's run in the Hippodrome in New York City on March 1. It is quite probable the Beattys, however, will do some film work with their cats and elephants in Hollywood before the opening in New York.

[The News-Sentinel, Monday, January 4, 1937]

CIRCUS BAREBACK RIDER HURT IN AN ACCIDENT

Francisco Zoeppe, aged 28, Madrid Spain, a member of the Zoeppe troupe of bareback riders, was critically injured Saturday while practicing a new act at the Cole Brothers Circus winterquarters when his brother, Ninno, aged eight, fell on his abdomen.

Francisco was moved to the Woodlawn Hospital where an x-ray disclosed that he had suffered a ruptured liver. Because of his condition it was deemed unwise to operate at this time. Little hope is entertained for the rider's recovery.

Using Three Horses

Francisco, with his brothers, Juan, aged 29, and Ninno were practicing a new somersault riding act in which three horses were being used in a straight line. It was the first day that the men had not employed a mechanical device with straps which is used by bareback riders in training. The brothers were standing on the middle horse with Francisco holding Ninno on his shoulders. Just as the somersaults were started the horse on which the Zoepes were riding stumbled, throwing the brothers to the ground of the practice ring with Ninno alighting on Francisco's abdomen.

Came Here In Spring

The Zoeppe troupe of bareback riders, eight in number were brought to this country from Spain in the spring of 1936 by the Cole Brothers Circus, who featured them last year. The Zoepes had been the stars of a number of European circuses for years before they came to this country.

The Zoepes have been the victims of much tough luck since the close of the 1936 season which misfortune was caused with the injury to Francisco.

Remained Here

Because of the revolution in Spain the Zoepes, with the exception of a sister, Aurelia, decided to remain in Rochester until the opening of the 1937 circus season. Aurelia left New York in November for Madrid intending to return to this country with two of her sisters, who were to be added to the act.

While Aurelia was en route to Spain, the Zoepes received a cablegram stating that their mother had been killed during a rebel bombardment of Madrid.

Sister Is Interned

When Aurelia tried to return to the United States from Spain with her two sisters, the Loyalists' authorities interned her and have since refused to permit her to return to this country.

The Zoeppe brothers are much concerned about the safety of their three sisters as Madrid has been subjected to new raids by Rebel airmen during the past few days. A section of Madrid where they formerly resided, was one sector of the Spanish capital which was bombarded.

Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus, are attempting to effect the release of the Zoeppe sisters through the American charge-de'affairs at Madrid.

[The News-Sentinel, Monday, January 18, 1937]

COLE BROTHERS' CIRCUS EQUIPMENT OFFERED TO GOV. TOWNSEND FOR FLOOD SUFFERERS

Clifford M. Townsend, governor of Indiana and the American Red Cross Society today were offered all or any part of the equipment of the Cole Brothers Clyde Beatty Circus to be used in flood relief work in Indiana or any surrounding state.

The offer was made by Jess Adkins and Zack Terrell, owners of the circus who have a personal interest in the flood situation as they are natives of two cities in the stricken area. Mr.

Cole Bros.-Clyde Beatty Circus

Adkins was reared at Paoli, Ind., and Mr. Terrell at Owensboro, Ky., where they have a number of relatives now residing.

The circus owners have offered five of their sleeping cars and a dining car capable of serving 50 persons at one meal. This could be transformed into a hospital unit if need be. The sleeping cars are furnished throughout with blankets and mattresses and would provide accommodations for two hundred persons.

Useful Equipment

Mr. Terrell and Mr. Adkins offered the circus cooking equipment and the crew of men which man it. This equipment could provide meals for 1000 persons at a time. Lighting equipment of the circus which generates its power from gasoline engines is also offered. This lighting plant is in four units of 25 K.W.s each which can be operated either as a single unit or in four units. The lighting equipment is mounted on wheels.

Other equipment which could be sent from the circus property is flat-cars, fifty teams of baggage horses and drivers, four trucks, and elephants. The elephants could be used for boosting property which had mired in mud and which could not be reached by trucks or tractors. The elephants could be blanketed and would suffer little from exposure.

Following is a copy of the telegram which was sent to Gov. Townsend by Mr. Adkins and Mr. Terrell.

Rochester, Indiana
January 25, 1937

Governor Clifford M. Townsend
Capitol Building
Indianapolis, Indiana.

We offer for flood sufferers all of our available equipment to be used at your disposal or disposal of the American Red Cross five pullman sleeping cars fully equipped with mattresses and blankets, one dining car complete with stove and dishes, one field kitchen complete, one one-hundred KW electric plant mounted on wheels, one thousand feet cable, four panel body, one and one-half ton trucks, fifty teams of horses with drivers, kindly advise if interested in using any of above equipment, stop. we keenly feel responsibility of citizens in doing all possible to relieve flood sufferers and we offer our whole hearted co-operation.

Cole Bros. Circus
Jess Adkins and
Zack Terrell, Owners

[The News-Sentinel, Monday, January 25, 1937]

GOVERNOR ACCEPTS OFFER TO USE CIRCUS PROPERTY

Governor Clifford Townsend today, on behalf of the American Red Cross Society, accepted the kindly offer of Jess Adkins and Zack Terrell, owners of the Cole Brothers-Clyde Beatty Circus for the use of circus equipment for the relief of sufferers in the flood stricken area in southern Indiana.

The governor asked for the use of the five Pullmans owned by the circus, dining car which has a seating capacity of forty, flat car and the four portable electric lighting units which are used in furnishing light for the circus while it is on tour.

Each of the lighting units are mounted on wheels. These units were placed on the flat car. The Pullmans have sleeping accommodations for 400 persons which includes blankets and mattresses.

Hospital Unit

It is thought that the Pullmans and dining car will be used for a hospital unit. The proffer of Cole Brothers Circus properties was made Monday to Gov. Townsend by Mr. Adkins and Mr. Terrell, who were reared in cities in the flood stricken area.

The city of Louisville broadcast over station WHAS at 4 o'clock Tuesday morning asking for the use of one of the lighting units in a hospital in this city. This unit was being made ready to move to Louisville when Gov. Townsend asked for the other circus equipment.

Cole Bros.-Clyde Beatty Circus

When the governor's orders were received circus officials and employees worked double time to get all units in readiness for service in the flood stricken zone.

Special Train

The orders received by Mr. Adkins and Mr. Terrell are to the effect that the Nickel Plate railroad will send a crew here from Peru which will arrive sometime between 6 and 7 o'clock Tuesday evening to move the circus cars in a special train.

The train is to be sent to the flood beleaguered city of Jeffersonville. The train has been given the right of way over all other trains on the Nickel Plate to Indianapolis.

Over Big Four

At Indianapolis the train will be turned over to the Big Four railroad whose officials have also given a like preferential order as that given over the Nickel Plate. The train is expected to arrive in Jeffersonville early Wednesday morning.

The circus is sending a full crew of their employees to man the Pullman and dining car and to care for the lighting equipment. As soon as the Ohio river lowers one of the lighting units will be moved to Louisville.

[The News-Sentinel, Tuesday, January 25, 1937]

COLE CIRCUS TRAIN IS STILL IN USE INFLOOD RELIEF WORK

Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus, today received word from their circus units now being used by Governor Clifford Townsend and the American Red Cross Society in alleviating suffering in the flood stricken areas in southern Indiana.

The five Pullmans, dining car and several of the lighting units are being used as a part of a hospital train by the Indiana State Board of Health. The train was first stationed at Jeffersonville and when only seventeen cases needing hospitalization were found there, it was moved to New Albany.

Although only a few miles separate Jeffersonville and New Albany it was necessary for the train to traverse 125 miles in moving between the two cities. The train was routed via North Vernon, Seymour and Mitchell, where it is now used in aiding sick and injured.

The cooking outfit used by the circus in traveling about the country during the summer months is at Osgood as is also the mess tent and four of the circus lighting units. 1000 refugees are being fed three times daily in the circus mess tent.

Those in charge of the train from the Cole Brothers Circus include P. A. McGrath, trainmaster; Al Dean, chef, assisted by four helpers; Joe Kuta, superintendent of properties; Louis Scott, superintendent of electric light plants and Tom Poplin, superintendent of train lighting.

[The News-Sentinel, Thursday, January 28, 1937]

KEN MAYNARD VISITING COLE BROTHERS OFFICIALS

Ken Maynard, noted Hollywood film star, who has been featured in a number of western motion pictures and serial films, is spending two days here at the Cole Brothers Circus winterquarters as the guest of Jess Adkins and Zack Terrell.

Maynard is to be featured in the Cole Brothers Circus during the 1937 season.

His trip to Rochester was for the purpose of arranging his act in which he will feature several others who have been in films with him.

Is a Film Star-Writer

The western film star is one of the few movie actors who writes his own script. At the present time he is working on the script of a new serial picture "Ghost Mountain" which is to be produced shortly.

The serial will be in eight sections and will be produced under the direction of Maynard with his own company. He is a "western" veteran having been in films for twenty years. For several years he was owner of his own circus in which he was the star performer.

His home is at Columbus, Ind., where his parents, Mr. and Mrs. W. H. Maynard still reside. Mr. Maynard plans to visit his parents before he returns to California.

Snow New To Him

Cole Bros.-Clyde Beatty Circus

Maynard stated that he has not seen the ground covered with snow since he left for Hollywood twenty years ago to make films in the days of the silent movies.

[The News-Sentinel, Friday, January 29, 1937]

CIRCUS LIGHT PLANT IS IN USE AT OSGOOD, IND.

Three coaches which had been loaned to the American Red Cross Society by Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus, were returned today to the winterquarters. These coaches were not equipped to be heated by steam.

Five Pullmans owned by the circus are still in use in southern Indiana's flood stricken territory as part of a hospital unit which is being used under direction of the Indiana State Board of Health.

This train was first sent to Jeffersonville, later to New Albany and yesterday was sent across the Ohio River to be used at Louisville. The train was later to be moved to Jeffersonville to help in the final evacuation of that city which was ordered by military authorities.

The circus mess outfit, which is capable of serving 1000 persons at each meal is still at Osgood where a refugee camp has been established by the Red Cross. It was thought that the mess outfit was to be moved to another refugee camp.

The circus lighting plant was used last night to light the town of Osgood as the power plant in that city was disabled due to the flood.

[The News-Sentinel, Friday, January 29, 1937]

CIRCUS LIGHT PLANT IS BEING USED AT OSGOOD

Queer spectacle of a circus lighting equipment being used to furnish electricity for a flood stricken southern Indiana town is now being enacted at Osgood, according to word received today at the Cole Brothers Circus winterquarters by Jess Adkins and Zack Terrell, owners of the circus.

The lighting plant which furnishes electricity for the circus while it is enroute during the summer months, is furnishing street lighting for five of the principal squares of the town, Western Union Telegraph company office, telephone company, postoffice and Methodist church, where a number of refugees are being given shelter.

The lighting plant was taken to Osgood Tuesday on special train furnished by the Nickel Plate railroad. In addition the mess outfit of the circus, which is capable of feeding 1,000 persons at each meal is also in use at the refugee camp in Osgood, established by the Red Cross. Circus employees man both the lighting plant and the mess outfit.

[The News-Sentinel, Saturday, January 30, 1937]

ALLEN KING TO HEAD FORD MOTORIZED SHOW

Detroit, Feb. 12. - Plans for "the biggest truck show ever put on the road" are being developed here under sponsorship of the Ford Motor Company. Actual details have not been disclosed, but plans are being worked out by Allen King, who is well known for his lion taming act, and will have direct charge of production.

The entire proposition has not yet been given a final ok by the higherup Ford executives, but is looked upon favorably by those who have seen it to date.

W. B. Naylor is acting as agent for King in the enterprise.

[The News-Sentinel, Friday, February 12, 1937]

CIRCUS SUES TRAINER FOR CONTRACT BREACH

Cole Bros.-Clyde Beatty Circus have filed an action in the Miami county circuit court at Peru against Jack Joyce for breach of contract.

The plaintiff alleges that by the defendant's failure and refusal to exert his skill and unique ability in training the plaintiff's horses and ponies that the circus is suffering irreparable loss.

Cole Bros.-Clyde Beatty Circus

Joyce, who was with the Cole Brothers Circus since it was organized two years ago and who has been the head horse trainer during the period, signed a contract with the local circus on November 2, 1936.

Under the terms of the contract Joyce was to receive a salary of \$25 per week while in winterquarters and \$50 per week during the road season.

It is stated in the complaint that Joyce is now with another circus and should be restrained from continuing with that show and ordered to serve as a performer and trainer for Cole Brothers during the period specified in the contract.

Hearing on the injunction will be heard by Judge Hal Phelps in the Miami circuit court on February 24.

[The News-Sentinel, Tuesday, February 16, 1937]

SEVERAL CIRCUS UNITS GO TO TWIN CITIES

Several units from the Cole Bros. Circus left the winter quarters here today in three special cars over the Erie to fill winter circus engagements in Minneapolis and St. Paul during the coming two weeks.

Among the units which went to the Twin Cities were Clyde Beatty and his wild animal act, Eddie Allen and five trained elephants, 11 high school horses, 4 high jumping horses and eight trained seals.

[The News-Sentinel, Friday, February 26, 1937]

COLE BROS. AND RINGLING TO STAGE 'WAR,' NEW YORK

New York, N.Y., Mar. 2. (UP) - The undisputed - it's colossal fantasamagorious-titanic and fantastic, folks - supremacy of the Ringling Bros. and Barnum Bailey circus was threatened today for the first time within memory of its oldest elephant.

Mr. Jess Adkins blew in from Indiana with his knee-high sombrero and intimated with a few well chosen superlatives, that the country is going to be treated to a first rate circus "war" along with its spangled ladies, smelly camels and pink lemonade.

Adkins and Zack Terrell are the "Cole Bros." of the Cole Bros.-Clyde Beatty Circus. Beatty is an animal trainer, named Beatty, [sic] who has attained world-wide fame in the steel cages and before the movie cameras.

The Cole Bros.-Clyde Beatty circus run by a crew of old timers who quit Ringling Bros. has been a success in the mid-west for two seasons but March 18th it will open under roof in New York for its first time in the defiant competition with what dexter fellows fondly calls "the greatest show on earth."

Cole Bros.-Clyde Beatty will have a four weeks' run at the Old Hippodrome while Ringling Bros. does business at Madison Square Garden, 15 minutes away.

[The News-Sentinel, Tuesday, March 2, 1937]

INJUNCTION AGAINST CIRCUS MAN IS DENIED

Peru, Ind., Mar. 8. - Judge Hal. C. Phelps Saturday denied a motion filed by counsel for Cole Bros.-Clyde Beatty circus in Miami circuit court seeking to enjoin Jack Joyce, horse and pony trainer, from breaking an alleged contract with Cole brothers. Judge Phelps heard the argument on the motion ten days ago and he had the case under advisement until Saturday. Frederick Schortemeier, Indianapolis attorney, and former secretary of state, and Judge Hurd Hurst were counsel for Cole Bros., while David E. and Russell Rhodes represented Joyce.

The court ruled that a one-year contract executed by Cole Bros. and Joyce last October was not valid because it lacked mutuality, the circus retaining the right in one clause of the contract to discharge Joyce, according to Judge Phelps decision. He held that the circus could not legally force Joyce to abide by the contract and at the same time reserve the right for the circus to ignore the contract and discharge him. Exceptions to the court's ruling were entered by Cole Bros.' attorneys.

[The News-Sentinel, Monday, March 8, 1937]

Cole Bros.-Clyde Beatty Circus

COLE CIRCUS UNITS TO LEAVE FOR NEW YORK SUNDAY NOON

A number of the units of the Cole Brothers-Clyde Beatty Circus will leave the winterquarters here Sunday for New York where the season's opening will be made in the Hippodrome Theater on March 18. The engagement ends in New York April 11 and the opening in the Chicagto Stadium is on April 16 and that under canvas in Rochester on May 3.

The show will travel in a special train on the Chicago and Erie railroad to New York which is scheduled to arrive in this city about noon Sunday. In Chicago the units of the circus which have been appearing in winter circuses in St. Paul and Minneapolis will be added to the train. These units leave St. Paul on a special train tonight.

Theater Transformed

The Hippodrome is owned by Joe Jacobs well known fight promoter. The large theater has been transformed into a place where a true circus atmosphere prevails under the direction of Rex Rosselli and Floyd King. The theater will seat 10,000 people and has a revolving stage.

For the next few weeks a host of billposters and bannermen have been in New York placing advertising matter for the Cole Brothers Circus. The same crew will now move to Chicago to prepare for the opening there.

Units In Show

The Hippodrome show will be framed along Continental European lines and will utilize both the stage and arena. Under the direction of Allen K. Foster, New York dance instructor, a line of approximately 30 girls is being readied and will be used in 9 or 10 production numbers. With the aid of special lighting effects, and a well designed wardrobe, production numbers are expected to add colors and a Continental class to the show. The usual routine of the show will be altered for the New York engagement with the Clyde Beatty wild animal act in the closing spot.

Units which will be used in the New York show other than the Clyde-Beatty act are Eddie Allen's herd of trained baby elephants; Jorgan Christiansen, 24 Liberty Horse act; Roland Huble, trained seals; Trechiani troupe, teeter board act; Frank Shepard, the balancing trapeze act; Deehue Rubyatte troupe of 120 Arabs; Toyanna, Japanese troupe; Cecil Bell, Aerial act; Harry LaPearl's troupe of clowns from Indianapolis; Madam Rita Laplanta, sensational trapeze act which was imported from France for this year; Christiansen's troupe of trained great Dane dogs; Harold Barnes, wire walking act; Gretonas, High Wire act; Zavatta-Zoeppe, troupe of riders; Paroff troupe, unsupported ladder act; Riding Hobson troupe; Harold Wards flying act of five persons and Denny Curtis comedy act with trained mules and horses. In all 100 persons will leave the winter quarters barn tomorrow with 75 of them being performers. Other acts will join the circus in New York.

Adkins in Charge

Jesse Adkins will be in charge of the New York visit and supervise rehearsals. Mr. Zack Terrell will remain at winterquarters in Rochester to prepare the circus for the road.

[The News-Sentinel, Saturday, March 13, 1937]

CLYDE BEATTY TO DIRECT HIS LION ACT VIA RADIO

New York, Mar. 16. - Although it may fall into the classification of a stunt broadcast, WEA-F-NBC hopes something will definitely result from its wild animal act via radio on Wednesday evening.

The program is supposed to prove whether it's trainer's presence or his voice that counts.

As planned, Clyde Beatty will be in an NBC studio and try to direct his lions and tigers in their performing cage at Madison Square Garden solely by what they hear coming out of the loudspeaker. There will be pickups at both ends so that the listeners can have the opinions of a couple of judges to be on hand at cage-side.

[The News-Sentinel, Tuesday, March 16, 1937]

COLE TICKETS ARE IN DEMAND IN NEW YORK

Cole Bros.-Clyde Beatty Circus

The Cole Brothers-Clyde Beatty Circus is receiving a wonderful reception in New York City, it became known today when Zack Terrell, one of the owners of the circus, received a call at winterquarters from Jess Adkins, co-owner of the circus, who is now in New York with the show.

Mr. Adkins states that the advance sale for the circus' three weeks engagement at the Hippodrome Theatre has been very heavy, so heavy in fact that Mike Jacobs, well known boxing promoter and owner of the theatre is marveling at the demand for tickets.

It is believed that the circus will have to give three daily performances instead of the customary two each day starting with Easter Sunday, so great is the demand for tickets. The Hippodrome engagement ends on Sunday, April 11, after which the circus moves to Chicago for the opening in the stadium on April 16.

It will not be necessary to give three performances a day until Easter Sunday, because many Protestants are observing the Lenten season and the immense Jewish population of New York that of the Passover which starts March 26 and continues for one week.

The circus winterquarters is a very busy place at the present time as performers are going through their routines in preparation for the opening of the Chicago engagement. A number of the circus units did not go to New York but will join the show in Chicago. In all 265 performers are in training at the circus winterquarters at the present time.

[The News-Sentinel, Wednesday, March 17, 1937]

CIRCUS ACTION AGAINST JOYCE VENUED TO LOGAN

Peru, March 17. - Suit of Cole Bros. circus against Jack Joyce, horse and pony trainer, to prevent him from breaking an alleged contract, was venued yesterday afternoon from Miami circuit court to Cass circuit court at Logansport.

Judge Phelps recently denied the circus a temporary restraining order and the Cass court will rule on a permanent mandate to enforce the one-year contract signed by Joyce last October. The change of venue was asked by the circus last week.

[The News-Sentinel, Wednesday, March 17, 1937]

FEATURE WRITER VISITS COLE CIRCUS QUARTERS

Miss Mary Bostwick, feature writer, and Joseph Craven, photographer, of the Indianapolis Star staff, were in Rochester today collecting material and taking pictures for an article on the Cole Brothers Circus winterquarters.

Zack Terrell, one of the owners of the circus, accompanied the newspaper people through the circus quarters and helped them in gathering their material.

Pictures were taken of the wild animals in the zoo and of the performers who are in training for the circus season. The pictures and story will appear in the rotogravure section of the Indianapolis Sunday Star of May 2, which is the day prior to the opening of the circus under canvas in this city.

Mr. Terrell received a telephone call today from Jess Adkins, who is with the Cole Circus unit in New York, that the opening performance this afternoon in the Hippodrome Theatre was a sell out. The show was receiving a wonderful reception by the audience.

[The News-Sentinel, Thursday, March 18, 1937]

COLE BROS. SHOWS OPEN IN NEW YORK HIPPODROME

New York, Mar. 18. (UP) - The circus came to town today. It opened in the Hippodrome for a two-a-day run, which will end April 11th.

Among the chief attractions of the Cole Bros.-Clyde Beatty shows was the famous tamer of jungle beasts himself. In his act, Beatty enters an arena with 28 black-maned lions and 12 Royal Bengal tigers, shoves the snarling around a bit and exits - some time without so much as a single claw having been laid upon him.

Among the 20 other acts, presented in or above the single sawdust ring was that of Miss Jene Allen who puts eight elephant chorus boys and girls through their lumbering steps, Harold

Cole Bros.-Clyde Beatty Circus

Barnes, 16-year-old tight-wire artist and the Allen E. Foster Corps De Ballett among the other featured performers.

[The News-Sentinel, Thursday, March 18, 1937]

CAPACITY HOUSE GREET COLE BROS. IN NEW YORK

New York, Mar. 19. (U.P) - The Cole Bros.-Clyde Beatty shows, Broadway agreed today, has everything that circuses are supposed to have, plus sex appeal. The circus opened at the Hippodrome yesterday with capacity crowds reported at both afternoon and evening performances.

There were dancing elephants, waltzing horses, clowns, aerialists, tight-wire walkers, Beatty's famous lion and tiger act. And, also a chorus of Zeigfeldian beauties.

Chorus Scores Hit

The chorus kept stepping in and out of the sawdust ring each time in different costumes and once sat down and languidly watched a "man on the flying trapeze" go through his act. It was a new departure in circus stuff, the big stem agreed.

The first night's favorite was a sad-eyed clown, who stood around nibbling leaves from a head of cabbage tucked under his arm. He just stood there nibbling.

A telegram, received late today from Jess Adkins, one of the owners of the Cole Bros. Circus, who is in charge of the New York show, stated both performances yesterday were given before capacity houses. This message was received at winter quarters here by Zack Terrell.

[The News-Sentinel, Friday, March 19, 1937]

BEATTY PROVES HE CAN'T DIRECT LIONS BY RADIO

New York, March 19. - Clyde Beatty, famous animal trainer, and a dozen hungry-looking lions proved Wednesday night to the satisfaction of a jury of scientists that you can't look a lion in the eye over a radio.

Beatty performed his test in New York Hippodrome, where his jungle pets were caged while he went into an anteroom to talk to them over a loud speaker.

The lions appeared to recognize Beatty's voice, because when he shouted into the microphone: "Nero, Sampson, Brutus!" one of the lions identified as Brutus walked up and took a swipe at radio announcer George Hicks, who got out of the way.

The lions then began fighting among themselves. Beatty raced back to the cage, shooed the lions apart and finished his act in person. "I knew it was impossible in the first place," he said.

[The News-Sentinel, Friday, March 19, 1937]

CLYDE BEATTY SAVES HIS WIFE IN ANIMAL MIXUP

New York, March 26. - Quick action of Clyde Beatty, the animal trainer, saved his wife, Harriet, from serious injury yesterday after animals she was rehearsing attempted to break from their cage at the Hippodrome.

Mrs. Beatty, also an animal trainer, was in a cage with a lion, a tiger and an elephant. Beatty was outside with another elephant, present to give the caged elephant confidence. Beatty's elephant, according to trainer, accidentally loosened a guy rope supporting the center of the cage and the whole cage began to fall apart.

"The animals in the cage started to snarl," Beatty said. "Harriet did her best to control them."

Beatty hastily fixed the guy rope and then turned to the cage and helped his wife drive the animals back to pens under the stage. A physician later treated Mrs. Beatty for shock and minor lacerations suffered when she was thrown to the floor as the guy rope loosened.

The Beattys are appearing with the Cole Brothers-Clyde Beatty Shows.

[The News-Sentinel, Friday, March 26, 1937]

COLE CIRCUS EMPLOYEE BUS ACCIDENT VICTIM

Cole Bros.-Clyde Beatty Circus

Zack Terrell, one of the owners of the Cole Brothers Circus, received a letter this morning, which was very much like receiving word from the dead.

The author of the letter was Frank Vinney, St. Louis, Mo., one of the twenty persons, who were killed in the bus wreck at Salem, Ill., Wednesday, when a troupe of professional roller skaters were being transported from St. Louis to Cincinnati.

Vinney for the past two summers has been in charge of the custard machine concession for the Cole Brothers Circus.

In his letter, which was mailed Wednesday in a small Illinois town, where the bus had made a stop, Mr. Vinney stated that he was going to remain with the roller skating troupe in Cincinnati during their visit in that city and then come to Rochester. While with the roller skaters, Mr. Vinney operated a concession stand.

In his letter, Mr. Vinney stated he would come here late in April to get his custard machine in readiness for the circus road season.

[The News-Sentinel, Friday, March 26, 1937]

COLE BROS. GIVE 3 SHOWS DAILY IN N.Y. HIPPODROME

Jess Murden, who returned yesterday from New York city, where he has been assisting in the management of the Cole Bros.-Clyde Beatty circus, which is playing an engagement in the Hippodrome, stated the show was enjoying record-breaking attendance at every performance.

Mr. Murden stated that beginning Monday, March 29th, the Cole Bros. show would give three performances daily, the shows starting at 10:30 a.m., 2:15 p.m., and 8:15 p.m. The New York engagement closes with the evening performance on Sunday, April 11th and immediately following the circus units will entrain for Chicago, where the full show opens in the Stadium on April 16th.

During his brief interview, Mr. Murden said that Cole Bros. had received more publicity in the large New York city newspapers during their present engagement than was ever given any of the sawdust aggregations. New York, it was stated had always been the chief bailiwick of the Ringling Bros. shows and the fact that Cole Bros. is now being given column after column of front page write-ups reveals that the great eastern metropolis regards the Rochester home-town circus as "tops."

Mr. Murden before departing for his home in Peru stated he would attend the state basketball tourney and be "pulling for the Zebras." He will return to New York, Sunday.

[The News-Sentinel, Saturday, March 27, 1937]

PING PONG KEEPS HIM FIT CLYDE BEATTY RELATES

New York, Mar. 27. - Clyde Beatty, a slight and handsome little fellow who tames lions and tigers for a living, sat in his dressing room at the Hippodrome today and discussed life - and death - in the name of Cole Bros.-Clyde Beatty circus from Rochester, Ind.

He had just come out of a cage filled with 37 of these gentle creatures. He had been running at top speed, parrying their huge swift claws with a chair and yelling like a madman.

"I still get a great kick out of every performance," said Beatty, who has been in the business 13 years and is now 32. "And I still think I'm less scared and in better shape than any prizefighter who has been in the ring that long."

"Courage and bluff and experience," he said, "are the great things in this business. If you back up they'll follow you. The thing to do is rush right at them."

Beatty explained the lion is something of a bully himself. "He makes a lot of noise, but if you stand up to him and yell right back, your chances of beating him are better," he said.

Beatty at the moment is trying to produce something new in wild animals by breeding a male lion with a female tiger. If successful the issue would be called, says Beatty, a "liger." He explained they have bred a male tiger and a female lion in Germany and produced what they called a "tigon."

Asked what sport he played to keep in shape for lion taming, Beatty said "ping pong."

[The News-Sentinel, Saturday, March 27, 1937]

Cole Bros.-Clyde Beatty Circus

COLE BROTHERS HAVE ONLY FEMALE CLOWN

New York, Mar. 31. - The circus band blared and a flock of clowns dashed into the Hippodrome ring today where the Cole Brothers-Clyde Beatty Circus, which has winter quarters in Rochester, Ind., is playing a three weeks' engagement.

One, pausing to bend over, took a lusty wallop from behind and went sprawling, a comic look of pain on a face covered with white paint.

That was Mrs. Loretta La Pearl, probably the only woman clown in the business.

She's thirty-nine, tall, pretty and extremely proud of her profession although now and then she confesses, she feels a twinge of regret she didn't continue her piano studies at the Cincinnati Conservatory of Music.

"What I'm really proud of," she said, "is that I ask no quarter. I can take it as well as any man. When we are out in the ring together I am willing to get the rough stuff."

She has been a clown for twelve years, working with her husband Harry, on sand lots and in vaudeville theaters, with big and little shows. They live, when they manage to get home for any length of time, on a small farm near Indianapolis.

"Naturally my people didn't like me to join a circus," she said, "but I got tired of Bach and Beethoven and Debussy, and one day another girl and I answered an ad for living statues in the old John Robinson show. We got the job.

"I don't play the piano much anymore, but I've played the calliope in many a town."

She took up clowning almost by accident. Her husband had a clown band and one day when one of the musicians became ill, she filled in playing a clarinet. Now she also does a bit as an organ grinder with a dog. The audiences howl, but no one suspects her sex.

[The News-Sentinel, Wednesday, March 31, 1937]

COLE CIRCUS FEATURED

The Cole Brothers Circus which is now playing an engagement in the Hippodrome Theater in New York, is to be featured in the rotogravure sections of two metropolitan newspapers Sunday. The Indianapolis Star will carry pictures of the circus' winterquarters and a feature article by Miss Mary Bostwick, while the Sunday News of New York City, will carry a section of pictures in colors of Clyde Beatty placing his lions and tigers through their act.

[The News-Sentinel, Saturday, April 3, 1937]

COLE CLOWN GETS LAUGHS FROM ALL KIDS BUT OWN

A recent issue of the New York World-Telegram carried a story concerning Otto Griebing, Peru man, who is with the Cole Bros.-Clyde Beatty circus now showing in New York. The story, written by William Engle, World-Telegram staff writer, follows:

Backstage at the Hippodrome the Cole Brothers Circus people today side-stepped elephants, gave gangway to ponies, slithered among countless ropes, gathered in little knots to talk in the midst of the vast whirligig of matinee and were merry over the new season's start.

Otto Griebing, the clown with the bewildered face and distraught manner, who makes audiences laugh, ambled from the arena into the wings with his palm tree under his arm and sat down.

26,000 Letters

"This is more like it," he said. "Now I can get laughs. But I will tell you about the toughest situation in the world. I got 26,000 letters from kids last year, but do you think my own kids see anything funny in me? They don't. I can't make my own kids laugh."

He has three of them, Joanie, Elain and Otto, Jr., and when they see the circus they laugh at the other clowns. When they see him, they say, "That's only Pop."

Now the wife and family are back home in the middle west and Griebing has to play only to strangers.

His Best Stunt

Cole Bros.-Clyde Beatty Circus

He thinks one of his best stunts was one that had an abrupt end. In working it, he would enter dressed as a young telegraph messenger boy, asking "Mrs. Jones." As number followed number during the program he would turn up with older uniforms and ageing countenance. Finally he would be a thwarted old man, still with the undelivered telegram.

"One day I got a telegram myself. It was as long as my arm. It was from the telegraph company and said stop the gag or we go to court."

[The News-Sentinel, Monday, April 5, 1937]

COLE CIRCUS TRAIN WILL STOP HERE FOR 12 HOURS

The Cole Brothers-Clyde Beatty Circus will close its first and very successful invasion of New York City next Sunday, April 11 when two performances will be given in the historic Hippodrome Theatre. The New York engagement has been for the past three weeks.

Immediately after the Sunday night show the circus will entrain for winterquarters in this city. The special train over the Erie Railroad bearing the circus will leave New York at 6 a.m. Monday and is scheduled to arrive in this city at midnight Monday night.

Circus Equipment

A stop of twelve hours is to be made at the winterquarters at which time all of the circus equipment will be loaded onto cars and the trip to Chicago will be resumed at noon Tuesday.

It is planned to arrive in Chicago around 3:30 o'clock Tuesday afternoon in time that all cars may be unloaded and moved to the Chicago Stadium while it is still daylight. The Chicago engagement opens April 16 and closes on May 2.

Three Performances

While in New York the Cole Brothers Circus received such a reception that it became necessary to give three performances each day with the first one opening at 10:15 a.m.

New York newspapers, when the circus opened in New York, gave eleven columns of publicity in addition to art. All criticisms were favorable. Follow-up stories have been given practically every day by New York journalists.

Notables Attended

Mayor Fiorello La Guardia of New York and his children attended a recent performance of the circus as did James Braddock, world heavyweight boxing champion and his two sons. These notables were photographed with the Cole clowns and the pictures were spread in all of the Manhattan journals.

Clyde Beatty in a ceremonial Saturday evening in a New York hotel was initiated into the "Saints and Sinners" a circus fans organization. Other neophytes included Gov. Hoffman of New Jersey who was much in the public eye at the time of the Bruno Hauptman trial, Rudy Vallee, orchestra leader, former Mayor Jimmy Walker of New York and Grover Whalen, official New York city greeter.

After the initiation Beatty was forced to make a speech using as his subject "Training of Wild Animals." This was Beatty's first after-luncheon speech of his entire career.

[The News-Sentinel, Tuesday, April 6, 1937]

CLYDE BEATTY ARRESTED ON CHARGE OF CRUELTY

New York, April 8 - Clyde Beatty, animal trainer currently playing here in his act in a circus, was arrested late yesterday, on a charge of cruelty to animals on the complaint of Jacob Jacobs, a humane society inspector.

A circus official posted \$500 bond for Beatty's appearance to answer to the charge later in the week.

Jacobs charged he had seen Beatty beating lions and tigers in his act with a six foot leather whip and prodding them.

Beatty declined to talk about the charges except to mention he had been arrested once before on a similar charge in Pittsburgh, Pa.

[The News-Sentinel, Thursday, April 8, 1937]

Cole Bros.-Clyde Beatty Circus

CRUELTY CHARGE AGAINST BEATTY NOLLED BY COURT

New York, April 9. (UP) - Clyde Beatty - they call him the "man of a thousand scars" - was brought into court late yesterday on charges of being cruel to the roaring lions and snarling tygers of his circus act, but the judge wouldn't let him talk.

"Scram," said Magistrate Anthony Burke, when Beatty wanted to explain, "you just can't be cruel to the cats and get away with it."

And Beatty did.

All he wanted, he said, was to tell the judge that Jacob Jacobs, an agent for the Humane society, who arrested him Wednesday, doesn't know what the word cruel is.

"Were the animals hurt?" asked the judge.

"Well," replied Jacobs, "they growled."

Beatty's Face Red

Beatty's face went from red to purple and back to red. The judge smiled and hid a laugh in his hand.

"Have you ever heard a lion growl when it wasn't injured?"

"Yes," Jacobs admitted. This time his face was red. "I guess I have."

Jacobs said there were marks on the animals, because he saw them. He admitted, however, he could not be sure whether the whip made marks or merely ruffled the fur.

"Gee," said Beatty to his attorney, "ain't that something. I only use a cotton popper on my whip. And it wouldn't hurt a flea. It just makes a noise. Just to attract the attention of the cats."

Jacobs finished his testimony.

"There is nothing in this case," the court decided. "Now, scram."

[The News-Sentinel, Friday, April 9, 1937]

COLE CIRCUS DANCER IS BADLY BURNED IN MISHAP

New York, April 10 - An unscheduled back stage drama resulted in near tragedy last night at the Hippodrome where a ballet dancer's costume caught fire during a performance of the Cole Bros.-Clyde Beatty Circus. A capacity audience watched the show, unaware of the accident.

Jean Bergeri, 16, of 3495 Broadway, a member of the Alan K. Foster Ballet troupe, finished making up and turned to go to the stage. As she did, her flimsy skirt brushed against a lighted candle on her dressing table and burst into flames, according to police.

Seizing a blanket, Joyce Cook, one of 10 other girls present in the second floor dressing room, threw it over Miss Bergeri, extinguishing the flames.

An ambulance surgeon dressed first degree burns on both legs of the pretty, red-haired dancer while her companions went on. After she had been treated Miss Bergeri insisted on taking part in the next number, circus attaches said.

[The News-Sentinel, Saturday, April 10, 1937]

COLE BROS. SHOWS TO LEAVE FOR CHICAGO STADIUM BOOKING

Every department of the Cole Bros.-Clyde Beatty circus winter quarters was stepping on it at high speed today, as preparations were being made for the invasion of the entire circus family to the Chicago Stadium, where they play a 17-days engagement, starting with matinee performance on Friday, April 16th.

The Cole Bros. New York Hippodrome run closed with their night performance yesterday, and the entire troupe then entrained for winter quarters in this city. The New York contingent is due to arrive over the Erie R.R. at 11:30 tonight.

All of the animals and equipment which was used in the New York engagement will be transferred onto the Cole Bros. own rolling stock which is now in readiness and will be routed to Plymouth over the Nickel Plate and thence into Chicago on the Pennsylvania lines. The Chicago-bound train which will be made up here during late today and the early hours of Tuesday, will pull out of the winter quarters at 11:30 tomorrow morning.

Cole Bros.-Clyde Beatty Circus

Ken Maynard Arrives

Several special motorized cars of the Ken Maynard Congress of Rough Riders arrived at the circus quarters here late yesterday. Accompanying the equipment were 24 cowboys and cowgirls and 14 Indians, which the famous western movie star will use in his thrill act.

Mr. Maynard and his wife, their chauffeur and his famous trick horse, Tarzan, arrived early Monday morning in their own private autos and a special motorized truck used for the transportation of his wonder horse. The western movie star, who received a broken leg a few months ago has almost completely recovered from this injury and this morning he unlimbered the cream-colored Tarzan in the training ring at the circus quarters.

Shortly before noon, Mr. and Mrs. Maynard and Jess Murden, left for South Bend, where the movie star was the honored guest at a special meeting of the executives of the Studebaker Automobile company.

Performs for News Reels

Mr. Maynard gave an address on his experiences in the movie business and following the festivities, he and his famed horse, Tarzan, were to go through their paces for a group of news reel camera men who were present for this occasion.

The Chicago program will be much more complete than that presented in the circus' eastern engagement, according to an announcement made today by one of the executives, due to the fact that the Stadium allows ample room for a three-ring production.

Many New Acts

Added features at the Chicago show will be a complete performance of the Cole Bros. herd of elephants, under the direction of Eddie Allen; the Ken Maynard Congress of Rough Riders; three rings of High School horses, including Jorgen Christiansen's Cremoline Liberty Stallions; three flying trapeze acts; muscle grinding artists; three new head balancing stars and the climax of the big performance will be an entirely new cannon act.

The big Stadium performances will open with a most glamorous spectacle which will be known as the Persian Market, an extavaganza which was originated by Rex de Rosselli and will far exceed his "Night in Spain" spectacle of the 1936 season which critics last year acclaimed the "tops" in the big top field. Over sixty comely chorines are used in this opening pageant.

New York Run Successful

According to Managers Adkins and Terrell, the New York engagement was a most successful one, and the Cole Bros. secured the highest praise and commendation by all the leading metropolitan newspapers.

The entire managerial and clerical staff of the circus will leave tomorrow for Chicago, where they will remain until the evening of May 2nd. The Cole Bros. circus will present their premiere big top showing of the 1937 season at Rochester on Monday, May 3rd. The local performance will be presented on the Goss lot at the southern edge of the city, the same location as last year.

[The News-Sentinel, Monday, April 12, 1937]

COLE BROS. CIRCUS TRAIN ON WAY TO CHICAGO AT 12:35

The Cole Brothers Circus train pulled out of this city today for Chicago at 12:35 p.m. where the circus is to play a seventeen day engagement in the Stadium in West Madison street. The engagement opens on April 16th and closes on May 2nd.

During the past winter the cars have been rebuilt and redecorated. Passenger cars and sleepers are painted in red with gold lettering while the double length flat cars are in aluminum with black and red lettering. The circus train made a very imposing spectacle as it pulled out of the city.

A number of the Cole Circus units which have been playing a three weeks' engagement in the Hippodrome Theater in New York arrived in Rochester at 1:30a.m. over the Chicago and Erie Railroad.

Cole Bros.-Clyde Beatty Circus

Equipment Transferred

All of the equipment which included the forty lions and tigers which Clyde Beatty uses in his wild animal act were transferred to the Cole Circus train.

The circus this year will feature not only Clyde Beatty but Ken Maynard, Western motion picture star who is a former resident of Columbus, Ind.

Included in Maynard's Congress of Rough Riders are 24 cowboys and cowgirls and fourteen Sioux Indians who have appeared with him in pictures at Hollywood, Cal.

Wonder Horse

Maynard's wonder horse Tarzan which was brought to this city in a truck from Hollywood, Cal., will also be used in the circus this year.

The Chicago program will be much more complete than the one in New York. In the Stadium a three ring circus will be staged while in New York only one ring was used.

Many Rochester people were at the circus winterquarters while the loading operation was taking place. The commissary car was filled with foodstuffs which had been purchased in the main from local stores.

Zebras Hard to Lead

Some difficulty was experienced in leading the zebras who did not take kindly to be transported in box cars. The same difficulty was experienced with some of the ring stock purchased during the past year which had never before been loaded into a box car.

The circus train left Rochester over the Nickel Plate railroad for Plymouth where it was to be transferred to the Pennsylvania Railroad for the trip into Chicago. Arrival in Chicago was scheduled at 5 p.m. or in sufficient time to unload the train before night fall.

The train was to be unloaded at Woods street which is only a short distance from the Stadium. Several members of the publicity department of the Cole Brothers Circus have been in Chicago for several weeks making arrangements for the engagement there. Chicago newspapers and photographers were to meet the train.

Opening Under Canvas

The season's opening under canvas is to be made in Rochester on May 3 as has been the custom of Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus. Following the appearance here a tour of Indiana cities will be made.

Dates to be played in Indiana are May 4, South Bend; May 5, Kokomo; May 6, Ft. Wayne; May 8, Muncie; May 9 and 10, Indianapolis; May 11, Terre Haute and May 12, Anderson. The May 7 date will be played at Lima, Ohio.

For two engagements in Indiana the circus will have special organizations sponsoring them. In South Bend the St. Joseph Valley Policemen's Lodge will be the sponsor while in Indianapolis the auxiliary of the Indianapolis Orphan's Home will serve in a like capacity.

The News-Sentinel, Tuesday, April 13, 1937]

FAMOUS MOVIE COWBOY STAR JOINS COLE CIRCUS

* * * * Photo of Ken Maynard * * * *

Keeping about two jumps ahead of competitive big top performances the Cole Bros. Circus has added one of the world's foremost cowboy movie stars, Ken Maynard, of Hollywood, Calif., to its ever-expanding roster of feature attractions.

Mr. Maynard and his Congress of Rough Riders and Indians arrived at the circus winterquarters here Sunday and today the movie star and his retinue of cowboys and cowgirls entrained on the circus rolling stock for Chicago, where the show opens in the Stadium, this Friday starting a 17-day run.

The westerner's trick horse Tarzan, whom many have seen do his thrilling, breath-taking stunts on the silver screen, travels in a specially built, trailer-type motor coach and is under the supervision of two Filipino horsemen. Mr. and Mrs. Maynard and their personal assistant will travel in a beautifully arranged Pullman coach which form a part of the Cole Bros. 38-car circus train.

In an interview today with the movie star, he stated: "ten years ago there was little roping among cowhands, and those who practice the art today received their inspiration chiefly from

Cole Bros.-Clyde Beatty Circus

circus performers. As a matter of fact, the first trick roper was Oso Peso (Gold Dollar). Oso was a Mexican who was brought to the U. S. to join Buffalo Bill's Wild West show."

Initial Appearance in 1918

In speaking of his own career as a westerner Maynard stated: "Riding came naturally to me, just as talents of any kind are inherent in some of us. My initial rodeo appearance was in 1918. A few years later I won the world's championship for roping and trick riding in Chicago.

"To be a good rider, one must be born to love it. I came from Mission, Texas and spent all my summers on ranches around there learning all I could from the cow hands. Soon their tricks were simple for me. Riding and roping are like any other profession. The thought is constant in one's mind 'what can I do to be different?' All depends on muscular development, nerve and constant practice."

Maynard is a strapping big fellow with powerful supple muscles, and although he suffered a fractured leg several weeks ago he stated he expected to be in the "pink" of condition for his act with the Cole Bros. show which begins Friday afternoon.

[The News-Sentinel, Tuesday, April 13, 1937]

CIRCUS LEAVES FOR CHICAGO ENGAGEMENT

Hurrah!

It will soon be circus time.

Men may come and empires may crumble, but circuses go on forever.

The Cole Bros. combined shows with Clyde Beatty, noted wild animal trainer, and Ken Maynard, famous Western screen star, will leave for Chicago today and will open their 17-day engagement Friday, April 16th for performances at 2 and 8 p.m. Doors in the menagerie will open at 1 and 7 p.m.

Bigger and Better

There are 1,000 people traveling with the big show this season in addition to 125 billposters, agents and advertising men who travel in advance. Three special trains are utilized for transportation. Horses to the number of 500 together with 812 wild animals and 30 elephants are promised.

Clyde Beatty will be seen battling 40 lions and tigers, natural enemies to one another. Undisputed king of wild animal trainers Clyde promises to set a new high in the way of thrills with this season's spectacular.

Indians, cowboys, cowgirls, Cossacks from the bleak Mongolian wastes and rough riders from the tremendous wild West show headed by Ken Maynard, famous star of the moving pictures. It will be a revival of the old West with its picturesque frontier days.

The seven Gretonas, high wire act, conceded to be the most daring and thrilling in the world, the Flying Harolds and Imperial Illingtons, aerialists, Joegen Christiansen and his 24 liberty horses, and Harold Barnes, juvenile acrobat on the tight wire are among highlights of the big show program.

The Cole Bros. Circus opened its season last March at the Hippodrome in New York City, where a spectacular 25-day engagement was played.

Circus day's festivities will be inaugurated by an immense street parade to be seen on the downtown streets at 11 a.m. There will be nearly 100 magnificent and elaborately carved and gilded allegorical floats, tableaux, cages and dens. Hundreds of mounted riders, thirty elephants and two caravans of camels. Five trumpeting bands and two calliopes will furnish music.

[The News-Sentinel, Tuesday, April 13, 1937]

COLE BROS. RECEIVING PUBLICITY IN CHICAGO

The following story concerning the Cole Bros.-Clyde Beatty circus' arrival in Chicago yesterday appeared in today's morning edition of the Chicago Tribune:

"The Cole Brothers-Clyde Beatty circus arrived in Chicago yesterday in three trains of 50 steel cars. The circus is to open a 17-day engagement in the Chicago Stadium on Friday afternoon, remaining until Sunday night, May 2.

Cole Bros.-Clyde Beatty Circus

"The star attraction with the show this year again is Clyde Beatty and his 40 lions, tigers and other jungle cats. He shares the spotlight with Ken Maynard, the Hollywood cowboy, and 400 performing horses.

"Shortly after the circus trains arrived, the Cole Brothers circus filed an injunction suit in the Circuit court to restrain three trapeze acts of the Hagenbeck-Wallace circus, now at the Coliseum, from swinging through the air from next Friday through May 2. Members of the three acts, according to bill, violate a contract by appearing with the Hagenbeck-Wallace show."

The circus also obtained illustrative publicity in today's issue of the Chicago Herald-Examiner, with Mrs. Eddie Allen, elephant trainer, being portrayed in a most striking pose.

[The News-Sentinel, Wednesday, April 14, 1937]

BEATTY PLAYS PING PONG TO KEEP AGILE

"Dempsey, Sande, Bobby Jones and Walter Johnson were all game champions in their separate lines," says Hal Coffman, cartoonist for the N. Y. Evening Journal. "But the gamest champion and nerviest man I have ever known is Clyde Beatty.

"Day after day he faces sure death in just one slip or error of judgment."

The Cole Bros. Circus was playing its annual Spring engagement at the Hippodrome in New York. He sat in his dressing room and discussed life and death. Continuing Hal Coffman states:

"Clyde Beatty is a slight and handsome little fellow. In every line of business there is always one who stands head and shoulder above his contemporaries. In wild animal training Beatty is tops."

He had just come out of a cage - filled with 37 of these gentle creatures. He had been running at top speed, parrying their huge swift claws with a chair, and yelling like a madman.

His wife, who seemed a little grateful to have him back, sat at his side.

"I still get a great kick out of every performance," said Beatty who has been in the business 13 years and is now only 32. "This is the business where there's not much competition."

He talks casually and simply about his business, and he certainly looks as if it has agreed with him. But a look at his legs tells a different story. A revolting white scar on his right thigh testifies of the efficiency of a lion's teeth. He admitted reluctantly he has almost died several times from fever following these attacks.

"Courage and bluff and experience," he said, are the great things in this business. If you back up they'll follow you. The thing to do is rush right at them."

This seemed a little foolhardy, but Beatty explained that the lion is something of a bluff himself. He makes a lot of noise, but if you stand up to him and yell right back, your chances of beating him are better," he said.

Beatty at the moment is trying to produce something new in wild animals by breeding a male lion with a female tiger. If successful the issue would be called, says Beatty, a "liger." He explained they have bred a male tiger and a female lion in Germany and produced what they called a "tigon."

Trying desperately for a sporting angle to the grim business, the reporter asked what sport Mr. Beatty played to keep in shape for lion taming.

"Ping Pong," he said simply.

Cole Bros. Circus with Clyde Beatty is coming to Rochester Monday, May 3 for performances at 2 and 8 p.m. Ken Maynard, the screen's greatest Western star, along with 400 other performers will be seen. An immense street parade will be seen on the downtown streets at 11 a.m.

[The News-Sentinel, Wednesday, April 14, 1937]

COLE BROS. CIRCUS ENJOINS NINE CIRCUS EMPLOYEES

Cole Bros.-Clyde Beatty Circus

The contract feud between the Cole Brothers-Clyde Beatty circus and the Hagenbeck-Wallace circus of Peru, reached a Chicago court Wednesday afternoon, where the local circus obtained an injunction against nine artists now appearing with the Peru circus in Chicago.

Attorney Frederick Schortemier, Indianapolis, head of the legal staff of the Cole Circus, obtained the injunction from Judge Joseph Allegretti on the plea that the nine defendants, although under contract with the local circus, were performing with the Hagenbeck-Wallace show.

Comprise Two Acts

The nine defendants make up two acts in the Peru circus, one being composed of Ira Millette, Sr., Ira Millette, Jr., and Ernie White, who do a head balancing act and the other includes six members of the Cress troupe who stage a teeter-board performance.

Each of the circuses are to play seventeen-day engagements in Chicago, with the Cole circus at the Stadium and Hagenbeck-Wallace at the Coliseum. The local circus will open Friday afternoon, April 16, while the Peru circus had its debut in Chicago on April 9.

Several Suits

The injunction suit brought in Chicago by the Cole Brothers circus is one of a series of suits which have been entered by the attorneys for the local circus against performers charged with jumping Cole Brothers circus contracts to go with other shows.

Jack Joyce, horse trainer, left Cole Brothers show in February ostensibly to perform with Hagenbeck-Wallace circus and Cole Brothers at once sought an injunction to stop him, filing a petition in the Miami county circuit court at Peru.

The court there held that Joyce had a legal right to break his contract with the Cole Brothers circus on the ground that the contract lacked mutuality. Later this case was venued to the Cass county circuit court where arguments were heard a few days ago by Judge John Smith of Logansport, who has the matter under advisement.

[The News-Sentinel, Thursday, April 15, 1937]

COLE BROS. CIRCUS SETS ATTENDANCE RECORD IN CHICAGO

The Cole Bros.-Clyde Beatty circus which opened at Chicago for a 17-days engagement in the Stadium yesterday was highly pleased with the reception received at the Windy City. According to reports received Saturday from Rochester people who were present at the Friday night performances there were over 12,000 people in attendance, the greatest crowd ever to witness a performance of the kind in the history of this metropolis. At the matinee performance the ducat sales registered over 6,000.

Early morning editions of the Chicago newspapers today were most profuse in their praise for the Cole Bros. show and all acclaimed the '37 performance by far the biggest, best and most spectacular ever to be staged in Chicago.

The local people who were in attendance at Friday evening's performance stated that the crowd simply went wild from the start of the two hour review until the finale ensemble and there was one continuous round of applause as the star performers and highly trained animals exhibited their talents.

Clyde Beatty's "big cage" act and the Ken Maynard cowboy and cowgirl portrayal of what's what in horsemanship, were perhaps the stellar attractions in the hundred and one special thrillers which were presented to the appreciative circus fans.

Maynard Injured

The only incident which marred the opening day's performance occurred in the evening show when Ken Maynard's "wonder horse" Tarzan fell as the movie star was taking an encore canter around the arena. The beautiful cream-colored horse fell on Maynard and injured the same leg which the western cowboy had fractured a few months ago while stunting for a film produced in the West. Maynard regained his mount and completed his curtain ride and was then rushed to the hospital.

Physicians who examined the injury stated that while his leg had been badly bruised in the accident there were no fractures. It was learned at noon today that the cowboy had recovered to such an extent that he would be able to resume his act at the matinee performance today.

Cole Bros.-Clyde Beatty Circus

Messrs. Jess Adkins and Terrell, managers of the Cole Bros. circus are highly elated over the success of their circus during its metropolitan engagements and are looking forward to a record breaking attendance run this season.

The Cole Bros. circus will complete its engagement in Chicago on the night of May 2nd and on Monday, May 3rd, will give two performances to the "home-town" folks on the Goss lots at the southern end of Main street. This location is the same as that used last year.

[The News-Sentinel, Saturday, April 17, 1937]

COLE BROS. CIRCUS SHOW TO 'TURN-AWAY' HOUSES

Zack Terrell, one of the owners of the Cole Bros.-Clyde Beatty Circus, returned from Chicago Monday evening where the show is playing a 17-day engagement at the Chicago Stadium.

Mr. Terrell stated the circus is making history in Chicago in the way of smashing all previous attendance records and obtaining column after column of the most favorable comment from the press. On both Saturday and Sunday the circus was forced to hang up their sold out signs at the matinee and evening performances, this according to the Chicago newspapermen was the first time that the Stadium was unable to accommodate the circus fans.

The following story which appeared in Monday's issue of the Chicago Herald-Examiner will give the Rochester people an idea of what Chicago thinks of the home-town circus:

"By Carol Frink

"Magnificent, spectacular, world famous, kaleidoscopic - these are words circus press agents learn before they can say ma-ma.

"In the case of the Cole Brothers Circus at the Stadium the boys are not only justified, but even guilty of understatement. For it's a whooping big show, a very dream of what a circus should be, and the only fault to be found is that you get too much for your money.

"All the traditional acts - or 'displays,' as the circus likes to program them - are there. But there is something new too, in the way of elaborately staged pageantry presented in the Broadway manner.

Opening Dazzles

"The opening display, for instance, which is called "Allah's Garden," with its charmingly garbed dancing girls, dashing sheiks, and hundreds of horses, elephants, yaks and other beasts of the forest and jungle, is something to bedazzle the eye.

"Star acts are numerous, and almost too death-defying for comfort. Thrilling are Amazing Parroffs and the Great Gretona Troupe.

"And, of course, when it comes to sneering at sudden death, Clyde Beatty, with his forty or more man-eating pets, is no slouch. The youthful Clyde, always a dashing and intrepid performer, has become a really great showman, and his handling of the lions and tigers is now fine theater, as well as a matchless feat of daring.

"Beatty's wife, the comely Harriet, doesn't believe that the little woman's place is in the home, and demonstrates it by putting on a pretty spectacular wild animal act of her own.

"Mlle. Rita La Plata is personally responsible for one of the major thrills when she makes a dive for a swinging trapeze, high in the air, misses, and plummets earthward fastened by one foot in a plunging rope.

"Another high-flying lady is Mlle. O'Dell, a trim and tiny circus queen, who does something just under a million shoulder-turns while dangling under the roof of the Stadium by one hand.

"Junior movie fans will get the belt of a lifetime out of the big western star, Ken Maynard, who heads the Wild West show.

Other Feats

"For the rest there are the exquisitely trained high school horses; the incredible feat of Frank Shepherd, who catches himself by the back of his heels after a midair somersault on the trapeza; the arena-long parade of the elephants; the breathless bullfight with miniature, but ferocious, bulls; the large troupe of Arabians with their graceful gymnastic feats; clowns, clowns

Cole Bros.-Clyde Beatty Circus

and still more clowns, and last, but by no means least, the Great Wino, who meekly allows himself to be shot from Madison st. to Warren out of a gigantic and noisy cannon.”

[The News-Sentinel, Tuesday, April 20, 1937]

JUDGE FINDS COLE BROS. TRAINER CONTRACT LEGAL

Through reliable sources it was learned today that Judge John B. Smith, of the Cass county circuit court, has just ruled in favor of the Cole Bros.-Clyde Beatty circus in its suit against Jack Joyce, famous horse trainer, who allegedly broke his contract with the Rochester circus to join the recently re-organized Wallace-Hagenbeck shows, of Peru.

The breach of contract suit was originally filed in the Miami county circuit court and later venued to the Cass county court.

Must Stand Trial

In his ruling handed down yesterday by Judge Smith overruled the demurrer of attorneys for Jack Joyce in the suit brought by Cole Bros.-Clyde Beatty circus, Inc. The interpretation of this ruling, in effect, is that Judge Smith has found the contract which Joyce held with the Rochester circus legal and that the horse trainer must now stand trial for breaking his contract to join the rival circus.

The horse trainer left the Rochester circus at a time it was busily engaged in working out its new acts for the New York Hippodrome engagement which closed the night of April 11th.

The date for the breach of contract trial has not as yet been announced.

[The News-Sentinel, Saturday, April 24, 1937]

CIRCUS CROWD THRILLED AS TWO TIGERS BATTLE

A capacity crowd at the Cole Brothers circus in the Chicago Stadium was treated to an unscheduled variation in the climactic animal act yesterday afternoon.

Clyde Beatty, the animal trainer, concluded his act, in which he ‘works’ 28 lions and 12 tigers in the same cage, and began to herd the tigers out through a chute. Rajah and Arki, jungle-born tigers, between whom bad blood exists, chose this moment to settle their feud.

While the spectators watched spellbound, Beatty held off the restless lions and attendants subdued the fighting tigers with poles, streams of water, and blank pistol shots. Rajah, one of the larger tigers in captivity, came off second best. Arki, almost unscathed, strutted while veterinarians patched his sullen foe. - The Chicago Tribune.

[The News-Sentinel, Monday, April 26, 1937]

ZACK TERRELL’S MOTHER DIES AT OWENSBORO, KY.

Zack Terrell, of the Cole Bros.-Clyde Beatty Circus, received word Sunday night that his mother had died suddenly at her home in Owensboro, Ky. As far as known she had not been ill. Mr. Terrell is in Chicago where the circus is showing at the Stadium. He and Mrs. Terrell departed at once for Owensboro. Jess Adkins, who has been at the winter quarters in Rochester for the last few days, left for Chicago this evening to take charge there for the remainder of the run.

[The News-Sentinel, Monday, April 26, 1937]

COLE BROS. 1937 CIRCUS TOPS OF SAWDIST TRAIL

On Monday morning, May 3rd around 11 a.m. thousands of Rochester and Fulton county people will be listening for the toot, toot, toot of the calliope and the blare of the brass from the Cole Bros. Circus bands, which will announce the start of the big parade for the show’s third annual opening in its own home-town.

This year’s show, in the vernacular of the “big top” would be “bigger and better than ever.” And to prove that this is not merely the usual form of horn-tooting, about four score Rochester and Fulton county merchants who were guests of the Messrs. Adkins and Terrell at the

Cole Bros.-Clyde Beatty Circus

matinee performance of the Cole Bros. Circus in Chicago Tuesday, all acclaim this year's performance by far the most thrilling and spectacular they have ever witnessed.

Acclaimed Tops by Press

Column after column of the most favorable newspaper publicity was given the Cole Bros. shows during its engagement at the Hippodrome in New York City and like praise is now being bestowed on the show while it is playing at the Chicago Stadium. The only criticism yet to be made appeared in a recent issue of the Chicago Herald and Examiner when the feature writer stated in effect that the Cole Bros. were too generous with their scores and scores of spectacular and breath-taking feature acts.

With the printed word of these metropolitan newspapers and the personal information being given out by the Rochester business men who saw the show Tuesday, that this show is the "tops" of the circus world, the citizens of this community and surrounding territory will be all agog with excitement and anticipation of Circus day, Monday, May 3rd.

Hi-Lights of '37 Performance

The following program of the Cole Bros. '37 bigger and greater shows will give the reader a better insight into what features may be seen at both performances which will be given under the big top at Goss estate lots at the south edge of this city next Monday.

11 A.M. Street parade.

Display 1 - Allah's Garden - staged by Rex de Rosselli, and participated in by over 1,000 men, women, horses, elephants, yaks and beasts of the jungle, native singers, dancers, musicians, a gorgeous, brilliant, dazzling opening feature.

Display 2 - Acrobatic stars in rings 1 and 2 - the Arhold Trio, The Harding troupe and in ring 3 the Lapax Bros., the matchless European comics.

Display 3 - Dennis Curtis and the educated Shetland ponies in ring 1; Ring 2, The Torellios, highly trained ponies, dogs, monkleys and bucking mules; Ring 3, Jorgen Christiansen and his tiny performing ponies.

Display 4 - Miss Juanita Hobson, English equestrienne; Ring 2, Fred Zoeppe, unique feats of horsemanship; Ring 3, Rita La Vata, noted European Equestrienne.

Display 5 - Mlle. O'Dell, Queen of all aerial gymnasts.

Display 6 - Three Great Troupes of Performing Elephants under guidance of trainers, Miss Gene Allen, Wanda Wentz and Miss Estel Clark.

Display 7 - Masters of Mirth in a hilarious musical festival.

Display 8 - Thrilling and daring aerial gymnasts in the three ring - Edwards Sisters, Ed and F. Milette and the Tacoma Sisters, and an array of other internationally renown stars of the dizzy heights.

Display 9 - Three ring of equilibriats of performers, featuring the Toyamo Troupe, the Zoeppe Family, and the Nagami Troupe.

Display 10 - Harold Barnes, the world's famous junior swinging wire artist in a new arrangement of breath-taking thrills.

Display 11 - Christiansen and the troupe of educated Great Dane dogs; Prof. Curtis, the European comedy cyclone with his taxi-meter specialty number, and Grover McCabe and his bucking mules.

Display 12 - Frank Sheppard, the daring young man on the flying trapeze.

Ken Maynard Troup

Display 13 - Ken Maynard, the Cowboy King and Famous Movie Star with his Congress of Indians, Cowboys and Cowgirls in a thrilling spectacular portrayal of western horsemanship.

Display 14 - John Smith and group of superbly trained animals; Miss Harriet Beatty with her dangerous lion, tiger and elephant act; Joan Xavatta, Shetland pony and Saimese elephant performance.

Display 15 - The Amazing Parroffs, Argentine aerial gymnasts.

Beatty's Big Cats

Display 16 - Clyde Beatty and the world's greatest trope of performing lions and tigers. The most startling wild animal display ever presented by this famous trainer.

Cole Bros.-Clyde Beatty Circus

Display 17 - Albert Fleet and his Educated Sea Lions; E. Villa in a hilarious Mexican bull fight; Roland Heber and his performing seals.

Display 18 - The Great Gretona, a troupe of high wire performers from Germany.

Display 19 - The Piechianni Troupe of acrobatic marvels; the Beehee Rubiette Bros. equilibrists, and the Bell-Kresa acrobatic stars.

Display 20 - Jorgen Christiansen and his Liberty Horse act, the greatest equine display of all time.

Display 21 - Mlle. Rita La Plata on the high trapeze in death defying stunts.

Display 22 - On Hippodrome track and the three rings - the greatest array of high school horses in amusement history - scores of riders.

Display 23 - A league of clowns and antics - fun for old and young alike.

Display 24 - The Imperial Illingtons, The Perless Lelands and the Flying Harolds in an array of mid-air trills and feats.

Display 25 - On Hippodrome track, speed duels of Roman Standing Riders, Chariot races, Fleeting Ponies, Monkey Jockies and a galaxy of riding features.

Display 26 - The big super-finale with a surprise thrill just before the curtain drop.

Following the close of the night performance next Monday, the entire circus entrains for South Bend where it shows on Tuesday.

[The News-Sentinel, Thursday, April 29, 1937]

CIRCUS HEADS ANNOUNCE MONDAY PARADE ROUTE

The route of parade of the Cole Bros. Circus on Monday, May 3rd will be the same as that followed last year, officials of the circus announced today.

The procession will leave the circus ground adjacent to 16th street on South Main around 11 o'clock. The parade will advance northward to 11th street where it will turn westward a block and then go northward on Jefferson to the Fourth street intersection, from where it turns eastward until it reaches Main. It will then come down Main through the heart of the business section on southward to the circus lots.

Parking Spaces Closed

Chief of Police Paul Whitcomb, who conferred with the circus men today in the interest of preventing accidents, announced that the following section of streets along the route would be barred from the parking of autos or other vehicles.

The entire west edge of Main street from Fourth to Ninth streets intersections will be closed, as will both sides of 11th running between Main and Jefferson, both sides of Fourth Street between Jefferson and Main; a half block stretch on the west side of Jefferson from 11th street to the alley-way to the north and a section on the west side of North Jefferson from the alley intersection to the corner of the Fourth street intersection.

Large trucks will be barred from parking on either side of Jefferson street from 11th to 4th streets and on Main between 4th and 9th streets.

Immediately following the parade those restricted parking spaces will be thrown open for public use.

Extra Traffic Officers

The chief of police stated there would be several extra traffic policemen on duty throughout the main thoroughfares of the city on circus day in an effort to prevent traffic snarls as well as accidents.

A few minor accidents occurred last year during the parade, and this year every one is urged to use every precaution to forestall mishaps.

[The News-Sentinel, Thursday, April 29, 1937]

CIRCUS SPECIAL ARRIVED EARLY MONDAY MORNING

Cole Bros.-Clyde Beatty Circus

After terminating a 17-day engagement at the Chicago Stadium, The Cole Bros. Circus after the close of its Sunday night's performance immediately entrained for its home town city of Rochester, where the big show opened its 1937 itinerary under canvas today.

The 26-car circus special pulled out of Chicago over the Pennsylvania line during the early hours of Monday morning and arrived in Rochester via the Nickel Plate from Plymouth, at 7:30.

Several hundred circus employees with trucks, tractor, horse and elephant power then lunched the transfer of the circus paraphernalia to the lots at the southern edge of Main street. This job was completed within two hours and the cars were shunted onto side tracks where in the early hours of Tuesday they will again be loaded, and routed to South Bend, where the circus shows Tuesday. About 25 additional cars of the Cole Bros. rolling stock will be added to the circus special in order to take care of the canvas, wagons, trucks, draft horses and other equipment which were not in use during the Chicago engagement.

No accidents of any nature marred the transfer of the circus property from Chicago to the Goss lots.

[The News-Sentinel, Monday, May 3, 1937]

THOUSANDS HERE TO SEE COLE BROS. SHOWS

CITY STREETS BANKED WITH CIRCUS FANS DURING BIG PARADE

Rochester, home city of the world famous Cole Bros. circus was host to thousands of people today as the home-town circus opened its 1937 season under its big top with matinee and evening performances being presented at the Goss estate lots at the southern edge of the city.

The day's activities got away to a most colorful and glamorous start as 12:30 today when the big parade, over a mile in length, traversed the length of Jefferson street thence east on Fourth and southward down through the business district to the circus grounds.

Some of the features

Four beautiful equestriennes, mounted on equally attractive charges and each carrying American flags headed one of the most spectacular procession ever staged by any circus. There were gold trimmed band wagons, with their crack musicians blaring out the breezy song hits of the day; the open cages of Clyde Beatty's lions and tigers; the crack squads of horsemen and lady equestriennes and their arched necked glistening, prancing mounts; the clowns; the allegorical portrayal of fairyland characters; the hippopotamus; the ponderous pachyderms; Ken Maynard's congress of rough riders, Indians, cowboys, Cossacks; the head-balancers; the Japanese acrobats; the trick donkies; the steaming tooting calliopes, in fact scores and scores of featured displays and countless menagerie exhibits.

The costuming, bristling in its sparkling newness which adorned the hundreds of stars of the sawdust trail was in itself one of the marvels of the street exhibit. It was evident that the Cole Bros. managers Jess Adkins and Zack Terrell had spared no expense in giving Rochester the biggest and costliest parade it had ever witnessed.

Showers Threaten

Although there were light and intermittant showers throughout the forepart of the morning, a broken sky presaged ideal weather for the afternoon performance and a capacity house was inevitable.

The business houses, especially those catering to appetites of the milling circus fan crowd were doing a tremendous business as were countless refreshment stands in the vicinity of the circus lots.

Traffic well managed

An entire police force, with the assistance of state police and members of the Rochester Boy Scout troops handled the traffic in a most orderly manner and it was believed no serious traffic jams, or accidents would result.

Cole Bros.-Clyde Beatty Circus

Advance sale for the evening performance indicate a complete sell out, and with two record breaking engagements recently completed in New York and Chicago it appears that 1937 will be a "top" season for the Cole Bros.-Clyde Beatty shows.

COLE BROS. PRESENT GLAMOROUS SHOW TO PACKED TENT

What a show! Man, what a show! The thousands, who attended the Cole Bros. Circus performances in the home-town city Monday, were in complete accord in acclaiming the '37 show as being by far the most spectacular and interesting ever presented in this section of the country and perhaps anywhere in the world.

There were thrills upon thrills each act vieing with one another for the plaudits of the well-filled "big top." In the words of the lusty-lunged barker there was something doing every minute throughout the two hour and a half performance, and it may frankly be said that the Cole Bros. were most profuse in giving the home-folks and out-of-town visitors more features than they could readily absorb.

The show opened with Ken Maynard, movie cowboy and his horse Tarzan, leading the parade around the hippodrome track. Featured in this procession were practically all of the animals, actors, troupes and hordes of clowns which were used in the big street parade earlier in the day.

World of Action

Immediately following this spectacular and glittering procession, activity was running rife in all of the three rings. Harriett Beatty in the big steel cage put her elephant, tiger and lion act over in a style equally as fascinating as did her world famed husband, Clyde Beatty, with his cage of two score lions and tigers, which followed a short time later.

There were clowns, acrobats, the flying trapeze performers, Jorgen Christiansen and his three rings of High School Horses; The Zoepes troupe, Junita Hobson, Rita La Vata in daring and spectacular feats of horsemanship.

The youthful Harold Barnes, youngest ace on the tight wire, gave a miraculous exhibition of grace and acrobatic gymnastics during his 10 minutes in the center ring; then there were Albert Fleet and Roland Heber with their highly trained sea lions and seals. In the center ring E. Villa and his treading staged a hilarious take-off of a Mexican bull fight with horn-bedecked canines being used for the bulls.

Gretona Act Thriller

Perhaps the most breath-taking feature of the entire performance was that of the Great Gretona troupe of highwire performers. These stars which were secured from Germany, did all sorts of trick and fancy bicycle riding, pyramid-building and head-balancing acts at the very top of the big top sans the safety of a life-saving net. It was one of those acts where the spectator is afraid to look and also afraid not to look - one misstep or even a slight heave of the tent top by a gust of wind, apparently would mean serious injury if not death to the five intrepid aerialists who compose the act.

The swift and exacting performances of Eddie Allen's three rings of pachyderms under the direction of Miss Gene Allen, Wanda Wentz and Estel Clark was a most outstanding number of the show.

Myriad of Stars

All these and scores of other numbers of horsemanship, acrobatic stunts, antics by the hordes of clowns, the ladder balancers, the iron-jawed, whirling butterfly lady aerialists, the Russian human pyramid acrobatic troupe, the flying Harolds, the Peerless Lelands, the Imperial Illingtons, the cowboys, cowgirls and Indians had a major part in making the Cole Bros. show the greatest event ever witnessed in Rochester, and a great season is surely in the making for the home-town circus.

Immediately following the Ken Maynard rough riders show the hundreds of canvasmen and truckmen began the task of loading the 40 privately owned railroad cars and at 4:30 a.m. today the two divisions rolled northward over the Nickel Plate railroad for South Bend, where the Cole

Cole Bros.-Clyde Beatty Circus

Bros. give two performances today. These two divisions were expected to make the run to the upstate city around seven a.m. today.

[The News-Sentinel, Tuesday, May 4, 1937]

COLE OWNERS GIVE PTA MOVING PICTURE OUTFIT

Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus, have presented the Parents-Teachers' Association of the Rochester public schools with a \$300 sound picture machine for use in the schools of this city.

Elmer Gordon, president of the Rochester Parents-Teachers' Association had the following very favorable comment to make about the donation made by Mr. Adkins and Mrs. Terrell in the following letter received today by The News-Sentinel.

"The Council of the Parent-Teachers' Association of Rochester and its immediate community wishes to make public acknowledgement of a most generous and worthwhile gift from the Cole Brothers Circus Corporation to the Rochester Public schools.

Without Solicitation

"Several weeks ago Mr. Adkins and Mr. Terrell learned that the P.T.A. council was considering the purchase of a sound picture machine to be used in the class rooms of the schools. Without solicitation, these public spirited men asked that their corporation be allowed to give the money for payment of it.

"Last Monday, Mr. Adkins handed to the president of the P.T.A., three hundred dollars, thereby assuring the boys and girls of Rochester schools the advantages that may come thru the use of this machine.

"The spirit that prompted this fine gift is best seen in the remark made by Mr. Adkins. 'Rochester citizens have been so nice to us since our locating here and we want to do something for the community to show our appreciation of its interest and cooperation.'

Machine Purchased

"The P.T.A. council Tuesday bought of the S. E. Kiger Company of Indianapolis, the very latest type of a sound-picture machine. The films to be used are prepared by the University of Indiana and Chicago and other city school institutions, and cover every phase of school life, science, art, music, literature, history, mechanics, athletics, and are graded to suit all ages of children from beginners thru the high school age.

"On behalf of the boys and girls who for years will profit thru this constructive benevolence, we want to thank, sincerely, Mr. Adkins and Mr. Terrell and their circus corporation.

"We appreciate no less the help given us by many citizens during our effort to make this purchase possible."

[The News-Sentinel, Wednesday, May 5, 1937]

COLE BROTHERS CIRCUS IS PLAYING TO CAPACITY

The Cole Brothers Circus is playing to capacity performances in their swing through Indiana cities. The crowds were so great in South Bend Tuesday and Kokomo Wednesday that it was necessary to place straw in the hippodrome to care for them.

Because of the soggy condition of the circus grounds at Kokomo it was impossible to move the wagons out of the same for the parade.

To pull one of the wagons from this field it was necessary to use 36 horses and four elephants. The circus was in Fort Wayne today and will be in Muncie Saturday and Indianapolis Sunday and Monday.

[The News-Sentinel, Thursday, May 6, 1937]

CIRCUS MADE PARADE

The Cole Brothers Circus found ideal weather conditions when they reached Muncie from Lima, Ohio Saturday morning. The big top was placed in record time and the parade was staged. The circus played to two capacity houses in Indianapolis Sunday where they are appearing under the auspices of the Indianapolis Orphans Home. The parade was deferred until today with

Cole Bros.-Clyde Beatty Circus

the streets of that city being lined twelve deep over the mile circuit. The circus will be in Terre Haute Tuesday, Anderson Wednesday and Richmond Thursday after which dates in Ohio will be played.

[The News-Sentinel, Monday, May 10, 1937]

EDDIE ALLEN UPSETS "DOPE" ABOUT ELEPHANTS MOOD

Eddie Allen, veteran animal trainer with the Cole Brothers and Clyde Beatty Circus, discredited many of the popular beliefs which the majority of people hold about elephants in an article which appeared in a recent issue of the Popular Mechanics.

Allen's story follows:

"Three quarters of an hour before the start of the big show the crowd moves gradually from cage to cage toward the elephant line and stops. Here the circus fan, armed with a sack of peanuts, renews old acquaintances with the pachyderms. Despite this strong bond of friendship, however, the public probably knows less about elephants than about all other animals of the menagerie.

Pet Peeves Myth

"A young man in the crowd explains to his girl friend that an elephant will bludgeon anyone who feeds him tobacco; a farmer tells his wife the big beasts live in mortal fear of cats, dogs and mice, particularly the latter which have a penchant for running up elephants' trunks; an elderly gentleman relates to his grandchildren their wonderful powers of memory, and someone else comments on the toughness of their hides.

"I have spent fifteen years working, training and studying elephants, and the opinions I have formed are decidedly contrary to popular beliefs.

Tobacco a Delicacy

"Elephants, especially the males, love tobacco. During an indoor engagement in Omaha in 1934, a practical joker gave 'Babe,' one of the oldsters of our herd, a lighted cigarette. Coming in contact with the burning tip 'Babe' emitted a shrill trumpeting blast. The other elephants took up the cry immediately and it was all that we could do to keep them from breaking their chains and bolting. Finally the show got under way. 'Babe,' although showing signs of nervousness, went thru her performance without a hitch. When the bulls were returned to the picket line the practical joker again approached 'Babe,' this time with an apple in his hand. She accepted the peace offering, allowing him to pat her, and they became good friends. This instance upsets the theory that elephants have remarkable memories.

"That a mouse could run up an elephant's trunk is ridiculous. On the tip of the trunk is a finger, or feeler as it is called, which is the most sensitive part of the beast's body. Here more than forty thousand nerves are centered and this finger acts as a cap to close the vents of the trunk.

"An elephant's hide is not tough. The reputed toughness comes from inner muscles. The hide itself is so sensitive that elephants spend hours blowing dirt and chaff on their backs.

[The News-Sentinel, Tuesday, May 18, 1937]

JESS ADKINS REPORTS CIRCUS BUSINESS O.K.

Mr. and Mrs. Jess Adkins, of the Cole Bros. Circus, spent a few hours in Rochester Wednesday morning. Their brief stay was occasioned for the supervision of repairs which are being made of the Adkins home, on North Pontiac.

The Adkins came here from Akron, Ohio and this evening they will join the circus which is playing today in Sandusky, Ohio. Mr. Adkins stated that they have been having an exceptionally large crowd at practically every city they have played thus far, and although they had experienced several rainy days, the inclement weather had little effect on circus fans' enthusiasm.

Mr. and Mrs. Zack Terrell, who have been spending a few days at the Terrell home, in Owensboro, Ky., will be in Rochester this week end and the forepart of next week will join the circus in New York state.

[The News-Sentinel, Wednesday, May 26, 1937]

Cole Bros.-Clyde Beatty Circus

TERRELLS IN ROCHESTER OVER THE WEEK END

Mr. and Mrs. Zack Terrell, of the Cole Bros. Circus, spent the weekend at the Adkins home in this city. The Terrells arrived here from their home in Owensboro, Ky., where they spent a three weeks' vacation.

Mr. and Mrs. Terrell departed this evening for South Bend from where they will entrain for Schenectady, N.Y., where they will rejoin the circus. Mr. Terrell stated the show was enjoying record-breaking attendances in most of the eastern states engagements.

[The News-Sentinel, Monday, June 7, 1937]

COLE CIRCUS HARD HIT BY PERFORMERS' INJURIES

A number of the star performers of the Cole Brothers Circus have been laid up with injuries during the past few weeks, reports in the Billboard, national amusement magazine, stated today.

Harold Barnes, youthful tight wire walker, fell from his wire at New Bedford, Conn., and fractured his shoulder blade. The injury probably will keep him from appearing with the circus for the remainder of the season. Barnes has gone to Chicago to consult a specialist.

Miss Betty Stephens, equestrienne and also an elephant trainer, suffered a fractured pelvis when a horse she was riding fell over on her while she was staging her act. She is in a hospital in a New England city.

Mrs. Eddie Allen was unable to appear with the circus for two weeks when her right foot was crushed when one of her performing elephants stepped on her while going through the act routine.

Otto Griebing, head clown, whose home is in Peru, also is on the injured list. He was hurt in a fall while the circus was showing in a Pennsylvania city. His injury, however, is not believed to be serious.

[The News-Sentinel, Friday, June 25, 1937]

COLE CIRCUS DOES BIG 'BIZ' IN CANADIAN TOUR

The Cole Brothers-Clyde Beatty Circus after a successful two-weeks' invasion of Canada, during which they did a tremendous business will return to the United States at Detroit, Mich., next Sunday, July 4. Prior to the trip into Canada eastern and New England states were played.

On Monday the first double billing of the present circus season will be experienced by the circus when they appear in Flint, Mich. The Hagenbeck-Wallace circus which has winter quarters in Peru will play Flint on the same date. Flint is badly stricken as result of the General Motors strike and sporadic labor trouble.

Straw Houses

Straw houses were in order at Fall River, Mass.; New Bedford, Mass; Lowell, Mass; Keene, N.H.; Montpelier and Burlington, Vermont. From Burlington the invasion of Canadian provinces started with the first showing at Montreal where two days were played. The last Canadian engagement will be at Windsor on July 3.

A number of persons have visited the circus while it has been enroute. Mabel Stark, famed woman animal trainer, visited the circus at Lowell, Mass. and Brigadier-General Hiram Bearss, U.S.M.S., former resident of Rochester and Peru, at Monticello.

Otto Griebing, Peru, head clown, who has been out of the show for several weeks with a broken wrist and sprained ankle which he received in a fall, rejoined the circus at Keene.

Menagerie Attraction

At Keene also one of the tigers gave birth to a cub. This is proving quite an attraction in the menagerie. The tigress was one of the animals which Clyde Beatty has been using in his act.

After the Detroit engagement the circus will play in the following Michigan cities, Flint, Port Huron, Bay City, Saginaw, Lansing, Jackson, Battle Creek, Kalamazoo and Benton Harbor. Benton Harbor will be played on Wednesday July 14 and a number of Rochester people plan to

Cole Bros.-Clyde Beatty Circus

attend. After the Michigan bookings the circus will swing west through Illinois, Iowa, Nebraska and Kansas.

[The News-Sentinel, Wednesday, June 30, 1937]

COLE BROS. CANADIAN BOOKINGS SUCCESSFUL

According to an announcement received from Port Huron, Mich., where the Cole circus is showing today, their swing through the leading Canadian cities was a most profitable one and capacity houses prevailed for practically all of their evening engagements.

The Canadian engagements included Montreal, Quebec; Ottawa, Kingston, Belleville, Hamilton, Toronto, Brantford, Kitchener, London, Chatham and Windsor, Ontario. On the 4th the show was booked at Detroit and yesterday they enjoyed two packed tents at Flint, Mich., despite the fact that another big top performance was booked in the same city. Several Rochester people were in attendance at the Flint performance.

Following is the schedule for the next few days of the Rochester circus engagements:

July 7 - Bay City, Mich.

July 8 - Saginaw, Mich.

July 9 - Lansing, Mich.

July 10 - Jackson, Mich.

July 11 - Sunday

July 12 - Battle Creek, Mich.

[The News-Sentinel, Tuesday, July 6, 1937]

COLE BROS.-BEATTY SHOW BENTON HARBOR, JULY 14

Several Rochester people plan to motor to Benton Harbor, Mich., Wed. Cole Bros.-Clyde Beatty circus is booked for a matinee and evening engagement. Jess Adkins, one of the owners of the show who was home for the week-end, stated their swing through Michigan thus far has been exceptionally profitable. The Michigan run will be concluded with the booking at Benton Harbor.

This week's routing of the circus is as follows:

July 12 - Battle Creek, Mich.

July 13 - Kalamazoo, Mich.

July 14 - Benton Harbor, Mich.

July 15 - Joliet, Ill.

July 16 - Elgin, Ill.

July 17 - Rockford, Ill.

July 18 - Peoria, Ill.

July 19 - Davenport, Iowa.

[The News-Sentinel, Monday, July 12, 1937]

SISTER OF MRS. ZACK TERRELL HAS SUCCUMBED

Mrs. Estella Terrell, wife of Zack Terrell, part owner of the Cole Bros. Circus, was called to Mt. Clemans, Michigan by the death of her sister, Mrs. Oneida Nelson Andresen, aged 35, who died in a hospital at Mt. Clemans Thursday night of heart disease.

The deceased was the daughter of Mr. and Mrs. Arthur Nelson and was a member of the Nelson family of circus acrobats which at one time consisted of the parents, six daughters and son.

The Nelson family were with the Cole Brothers Circus in 1935 and this year were with another circus. Mrs. Terrell for a number of years was one of the members of the Nelson family of acrobats.

Mrs. Andresen was stricken with heart disease while traveling with a circus and went to her home in Mt. Clemans to recuperate. Funeral services and burial will take place at Mt. Clemans.

[The News-Sentinel, Saturday, July 17, 1937]

CIRCUS ROUTING

Cole Bros.-Clyde Beatty Circus

This week the Cole Bros. Circus will swing through Iowa with six engagements on its schedule. The Illinois bookings which terminated with their show at Peoria on Saturday were largely attended and with any sort of break from the weather man a busy week is ahead for the hometown circus this week. The route follows:

July 19 - Davenport, Iowa.

July 20 - Cedar Rapids, Iowa.

July 21 - Waterloo, Iowa.

July 22 - Mason City, Iowa.

July 23 - Fort Dodge, Iowa.

July 24 - Sioux City, Iowa.

July 25 - Omaha, Neb.

[The News-Sentinel, Monday, July 19, 1937]

ZOO FOR BOO?

Detroit, July 21. - Devers Lonzo, elephant attendant on Cole Bros. Circus, was injured at Bay City by Boo, elephant with the show. The animal had a bad previous record, according to statement by the circus officials, altho the present injury was blamed on the heat. Boo is to be given to any zoo that wants him, according to statement issued.

[The News-Sentinel, Wednesday, July 21, 1937]

CIRCUS ROUTING

July 26 - Lincoln, Nebraska.

July 27 - Falls City, Nebraska.

July 28 - St. Joseph, Missouri

July 29 - Topeka, Kansas.

July 30 - Emporia, Kansas.

July 31 - Hutchinson, Kansas.

[The News-Sentinel, Tuesday, July 29, 1937]

TERRELL IN HOSPITAL

Friends of Zack Terrell, Cole Bros Circus owner, learned here today that he has been in a hospital at Chicago for several days for observation and treatment. Mr. Terrell has been in poor health for some time. He reports he is much improved and that he and Mrs. Terrell will rejoin the circus at Denver, Colo., early next week.

[The News-Sentinel, Tuesday, July 27, 1937]

COLE CIRCUS IN BIG STORM AT SIOUX CITY

The Cole Brothers Circus experienced a blow down while in Sioux City, Iowa on the night of July 24, it was learned here today when friends in this city received word from performers in the circus.

The blowdown occurred shortly after a capacity house had been present for the night show. Performance started without accident and on time, and was well into the middle when things started to get a little breezy and a slight rain started to fall.

At this instance the circus management warned the audience of outside conditions and proceeded on to the conclusion of the program and dismissed the audience in a quiet and orderly manner.

Packing Operations

While packing up operations were under way a twisting wind hit the tent broadside and in less than 45 seconds the tent was in shambles.

In the words of several of the circus performers, never before had they seen circus paraphernalia in such an apparently complete wreck.

Cole Bros.-Clyde Beatty Circus

Every man and woman connected with the show, many of whom had gone to the train, were back on the lot in 30 minutes, helping to repair the damage which had been done by the wind.

Everything was off of the lot by 1 a.m. and the show was on its way to Omaha, Neb. Only one circus employee, a negro, was injured during the storm, although 100 were under the big top when it blew over. He was struck by a pole, but his injuries are slight.

Crew of Sailmakers

At Omaha, a crew of sailmakers, twenty in number, with palm and needle, repaired the damage to the tent and the show was able to give its performances on time. A new tent though has been ordered in event of another storm.

The property loss due to the storm was negligible, but the outstanding thing was the loyalty shown by the circus employees. Words are inadequate to describe the condition which existed under foot.

Note of Appreciation

That night, there was a hot free meal and plenty of refreshments for everyone at the circus restaurant cars. The following day there was a beautiful note of appreciation and commendation from the owners, Jess Adkins and Zack Terrell, thanking the circus employees for the loyalty shown.

The Cole Circus has been showing to capacity houses in their swing through Kansas, Nebraska and Colorado on their way to the west coast which will be played during the fruit harvest season.

Joe Powell, who has been an elephant trainer for many years as one of Eddie Allen's assistants, left the show at Omaha to go to Rochester, Minn., to have an operation performed on his liver by the Mayo Brothers.

[The News-Sentinel, Thursday, August 5, 1937]

ELEPHANTS AT "PARTY" TO EAT TONS OF FOOD

Colorado Springs, Colo., Aug. 6. - Thirty elephants will gather around a banquet table here tomorrow for a farewell dinner to one of their number - "Baby Boo."

"Baby Boo," who is 84 years of American circus life has outgrown her title, will quit the Cole Brothers' circus troupe in favor of the Cheyenne mountain zoo.

Tons of carrots, lettuce, hay, peanuts and other choice fare of the elephant world will be served.

[The News-Sentinel, Friday, August 6, 1937]

LOCAL CIRCUS PEOPLE FEATURED IN DENVER (COLO.) POST STORY

Editor's Note: From the Denver (Colorado) Post of Saturday, July 31, the News-Sentinel reprints a feature story dealing with the youthful ambitions and present day attainments and color of Zack Terrell, of Cole Bros. Circus. This story was carried with a three column picture of Mr. and Mrs. Terrell and Mrs. Hugh A. Barnhart.

By Frances Wayne

To be with the circus! ! !

That has been the dream and hope of half the wide-eyed kids of America.

To own a circus!

Quit your kiddin'.

Not at all, says Zack Terrell, once one of those wide-eyed kids, now manager and part owner of a whale of a circus, who can tell all about the dream and also the thrills of an amazing realization.

Ahead of the Cole Bros.-Clyde Beatty circus, of which he is manager and part owner, Terrell came into Denver Friday, and with his pretty black-eyed wife, the former Estrella Nelson -

Cole Bros.-Clyde Beatty Circus

of the famous Nelson troupe of acrobats and risely arielists - he went to his suite in the Brown Palace hotel and began forthwith to make comparisons.

Like Homecoming For Terrell

Arriving in Denver was like coming back home for Terrell. For once upon a time - not so many years ago - when he resigned to go world-faring, he was manager of the Sells-Floto circus, with headquarters in Denver.

And how he loves this town!

"Too good to be true," he said, with his blue eyes ranging the blue sky. "The best we've got, and we've got almost too much of the best, is not good enough for Denver."

When Terrell, as one of those wide-eyed kids, watched the circus train pull into the railroad yards at his own home town, saw the white canvas ballooning over the sacred ground and hunted up the lot boss to prove that his muscles were strong enough to tug a tank, let alone buckets of water for the elephants, he knew what his destiny would be.

What his destiny would be it IS.

That's why Terrell, tops in the circus world, is here. He recalled, with a chuckle, the early day "gorgeous, glittering, gargantuan" circus, when a one-ring entertainment goggled eyes of spectators.

"That doesn't go any more," he said. "Three rings, with all the side effects, are the least demanded by the present-day circus-loving public. In spite of a thousand one diversions, the public - fathers, mothers, children, grandparents, all the relatives - lives a circus.

"We give 'em all the rings they want and Beatty besides, and a pack of lions, tigers, leopards, a herd of elephants, a rodeo, if you please, with a movie star of the westerns - none other than Ken Maynard and his bunch of range riders and bronco busters rearin' to go - and the finest bareback riders the rings have ever known, acrobats, making the upper reaches of the tent resemble aviaries, clowns - all, all, all!"

Now it would seem that having been with the circus for more years than he cares to take time to count, Terrell would be a trifle annulled with the whole business.

Not on your life!

Circus is World Within World

The circus, he contends, is a world within a world. It's the jungle, the riding academy, the beauty salon, the CCC and ROTC, range and sky, the occident, orient, wide open spaces, Wall street, rolled into one.

Clyde Beatty, greatest animal tamer the world has known, comes in with the train Sunday night after a 500-mile run to make Denver on time. Beatty is the white-haired boy, fearless wonder of circusdom today.

Terrell asked about this friend and that of other days. His face sobered when told that some of them are gone on the long trek, and he smiled to know he will meet others on his brief visit.

He's had a great life with the circus. He loves the smell of saw dust and the trumpeting of elephants and the beat of hoofs as Stowkowski loves his orchestra, Rivers his paint box, Rachmaninoff his piano, a flapper her gum.

Believes Horse is Richest Asset

"And remember," he said, "we still believe the horse is the richest asset of the circus. That's why we've got so many of the world's finest in our show."

Coming to Denver with Mr. and Mrs. Terrell, is Mrs. Hugh A. Barnhart, wife of the publisher of the News-Sentinel at Rochester, Ind., and president of the Cole-Beatty syndicate, who, like her hosts, finds a new world worth touring and living in - in the circus.

[The News-Sentinel, Tuesday, August 10, 1937]

CIRCUS ROUTING

Aug. 23 - Tacoma, Wash.

Aug. 24 - Aberdeen, Wash.

Aug. 25 - Longview, Wash.

Aug. 26 - Portland, Ore.

Cole Bros.-Clyde Beatty Circus

Aug. 27 - Portland, Ore.
Aug. 28 - Salem, Ore.
Aug. 29 - Eugene, Ore.
Aug. 30 - Kismath Falls, Ore.
Sept. 1 - Sacramento, Calif.
Sept. 2 - San Jose, Calif.
Sept. 3 - San Francisco, Calif.
[The News-Sentinel, Monday, August 23, 1937]

ROCHESTER WILL BE WINTERQUARTERS OF NEW MAJOR CIRCUS

Rochester is to be the winterquarters of another major circus which will go on the road for the first time in 1938, it became known here today through an announcement made by Jess Adkins and Zack Terrell, owners of the Cole Brothers-Clyde Beatty Circus.

The announcement of the birth of the new circus was made in the August 28 issue of the Billboard national publication for the circus world and will be of great interest to Rochester people as it will practically double the population of circus residents during the winter months.

Large as Cole Circus

Messrs. Adkins and Terrell stated the new circus will be as large as Cole Brothers Circus and that they have contracted with a number of feature attractions for the new enterprise, one of them a national headliner. The name of the circus is not divulged but it is said it will be one of the oldest in the circus world.

A full page ad in the Billboard accompanied the announcement. In the ad Messrs Adkins and Terrell made a request for circus people who are not under contract to other organizations for 1938 to contact them either as per route card or at the winterquarters in this city.

Will Buy Equipment

In the announcement the two circus men want to buy stock cars, flat cars, coaches, wagons, harness and any first class equipment suitable for a circus. This year the Cole Circus is traveling in 48 cars.

The Cole Brothers Circus, which was organized three years ago, has been enjoying a tremendous business this year in its tour about the United States. Because of the reception given their first circus enterprise, after many years with other organizations, Messrs. Adkins and Terrell decided to launch their second circus.

Circus Announcement

Following is the announcement which was made in Seattle:

Seattle, Aug. 21. - Jess Adkins and Zack Terrell, owners of Cole Bros. Circus, just made an important announcement that should prove of great interest to all show men and to the public in general. It is to the effect that in addition to their operation of the Cole Bros.-Clyde Beatty Circus in 1938, they will also have under their banner another railroad circus. The plans for this addition have already reached concrete form and are in keeping with the ideas of these aggressive showmen to enlarge their holdings each year.

A great circus attraction has already been obtained for this new railroad show. It is a feature of outstanding merit, one that will give to the new circus national recognition. The name of the show as well as the featured attraction will for the time being be kept a secret but will be announced in the very near future.

Improving Cole Show

Adkins and Terrell are constantly improving and enlarging the Cole show and the new show will be in strict conformity with this plan of action in having the best of equipment with a personnel especially picked for efficiency and ability.

In making this announcement Adkins and Terrell reaffirm their oft-announced belief in the circus as an institution, peculiar only to America, as nowhere else on the face of the globe does the circus, as it is known here, exist.

It is refreshing and heartening to all lovers of the circus, both in and out of the business, to know that another circus of real merit will be on the road next year, thus furnishing employment

Cole Bros.-Clyde Beatty Circus

to many hundreds of circus people who have been unable to troupe the last few years on account of the retirement of several major circuses. This is a sure sign that the depression is really over.

[The News-Sentinel, Wednesday, August 25, 1937]

STORK FREQUENT VISITOR TO COLE BROTHERS CIRCUS

This session seems to be a good one for "blessed events" with the Cole Brothers-Clyde Beatty Circus which is now touring the west coast. During past few days Nellie a big lioness gave birth to five kittens.

A baby antelope also arrived as did a Rhesus monkey. There are of course with the show three baby elephants recent arrivals from Burma, a baby camel two months old and a Sretland nine weeks old.

The lighting effects of the Cole Circus are continually being improved under the supervision of Louis Scott, chief electrician. He has recently installed large ball globes with 1000 watt lights around the hippodrome track.

There are 24 of these which makes the circus tent the most brilliantly lighted of any circus our [sic] tour in America. The lights are so controlled that they can be dimmed, turned off or turned on full force according to the act that is going on.

[The News-Sentinel, Friday, August 27, 1937]

TRUCE IS REACHED IN COLE BROS. CIRCUS-A.F. OF L. LABOR RIFT

Atlantic City, N.J., Sept. 1. (INS) - After an all night conference in the Hotel Ambassador, a twenty-day truce was agreed upon today which removes the picket lines that have followed the Cole Brothers Circus up and down the west coast.

The armistice is just in time for the circus appearance in San Francisco, where it opens today. It was worked out by Hugh A. Barnhart, of Rochester, Indiana, President of the operating company, who came in a personal appeal to William Green, President of the American Federal of Labor, and Ralph Whitehead, President of the American Federation of Actors, was summoned by Green, to come from New York and talk with Barnhart.

Terms of Compromise

Under the agreement the union will call off the pickets, who have been contributed not so much by its own membership as by sympathetic central labor bodies in the various cities the circus visited. The company will recognize the union and agree to all its working requirements such as hours. As a temporary compromise the minimum wage for the lowest ranks of labor will be \$40 a month, with proportionate increases, all the way up the line throughout the 600 employees.

The union held out for the \$60 monthly minimum said to be in force in the Ringling Circus, which is 100% organized. Barnhart insisted in his appeal to Green that his outfit is smaller and that earnings make this rate of pay impossible. The forty dollars versus sixty dollars dispute is to be worked out during the 20-day truce.

[The News-Sentinel, Wednesday, September 1, 1937]

COLE BROS. - RINGLING CIRCUS INTERESTS SIGN UNION TREATY

Atlantic City, N.J., Sept. 2 (INS) - Ralph Whitehead of New York, president of the American Federation of Actors, an affiliate, announced here today a completed closed shop contract with Cole Bros. Circus and an authorization from Ringling, Barnum and Bailey to unionize the Al G. Barnes circus.

The huge Ringling organization already is unionized and it owns and controls the Barnes circus, he explained.

The Cole Bros. contract was signed with Hugh A. Barnhart, of Rochester, Ind., president, today shortly after a 20-day truce which called off the picket lines.

Long-term Contract

Whitehead said wage increases are provided for all employees from roustabouts up and that full 700 men and women now are involved. Salaries are to range upward from \$40 a month

Cole Bros.-Clyde Beatty Circus

with three meals a day, lodging, transportation, workmen's compensation, medical attention and hospitalization. This contract runs through November 1938.

Meanwhile another meeting is to be held this month for further debate over additional raises.

[The News-Sentinel, Thursday, September 2, 1937]

COLE CIRCUS EMPLOYEE IS NOW OUT OF DANGER

Peru, Sept. 9. - Mr. and Mrs. William Doriot, 76 East Eighth street, received word today noon that their son-in-law, Ray Collins, circus man injured at Portland, Ore., is believed to be out of danger and has practically recovered from pneumonia, which with a punctured lung, threatened his life for more than a week.

Collins, who was hurt when a tent pole caught in a tractor wheel and caused it to upset on him, will be confined to the hospital about two or three weeks.

[The News-Sentinel, Thursday, September 9, 1937]

CIRCUS ROUTING

Sept. 20-21-22 - Los Angeles, Cal.

Sept. 23-24-25-26-27-28 - Hollywood, Cal.

Sept. 29 - San Bernardino, Cal.

Sept. 30 - Long Beach, Cal.

Oct. 1 - Santa Anna, Cal.

Oct. 2 - San Diego, Cal.

[The News-Sentinel, Monday, September 20, 1937]

CIRCUS ROUTING

Oct. 1 - Santa Anna, Calif.

Oct. 2-3 - San Diego, Calif.

Oct. 4 - El Centro, Calif.

Oct. 5 - Phoenix, Ariz.

Oct. 6 - Tucson, Ariz.

Oct. 7 - Douglas, Ariz.

[The News-Sentinel, Monday, September 27, 1937]

COLE CIRCUS MADE SUCCESSFUL TOUR OF PACIFIC COAST

The Cole Brothers Circus has just completed a highly successful tour of the Pacific Coast states and is now showing in the southern states. The following article under a Los Angeles, Calif. date line, appeared in the October 9 issue of the Billboard and gives an account of the Cole Circus' tour through the west coast cities.

Los Angeles, Oct. 7. - Cole Bros.' Circus, according to Jess Adkins, has had a highly successful tour on the West Coast. Business in Northern Coast States was somewhat affected by strikes and difficulties between rival labor organizations. However, according to the management, every one of the major cities showed a material increase over last year.

It was stated that business on the Washington and Hill streets lot in Los Angeles was approximately 15 per cent better than last year, and Hollywood showed an increase of 20 percent on the Fairfax and Wilshire lot. Wednesday and Thursday business downtown, fair matinees and straw night houses. Four days in Hollywood, about one-half houses for matinees and three night houses capacity.

Sunday two-thirds for matinee and capacity at night. Santa Monica gave a near-capacity matinee and straw house at night. It is very likely that the publicity job done by Ora Parks and staff, this according to men of daily press and radio stations, has not been matched by any circus.

The show has made a fine impression, the high spot naturally being Clyde Beatty, but Emmett Kelly and Otto Griebling were given more space, more pictures and intimate shots with notables than have ever been given clowns in this city. Jess Murden and staff handling banners,

Cole Bros.-Clyde Beatty Circus

did big business. Mark Lynch, director of radio publicity, came in for credit for a standout job done with tieups with major radio stations.

Lew Delmore stated that business for the Side Show had been much better on the Coast trip and Los Angeles and Hollywood business was exceptionally good. Judge A. B. Palmer of Side Show, had many visitors. Ken Maynard drew fine crowds for the Wild West concert.

Screen Notables Present

Screen notables were much in evidence. Among those who came as guests of the show were Mr. and Mrs. Frank Mattison and daughter and son, unit production manager of Warner Bros.; Frank Whitbeck, manager of advertising for Metro-Goldwyn-Mayer, made nearly every performance. Lily Polns made the show twice and was frequent visitor in backyard; Raoul Walsh, MGM director, Mr. and Mrs. Joe Penner, Charles Winninger, Bert Wheeler, Ann Shirley, Margot Graham, Charles Lang, Mr. and Mrs. Spencer Tracy and children, Allan Mowbray, Pete Smith, Arthur Kemper, June Clayworth, Ruth Allen, George Borzage, M. R. Wheelright, Billie Grady, Cliff Edwards, Glenn Morris, Mr. and Mrs. Fred Snell, Mr. and Mrs. Joe Sheen, Harry Benedict, Hugh Daniels, Luella Parsons, Boris Karloff, Mozelle Britton, D. W. Thornburg, Vivian Newcombe, Edgar Allen Wolf, Leo Morrison, Jerry Wald, George McCaull, George Brent, George Furlong, Mr. and Mrs. Wally Ford and Patsy Ford, Edna Mae Oliver, Franklin Pangborn, Jack Holt, Mr. and Mrs. Ben Piazza, Eddie Selzer, Bernie Williams, Beverly Roberts, Frank Lloyd, Adrienne Ames, Bill Newberry, Nelson Eddy, Frances Dee, Chick Johnson and Ole Olson, Edgar Rice Burroughs, Virginia Bruce, Glenda Farrell, Harry Harold.

Archie Mayo, Louise Henry, Del Henderson, Sidney Franklin, Bill McGuire, John and Elaine Barrymore and Mrs. Jacobs, Lyle Talbot, Rheba Johnson, Mary Carlyle, Wayne Morris, Ben Singer, Eric Von Stroheim, Ernest Scholdsee, Tom Galley, Mr. and Mrs. Eddie Mead, Smith Ballew, Bennie Rubin, Ann Sothern, Robert Montgomery, Maxine Doyle, Olivia de Haviland, Chester Morris, Stan Laurel, Charley Murray, Peter Lorre, Cary Grant, Phyllis Brooks, June Carlson, Harry Carey, Mike Curtis, Bess Meredith, Mr. and Mrs. Pat O'Brien and children, Bettie York, Mr. and Mrs. Mervin Le Roy, George Roesch, Virginia Graves, Mr. and Mrs. Wallace Beery and daughter, Carol Ann, Mrs. Joe E. Brown and daughters, Barbara Stanwyck and son, Dion, Dick Powell, Bobby Breen, Sol Lesser, Don Blanding, Mr. and Mrs. Harry Brand, Clara Bow and Rex Bell and son, Tony Rex Bell, Bob Cooper, Mr. and Mrs. Guy Kibbee and daughter, Joan Crawford and Franchot Tone, Chico Marx, Hal Roach, Katherine Hepburn, E. G. Robinson, Simone Simon, Fred Astaire, Frederic March, Joel McCrea, Jane Withers, Bing Crosby, Irvin S. and Elizabeth Cobb, Fred Stone, Leo Carrillo, Allen Dwan, Bill Keele, Mr. and Mrs. Allan Jones, Buck Jones, Thomasina Mix and Ruth Mix.

Special Dinner Parties

Al Dean had many special dinners, there being several parties from the studios. Steve Henry and Virginia Graves and sister and George Roesch; Skinny Dawson had Clara Bow, Rex Bell and son; Ora Parks had Frank Whitbeck and party, Frank Mattison and party. Mr. and Mrs. Hugh Barnhart, Mr. and Mrs. Jess Adkins, Mr. and Mrs. Zack Terrell and Mr. and Mrs. Jess Murden entertained visitors at the cookhouse.

The movie notables were generous in inviting many of the circus folks to the studios. Frank Whitbeck, at MGM, had Mr. and Mrs. Jess Adkins, Mr. and Mrs. Zack Terrell, Mr. and Mrs. Hoyella Berkhart, Mr. and Mrs. Hugh Barnhart and Maurice Lowe as lot visitors and made round of the movie sets. Frank Mattison, at Warner Bros., had luncheon parties for Mr. and Mrs. Hugh Barnhart, Mrs. Noyella Burkhart, Mr. and Mrs. Steve Henry and Maurice Lowe, Mrs. Zack Terrell, J. F. McElwee, Mr. and Mrs. Ora Parks, Steve Henry, Sol Lesser. Principal Production Studios had as guests at the Aloha Hut Mr. and Mrs. Steve Henry, Mr. and Mrs. Ora Parks, Maurice Lowe. This was an affair honoring Don Blanding, author, and the cast of the forthcoming production, Stowaways in Paradise. Ken Maynard had several parties for circus executives and gave a big affair for the dressing room and others of the show, attended by more than 100.

[The News-Sentinel, Friday, October 8, 1937]

COLE BROS. CIRCUS TO ARRIVE HOME ON OCT. 29TH.

Cole Bros.-Clyde Beatty Circus

To the tune of "Back Home Again in Indiana" the gold embellished steam calliope of Cole Bros.-Clyde Beatty World Toured Shows will announce the circus family's return to their home-town here, during the early hours of Friday, October 29th.

This welcome information was announced officially today by Cole Bros. General Agent Floyd King, who arrived from Texas late last night to make preliminary arrangements for the huge circus aggregation entering its winterquarters here.

On the night of October 27th at Paducah, Ky., the circus terminates a most successful season's run with Cole Bros. Band playing "Keep Your Glad Rags On" as the finale assembly takes its final bow. The two train circus special then entrains over the Illinois Central to Neoga, Ill., where later Thursday it will be shunted onto the Nickel Plate R. R. lines for the run to Rochester. The general agent stated he did not know as yet the exact hour that the specials would arrive but the hour would be announced later, in ample time to permit the Rochester people to be on hand to extend their legion of circus friends a most hearty welcome.

Satisfactory Season

The circus representative stated the Cole Bros. Shows enjoyed a most satisfactory patronage throughout its tour of the United States this year, and that practically all of their night performances were given before packed tents with the exception of its trek through the Pacific Northwest, where labor trouble in the large lumber camps in that region caused somewhat of a slump in attendance.

Mr. King stated that considerable performance personnel as well as numerous menagerie exhibits had been added to the circus since it left winterquarters here in the spring and that an extensive building, remodeling and repair program was now underway at the winterquarters preparatory to the home-coming event on October 29th.

Rochester Family Growing

It was also reliably reported that of the circus' 800 performers, clerical staff, animal caretakers, laborers, there would be close to 250 people spending the winter and spring months in Rochester hotels and residences. This influx of winter residents will tax the housing facilities of the city to the limit and will undoubtedly reflect a most noted step-up in business conditions generally.

Among the permanent residents, Mr. King stated would be several troupes of featured performers, who have heretofore spent their winters in the south or in the larger cities.

A large force of carpenters and laborers are now at work at the winterquarters getting everything in readiness for the return of home-town circus. Chief among the improvements is a \$5,000 building now in the course of construction which will be used as a wardrobe and storage building.

The approximate hour of the circus arrival at winterquarters here will be announced in an early issue of The News-Sentinel.

[The News-Sentinel, Tuesday, October 12, 1937]

ADVANCE CAR IS IN

The advance publicity car of the Cole Brothers Circus arrived in winterquarters here Sunday. The car was in charge of William Bachall of Philadelphia. The show proper will arrive in Rochester on Friday, October 29.

[The News-Sentinel, Monday, October 18, 1937]

6-DAY RAINY PERIOD MARS CIRCUS SALES

In an interview today with Zack Terrell, he stated that the Cole Bros. Circus was experiencing plenty tough going on the run through the southern area, due to cold and rainy weather conditions.

In a telegram, received by Mr. Terrell from his business associate, Jess Adkins, yesterday, he was informed that the home-town circus experienced rain at Crowley, Alexandria

Cole Bros.-Clyde Beatty Circus

and Monroe, Louisiana; Eldorado, Little Rock and Jonesboro, Arkansas six straight days of rain. The manager also stated the temperature was exceptionally cool.

Mr. Terrell announced he was sending a big shipment of horse blankets by express, to protect their valuable animals from the chilly weather. The circus is due to arrive at winterquarters here on Friday morning, October 29th. The exact hour of the arrival will be announced in a later issue of The News-Sentinel.

[The News-Sentinel, Saturday, October 23, 1937]

TO GREET CIRCUS

Through courtesies extended today by Mayor James L. Babcock, the return of the Cole Brothers Circus' two-train special to its home-town of Rochester, Friday morning, will be announced with a long blast of the fire siren at the city hall.

It was indicated today in an interview with Zack Terrell, one of the owners of the circus, who is now at winterquarters, that the special would arrive in Rochester over the Nickel Plate railroad at approximately 5 a.m. Friday. The show which reports the best season in its three-year history, closed at Paducah, Ky., Wednesday evening, October 27th.

Each year many Rochester people go to the circus winterquarters to greet the members of the Cole circus family and welcome them back to their home in this city.

[The News-Sentinel, Thursday, October 28, 1937]

HUNDREDS GREET BIG SHOW FAMILY RETURN TO HOME-TOWN - HAD MOST PROSPEROUS RUN

Light sleepers in Rochester were awakened shortly before seven o'clock Friday morning by shrill blasts from the fire siren which came as announcement to the community that the Cole Bros. circus family were back in their home town.

The two-train 50-car circus special was shunted onto the Nickel Plate siding at the southeastern edge of this city shortly after five o'clock, train officials stated, but the circus management decided not to arouse the Rochester populace or their hundreds of sleeping circus performers and employees until a later hour.

Receive Hearty Welcome

Soon after the signal was given scores and scores of Rochester and Fulton county people were on the scene to extend the circus family their sincere greetings and assist them in the transfer of their belongings to the down-town hotel and boarding houses.

Rochester's population was stepped up by almost 1000 additional newcomers, in little less than an hour, and by noon, every hotel, boarding and rooming house in the city was filled to overflowing, and many of the employees departed by bus or private autos to other nearby cities for temporary housing facilities.

Closed at Paducah

The circus closed its 1937 season at Paducah, Ky., on Wednesday night, October 27th from where it entrained to Neoga, Ill., over the Illinois Central, from there the trains were switched to the Nickel Plate line for a run to Tipton, Ind., and thence to this city.

In an interview with Jess Adkins, today, it was learned that the season just closed was by far the best that Cole Bros.-Clyde Geatty Shows have enjoyed in their three years of existence. He also inferred that some very extensive plans for further expansion in 1938 are already well underway, but that details could not be released until a few weeks prior to the opening date of the '38 season.

Many to Stay Here

It was also learned that at least from 50 to 100 more circus employees would spend the winter in this community than the goodly number that resided here a year ago. This is necessitated by a building and repair program which is now underway at the winterquarters. The

Cole Bros.-Clyde Beatty Circus

new \$5,000 wardrobe and storage building is now at the half-way mark of completion and other improvements will be launched immediately, it was stated.

With the pay-off late today hundreds of the actors will depart for their homes in various parts of the U.S. and several troupes will soon embark for foreign ports for winter bookings.

Mr. Adkins plans to leave soon for a month's vacation in Florida, and Zack Terrell plans to make a brief visit to his home town of Owensboro, Ky.

Beatty Going South

Clyde and Harriett Beatty, the world's foremost animal trainers, are planning a month's vacation in the South, before taking up their winter residency in Rochester. Beatty will also make several of the big-circuit garden shows during the mid-winter and spring season, it was learned.

Ken Maynard, the movie cowboy star, will return to his palatial estate in Los Angeles, where he has bookings with the Hollywood movie directors for western features. Maynard's congress of rough riders, a score or more of Indians, will entrain for the Rosebud Indian Reservation, at Pine Ridge, South Dakota, tomorrow.

Jorgen Christiansen, H. S. horse trainer and owner of the Liberty Cremoline Stallion feature will reside in Rochester throughout the winter, working up new equine thrillers for the circus.

The Cole Bros. management also announced that in addition to the immediate increase in the number of families which will spend the winter months at Rochester, there would be numerous troops of performers to arrive here early in February to start work on their acts for the opening of the 1938 season.

With this decided increase in the city's population a brisk increase in the business channels is imminent, and Rochester and the entire surrounding community are most sincere when they state, "Welcome Home Cole Bros., the city is yours."

[The News-Sentinel, Friday, October 29, 1937]

CLYDE BEATTY PURCHASES THE JAY WALTZ HOME

Through a business deal consummated Saturday, Clyde Beatty, world famed circus and movie lion and tiger trainer of the Cole Bros. Circus, becomes a Rochester property owner. Mr. Beatty purchased the Jay Waltz residence, recently erected in the 700 block on Fulton Ave.

The announcement was made today by Fred H. Moore whose realty agency transacted the deal. Mr. and Mrs. Beatty left over the week-end for a visit at Corpus Christi, Texas, and from there they will leave for Bermuda Island for a several weeks' fishing trip. They expect to return to Rochester around the first of the new year and take up their residency in the new home.

[The News-Sentinel, Monday, November 8, 1937]

CIRCUS MANAGER WEDS HOLLYWOOD ACTRESS

Floyd King, general manager of the Cole Bros.-Clyde Beatty Circus interests, and Miss Marjorie L. Wade of Hollywood, daughter of Rev. H. D. Wade of Richmond, Virginia, were married Tuesday, November 18th, at Memphis, Tennessee.

The bride has worked in pictures at M-G-M, Columbia and 20th Century Fox studios. She met the circus executive while the Cole-Beatty troupe was in California. Monday she joined Mr. King at Memphis, Tenn., and the ceremony was performed Tuesday at St. John's Methodist Church by the Rev. C. C. Daniel - - - - - .

[The News-Sentinel, Friday, November 19, 1937]

WINTER CIRCUS UNIT HAS LEFT ON 12 WEEKS TOUR

A winter circus unit composed of 15 acts and a personnel of 100 left the Cole Brothers-Clyde Beatty Circus winterquarters here Sunday evening for an engagement of twelve weeks duration in cities in the central west. The unit is being managed by Nick Carter.

The headliner will be Hoot Gibson, famous movie cowboy who appeared during past summer with the Wallace Brothers Circus. Gibson will remain with the unit until February when he will return to Hollywood to resume his western movie work.

Cole Bros.-Clyde Beatty Circus

The unit left the winterquarters on the Erie railroad at 8:12 p.m. for Mansfield, Ohio. Following the Mansfield engagement they show in Waterloo, Iowa; Peoria, Ill.; Madison, Wis.; Duluth, Minn. and then move into North and South Dakota. Many of the engagements are being sponsored by Shrine clubs or by the American Legion.

The show will include a number of high class circus acts along with five elephants, 22 horses and some wild animals. The acts include Joe Hodgini, riding troupe; Harold Voris, flying troupe; John Smith, Liberty horses; Mme. De La Plata, trapeze act which was imported from France and Ralph Stockman's elephants.

[The News-Sentinel, Monday, November 22, 1937]

BEATTY AND MAYNARD SIGN CONTRACTS WITH CIRCUS

Jess Adkins and Zack Terrell owners of the Cole Brothers Circus announced today that Ken Maynard, Western movie star, has signed a contract to return to the circus for its 1938 tour.

Mr. Maynard was reared at Columbus, Ind., where his parents now reside. He was the headliner in the concert of the Cole Brothers Circus during the past year and had a great following especially among young Americans.

Mr. Maynard is kept busy the year around between Hollywood film lots and the circus trail and will next year present an enlarged Wild West concert with the Cole circus whose personnel he is now signing.

Now in Hollywood

Mr. Maynard is now in Hollywood, Cal., where he is completing a series of eight western pictures for Grand National films. Two of the pictures were made last winter and the remaining six will be completed before the 1938 circus season opens.

Messrs Adkins and Terrell also announced today that Clyde Beatty, noted wild animal trainer and movie star who has been featured in the Cole Brothers Circus for the past three years, has also signed a new contract. In Beatty and Maynard the local circus has two of the headliners in the circus world.

Mr. and Mrs. Beatty at the present time are on a fishing trip in the Gulf of Mexico and will return to Rochester around the first of the year to start training their new acts for the 1938 season.

Review Acts

Announcement was also made at the circus winterquarters that Stanley Dawson a scout of the Cole Brothers Circus left New York for Europe Saturday where he will review a number of circus acts during their winter season showings in various European cities.

The new acts will be used by Messrs Adkins and Terrell in the Cole Brothers circus and in their second railroad circus which will make its debut in 1938. The name of the new circus has not as yet been divulged.

[The News-Sentinel, Monday, November 29, 1937]

BEATTY HAS LUCK GETS BIG TARPON

Port Arkansas, Tex., Dec. 3 - Port Arkansas guides never believed they'd see it happen - not in a million years - but sheer persistence won over the tarpon today and by nightfall Clyde Beatty, famed trainer of jungle cats, had the silver kings rolling over and jmping for his boat every time he snapped his bait.

For practically an entire week Beatty fished and fumed, but nary a tarpon until yesterday when he took a 100-pounder. He came back today and the big fish, like the lions and tigers, recognized a master. He brought two to gaff, one measuring six feet, one inch and another five feet, six. And as if those weren't enough, Clyde let Harriett, his diminutive wife, land her first this week, a five foot, four inch fighter.

Beatty's spurt today put him on a par with Kinko, famous clown and his fishing companion for years. Kinko, Albino clown whose real name is James Sebring, went tarponless, but he had landed three before today. Mrs. Frank Walkers, another member of the Beatty party, has caught one.

Cole Bros.-Clyde Beatty Circus

“We’re here to fish as long as the weather allows,” Clyde shouted happily.
It looked tonight like his tarpon hunt was over.
[The News-Sentinel, Friday, December 3, 1937]

WATER BUFFALO BABY AT CIRCUS

A male water buffalo calf was born Sunday to a pair of buffaloes at the Cole Bros. Circus winterquarters, Jess Adkins and Zack Terrell, owners of the circus, announced today.

The baby buffalo weighs 30 pounds and is believed to have been the first one of its kind ever to have been born in Indiana. The water buffalo is a native of China and the parents were brought to this country three years ago from China by the M-G-M film company.

The older buffaloes were purchased eighteen months ago from the M-G-M studio in Hollywood, Calif., by Cole Bros Circus after they had been used in the filming of the movie, “Good Earth,” which portrayed life in what is now war-ridden China.

Messrs Adkins and Terrell have named the buffalo calf “Wang Lung” who was the principal male character in “Good Earth” which role was played by Paul Muni in the film version of the stor by M-G-M.

Keepers reported that the baby buffalo is apparently O. K. and that “the mother is doing fine.”

[The News-Sentinel, Monday, December 6, 1937]

4 DAYS WITH COLE BROS. SHOWS DURING TOUR OF NORTHWEST

Editor’s Note - Through the courtesy of Messrs Adkins and Terrell, owners of the Cole Bros. circus, The News-Sentinel has secured permission to publish a series of articles pertaining to circus life, which were written by Rufus Woods, owner and publisher of The Wenatchee Daily World, of Wenatchee, Wash. Mr. Woods throughout his entire life had a yen for experiencing the thrills accompanying circus life and he was given this opporltunity last summer, when the management granted him the privilege joining the troupe of clowns. Mr. Woods made a four-day trip with the Cole Bros Shows while they were touring the northwest and the first of a series of four interesting articles by the publisher is offered The News-Sentinel readers:

With Cole Bros. Circus

Tacoma, Aug. 22. - At last, at last! It has been a long, long wait, 45 years of it, waiting for my heart’s desire - waiting and wanting some day to run off with the circus. We had planned it several times but always something intervened.

You know how it is - those of you who have waited long years for the old love which remained unfulfilled. “Hope deferred maketh the heart sick.” The old boy who made that saying knew, indeed, what he was talking about.

I had planned again 15 years ago to join the circus train and go from Wenatchee to Spokane, Butte and on to Calgary. But business, consarned business - again intervened. That long-lost love had taken wings and flown away. Some of the above is a little hooey, but much of it is true.

So when Jess Adkins and Zack Terrell, owners of the Cole Bros. Circus heard of my lifelong desire through “Skinny” Dawson, the advance man in Wenatchee, he said, “Come along as our guest for a week or two.”

Anyway, I was anxious to see the big show from behind the scenes - anyone can see it when the performance is going on. Visiting behind the scenes with the horsemen, the wild riders from Caneausus, with Clyde Beatty, wild animal trainer, with Ken Maynard and his Wild West aggregation, and others, I hit upon Otto Griebling and his band of clowns. Otto said, “I’ll fix you up as one of the clowns.” “Righto,” was the response and righto it was. Under the anonymity of putty nose, and plenty of paint, I would enjoy the show from the inside. Anyway, I learned years ago not to take oneself too seriously. At least others don’t.

Cole Bros.-Clyde Beatty Circus

I had run across Earl Stoffel, formerly of the World office, but now of the Post-Intelligenser staff. He was interested in my trip. I casually mentioned I was going to get into clown regalia. This was too much for Earl. Apparently he told some of the rest of the crowd, and that was what started all the publicity.

In the parade I rode in the clown buggy. You may remember that they had a team of very small mules with a driver in a high-up seat, while Otto and I occupied the places of honor behind. Otto introduced me as the Mayor of Seattle.

In the big dressing tent Otto Griebing, chief of 17 clowns, and Happy Kellems had fixed me up with a putty nose, shaggy wig, plenty of paint, and shoes eight or ten inches broad, and a suit too large. My naturally black eyebrows and lashes helped to give me a very sinister look. They seemed to like it and I guess they did.

I was quite astounded when Doug Welsh and a photographer from the Post-Intelligenser appeared on the scene, and astounded again when Harold Turnblad, of the Associated Press, showed up with his photographer. It is a funny thing how sometimes a matter which you consider very unimportant is flashed out in the headlines. Many a time in the Daily World I have written a story and held it for a few days thinking it entirely too unimportant to publish, then find after it is published the public liked it best of all.

I once wrote an article about a guest trip I had from Wenatchee to Olde Station - this 3 1/2 mile trip and my 14c fare which I paid and my experiences on the way back. I finished the story by saying that some day when I got flush with money, I was going to take my family on that trip. I held that story for a week, thining it was too silly to run, but when it did appear, I had letters from all over the West.

It was rather the same way with this show experience with the Cole Bros. circus.

When we hit the parade at Tacoma, many had read the Seattle P. I. and recognized me. The regular clowns had plenty of gags which I proceeded to steal, when I couldn't think of anything myself. Here was one which we used all along the street at different places. Pointing to a woman beside her husband on the street, we would say, "You don't need to laugh at us lady. Look what you married and brought home." They seemed to like it and I heard it repeated all evening. Another one, "Here I am girls, take me home."

To a fellow in a car, we would say, "We have two more payments - how many have you got?" To the baldhead, "How'd you lose yours? The grasshoppers got mine." To the men at the garage, "Is this another strike? Sit down and you'll win."

After that splash in the P. I. Monday morning, the situation was complicated still more by the appearance, in Tacoma, of Ralph Woods on the scene. We were wearing the same style hats, and the same color suits, and of course none of the circus crowd knew I had a twin brother.

So here the news hounds got busy once more. It was Stewart Welch, of the Tacoma News-Tribune this time. More pictures, with Ralph in them as well. Many funny things happened on that long parade. I saw my sister, Ethel Woods, enjoying the parade. And there was my niece, Marcia, which I picked up and put in the mule chariot, and a little further on I saw Gladys Welty, formerly with the Daily World, and I pulled her out of the crowd and gave her a seat of "honor." The whole gang along the street was certainly in a most hilarious mood.

But I think the funniest thing of all that happened that day was to meet an honest-to-goodness Weary Willie, a real bum, with long shaggy whiskers, beside a shack together with his rumpled clothes, shoes, and a little pack which he carried up his back. This was too much for Happy, and we dared him to take a seat with us. "You belong up here," we told him. "We are all bogus comparnd with you." I think he enjoyed it as much as we did.

I believe virtually all newspaper men, except one I know who has an overdose of dignity, love a circus. It fits in with a newspaper. With its blare and splash, there is something going on all the time.

Both the newspaper and the circus must finish their programs every day. The show must go on, and can't stop, and the daily, too, must roll off the press regardless of other events.

Then, too, the circus is an organization. There is dovetailing of one activity into another so as to make them synchronize and roll off according to program. The circus is entertainment.

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So is a newspaper. The newspaper is advertising, and so is the circus. Both the circus and the newspaper play to everybody.

Both have learned that it is clean fun that pays, and everything handled must be such as not to jar the moral sensibilities of any member of the family. Some others have never learned this, but the show people and the newspapers have. There is nothing more delightful than the big circus which played here the other day.

Let a bum act come on the stage and the public soon recognizes it. Let a newspaper make a slip and he who runs may read.

Both are departmentalized, each department with a boss and a responsible head, and an understudy to see that everything goes according to program.

The circus folks like to thrill the public as they did when the trapeze girl fell from the "Broken" trapeze, only to be caught by the ropes before she hit the ground. So the newspaper likes the "geewhiz" story. Every newspaper editor likes to have one every day.

[The News-Sentinel, Wednesday, December 8, 1937]

Article No. 2

I find they are all the same way down here under the canvas tops. You know how the baseball bug gets into the system and you just become a fan. The same thing goes for the circus business. It gets into the blood. And here at every stop are a group of the old circus fans - some of them have followed the game for years - others are just on hand when the big top goes up.

Down here as I write this, is Harper Joy, banker of Spokane. He just has the bug and likes to loaf around with the fellows who keep the crowds laughing. Here in Tacoma is J. I. Middlesworth, custodian of the state armory who followed the business for years. He can't keep away. The late Ed S. Russell was a show fan - just had it in his blood. Here I met Von Herberg of Seattle - just had to come over to Tacoma and hob-nob around the big top.

As I write this I am in the dressing room watching the boys between the acts. One Clown is resting. Another one is writing. Another has pulled off his false hair to rest the top of his head. Over to the left "Don Cossack," who tells that he came from the Caucasus, has washed his shirt and underwear. The man who looks after putting up the tents and getting everything ready furnishes one or more pails of water for each man with which to wash and shave, and there is more water for each if he desires to wash some of his clothing.

I find "Cossack" came over at the time of the Russian revolution and hasn't been back since. He and his fellow Cossacks have certainly earned the reputation of rough riders. "Happy" and "Van," clowns, have just come in. It is their job to work the "come-ins," meet the delightful women, young and old, and with true tramp dignity, whatever that is, escort them down the aisle.

The long strings of trick and race horses occupy the other half of the tent. On the same end with the clowns are the rest of the performers. Down through the middle of the tent at this end extends an 8-foot curtain. On the other side is the dressing room for the women, the elephant riders, the lady tumblers, the equestriennes, and others.

Otto Griebing is the head of the 17 clowns. He came from Germany years ago, got into show business and has been at it ever since. Otto is an artist in his line. It is his job to frame up the gags and stunts. Others may help, but it is his responsibility to put over the clown acts. He tells me of how he was sick down south and took a lay-off for three months to go fishing. While he was gone, along came a small show. He told his wife that he was going to take in the show.

Taking a notebook and a little pencil, he posed as a reporter for the local newspaper and asked what this and that was, asked what it was they put on their faces, where they got it. He even asked what the coat hangers were.

Finally two of the clowns agreed to fix him up. He went in and watched awhile, then later turned loose and gave them a real clown show. The boss came around and told him he thought he could do better in the show business than he could on the newspaper and offered him \$25 a week. He was getting \$85 a week at the time.

Otto also tells me of his experiences as a trick waiter. He would go in and become a head waiter at some big function. He would get \$40 or \$50 for one night's work. His job was to make

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as many people mad as possible. One fellow was at the table who was in on the deal and Otto spilled the gravy all over his coat. Then while he was fussing around pretending to wait on the group, he would see a man with his hand on the table. He would take the man's hand and put it under the table.

Under his breath, but so one or two others could hear, he would say to one, "You act as though you had never been in a first class hotel before." To another he would say so his neighbors could hear, "You are using the wrong fork." Jack Dempsey got so mad at this he was going to sock him.

Then, about the middle of the meal, he and his waiters would get to talking louder and louder in German and strike, apparently leaving the host in a bad fix with the banquet only half served. To finish off, he would bring in a big goose with its long neck and head dragging on the floor and put it up to be served when the guests would discover that it was made of paper mache. At that stage of the meal the host would introduce him as his friend, Otto Griebing. Ruffled feelings were smoothed; everybody would have a good laugh and a good time was then had by all.

Back inside one of the boys said, "You can become one of the missing men right here and no one would ever find you." That is indeed true. One finds quite a number of the boys among these who ran away from home and joined the circus. That was the story of Clyde Beatty who controls the big cage of 30 lions and tigers all at one time and makes them do his bidding. He told me he had run away from home to join the circus in the middle west and later sent for his clothes. And he has been at it ever since

Ken Maynard, on the other hand, grew up on the plains. He is a native of Mission, Texas. He tells me his first job was oiling windmills on a big cattle ranch in Texas along the Rio Grande. These windmills are 10 miles apart, and he would ride his horse from one mill to the other. He got turned around one day, and found he had come back to the very windmill that he had left an hour and a half before.

He said he soon found out on a ranch, however, that the man who got the big pay was the one who knew how to handle the ropes and who could handle the wild horses, so he started in. Today he has charge of an entire troupe. He and Clyde Beatty have private tents of their own, the same as have the bosses and the owners of the circus. There is something about these headliners that make them such. Ken Maynard and Clyde Beatty each have nice personalities. They rather appeal to folks and each, instead of putting on a drowsy old show, puts it over with a bang.

There is always danger while in the cages with the big cats, but Beatty throws the whip and keeps the pistol cracking and the tigers snarling and the lions roaring, so that it is indeed a clamorous show. Ken Maynard has that same happy faculty. There are other men who can rope, although when a man ropes five horses at one time he is going some. But Maynard is a showman who, with his mammoth hat, glittering clothes, and remarkable horse, makes a real splash in the atmosphere.

[The News-Sentinel, Friday, December 10, 1937]

Article No. 3

Lions and tigers rear their young even in captivity. Not so the elephants. Very rare indeed is it that a baby elephant is born in captivity. With the Cole Brothers circus were three baby lions, six weeks old. The baby camel, also born to the menagerie is 2 1/2 months old. Baby deer and baby monkeys are also frequently born on the road.

"Tell me how the circus is made up," I said to Jess Adkins. And here is the story that he gave. The first man who gets busy in the year is the general agent. He orders his supply of advertising material for the year. He also lays out a prospective route, gets in touch with the railroad officers, finds out about the territory to be covered, gets illustrated maps, learns about crops and general conditions and lays out tentative plans.

Next to arrive on the territory are the local contractors. There are two of these who will contract for the hay, oats, etc.

Advertising Car - About two weeks ahead of the show comes the advance car.

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Press Agents - There are three of these and each spend a week ahead of the show. They have data on the country, on the rural routes, and about 5,000 pieces of advertising are mailed daily from Chicago.

Number 2 Car - this car comes a week ahead by truck with two or three men who look after the advertising in the paper.

The brigade - This consists of six men who take care of the opposition and check up on that, probably three or four weeks ahead.

Checker-Up - This man comes in three weeks ahead to see if everyone ahead of him has done his duty.

Bonus Square - These men then come and make contracts for locations.

24-Hour Men - There are two of these who come in to see that contracts are all okeh and everything is ready. They build the crossing, route the show, put signs on the telephone poles or posts so that all drivers may see where to go to the proper locations.

Superintendent of Canvas - This man follows the others to the lot, followed by the layout gang. Then comes the pole wagon with the stakes and chains for the big top.

Others follow in succession:

Rigging wagon.

Side of canvas.

Dressing room canvas.

Menagerie canvas wagon.

Stable wagon.

Cook house.

Stakedrivers.

Big top canvas.

Candy stands.

Custard machine, as the confection wagon is known.

Ticket wagon.

Light plants.

Property wagon.

Seed wagons

Doctor's office.

Lot superintendent.

Big top canvas.

Canvas superintendent who two assistants and 70 men.

Side show superintendent, one assistant, 14 men.

Property superintendent, one assistant and 48 men. They put up the tents for actors and, in fact, everything for the performers - arena, trapeze, etc.

The cook house and store come with the chef, one white headwaiter, one colored headwaiter, 16 white cooks in the kitchen, 45 dining room colored waiters.

A baggage stock or heavy horses superintendent, two assistants, 40 men, 114 horses.

Tractor Department - One superintendent, five drivers.

Animal Department - One superintendent, 18 men.

Elephant Superintendent - One assistant, 20 men, 27 elephants.

Electric Light superintendent - 14 men.

Wardrobe Department - One superintendent, one lady assistant, 3 men.

Superintendent of Sleepers - One assistant, two dining cars with sleepers, 19 men.

Trains - One trainmaster, one assistant, two watchmen, two men.

Then there is a performance director, equestrienne who heads up the horse show; side show superintendent, superintendent of concessions; cashier; and 45 men.

On the front door is D.C. Hahn, who owned a show of his own for years, L. C. Gillette and Dr. Roberts. There is a superintendent of tickets with 20 men. There are the ticket men including the treasurer and two assistants and the commissary and head of animal husbandry.

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Many of the show men were virtually born on the road as was Mrs. Terrell, wife of Zack Terrell, one of the proprietors. She was a member of the Nelson family, whose great-grandfather was a show man in England. Her grandfather owned and operated his own show and came to the United States. They operated the first theatre in Mt. Clemens, Michigan. There were six girls and one boy all raised with the circus, a family of acrobats. They played the Risley act as it was known, somersaulting, etc.

The entire family traveled with the circus, the children having a tutor on the way. One of the father's stunts was to walk in on the stage with a carpet bag and pull his baby out of the carpet bag for a part of the performance. Mrs. Terrell has one sister with the Ringling Brothers, another married in Detroit. One sister and her brother are here in the show. Two sisters are dead.

With the show are many nationalities: English, Germans, Russians, Arabs, French, Indians, Belgians, Italians, Filipinos, Hawaiians, Mexicans, Danes.

"Happy" Kellems, clown, tells me his story. His first job was at Evansville, Indiana. He has also played in medicine shows and vaudeville. His parents were in the show business ahead of him.

Van Wells, clown, began his work with the circus 14 years ago, but he was in vaudeville before, playing a black face act. His parents, too, were show people and operated a show when he was just a kid.

[The News-Sentinel, Saturday, December 11, 1937]

Article 4

Albert Johnson whom I had the pleasure, in Aberdeen, of taking behind the scenes and introducing to the performers and others, watched the Mexican get ready to feed his stagedogs which had been dressed up as small bulls and used in a bull fight. As he opened his cans of dog food, Johnson informed me that that dog food business was the biggest canned food business in the United States.

At least that was what one of the food manufacturers informed him.

One of the show men informed me that they found more strikes and more labor trouble in Washington than any other state in the union. While they were in Wenatchee they were talking about a strike at Grand Coulee Dam. While they were in Everett, printers struck and the newspapers were shut down. While they were in Seattle there were a series of strikes there. Even the W.P.A. had struck. Then the men came back in two weeks and the government went and paid them for the time they had lost.

When the show got to Tacoma they found all the big stores closed, and they had been closed for some two or three weeks. They were talking. A series of strikes in Aberdeen while the show was there. No wonder Postmaster General Farley some time ago spoke of "the 47 states and the Soviet of Washington."

Of all the acts in the show that one by Madame Reta de la Plata was the most thrilling. I am wondering if it wasn't hard on the hearts of some of those present, as I saw several women about to swoon as she apparently fell from the "broken" trapeze, but was caught by the ropes before she hit the ground.

Jess Adkins for years was manager of the old Hagenbeck Wallace shows and also treasurer for Ringling Brothers.

All eat in the big mess hall except those in the privileged cars. When the cars are in the city many times the heads of the departments spend the night in the hotels. Jorgen Christiansen, native of Denmark, has charge of the training of all horses. He told me he started as a boy and had been training them ever since. He has trained stock to the number of 200 and baggage stock or draft horses to the number of 225.

I have just had a talk with Wanda Wentz. She sits on a bay and white horse and is one of the equestriennes. She tells me she also handles five elephants. She came from Chicago and has been with circuses for years and learned to ride in the circus.

In the menagerie are the animal men, the cage men and the elephant men. The ring stock are taken care of by a trainer and groomer.

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I was told that all those working for the circuses carry union cards but have no agitators.

I asked the show men what was the most exciting event they had had this year. They said it was when the big storm hit them in Sioux City, Iowa. The show had just closed and the people had just passed out when the wind came along, tore the big tents open and lifted them like balloons. Six hundred men worked from 10 to 2 in the morning clearing up the mess.

I had difficulty in getting acquainted with large numbers at the circus. The report soon went around that there was a new clown on the job. It wasn't long after that the newspaper men came with their cameras. They were a friendly lot with time to visit and meals are all taken care of and they stay in what the Germans call "schlafvagens."

Wages are all the way from \$10 to \$15 a week less \$5 for board, up to where they run in three and four figures.

There is a fine camaraderie among the members of the troupe. I found that the workmen, that is, the temporary ones, who hitch on for one or two or three weeks to help drive stakes and get up tents, are not as steady as the regular performers. It is among these workmen that are found quite a number who get drunk at the end of the week if they are paid Saturday night. In this business they are paid Sunday afternoon at 5 o'clock when there was no opportunity to buy liquor, but the boys did have time to have a few games.

Readers of the Daily World may be interested in how they travel on the road. There are two cars known as the privileged cars in which ride the highest paid members of the troupe, including the owners. Next come the performers who occupy sleeping cars with two decks. The roustabouts who set up the tents occupy cars that are three decks deep.

[The News-Sentinel, Tuesday, December 14, 1937]

CIRCUS EMPLOYEE BADLY INJURED BY WILD HORSE

Edmund "Scotty" Brown, aged 35, Springfield, Mass., an employee of the Cole Brothers Circus, was seriously injured Wednesday afternoon when he was kicked in the face by an unbroken Western mustang.

Brown was featured during the past year in the Ken Maynard Wild West concert with the circus and prior to his accepting employment with the circus was Maynard's ranch foreman at Hollywood, Cal., and also appeared in Western pictures with him.

Brown received his injuries when he attempted to slip a halter on the mustang which had been received by the circus several weeks ago from a Western ranch.

As Brown tried to place the halter on the wild horse in the corral, it struck him in the face with both of its front feet, fracturing Brown's lower jaw in two places. It is believed that Brown's skull has been fractured and that he has a brain concussion.

[The News-Sentinel, Thursday, December 30, 1937]

CLYDE BEATTY LOST IN GULF FOR 40 HOURS

Miami, Dec. 30. - Clyde and Harriet Beatty and Mr. and Mrs. Frank Walter arrived here after having been lost at sea for more than 40 hours. Beatty and Walter chartered a 30-foot boat and sailed for Bimini on a fishing trip when they were overtaken by a storm. Running low on gasoline, the skipper lost his way with the result that they were tossed by huge waves for two days and nights.

Expected at Bimini, newspaper men who were on hand to interview Beatty were alarmed at his failure to arrive at the Bimini Islands. Coast guard cutters put out from Miami in search for the Beatty party. Drifting through the night, the boat hit a sand bar, but enough gasoline was in the tank to back the boat off the bar and it drifted to shore on the Bimini Islands.

Newspaper reporters clamored for a statement, but Beatty, to protect the skipper of the boat, stalled off the newspaper men that they were not lost but enjoyed an experience that they will not forget.

The Beatty party is going to Palm Beach for another fishing trip, following which the Beattys will go to Rochester, Ind., where Beatty will break some animals for his act.

[The News-Sentinel, Thursday, December 30, 1937]

Cole Bros.-Clyde Beatty Circus

J. D. NEWMAN IS NAMED COLE BROS. CIRCUS AGENT

Jesse Adkins and Zack Terrell, owners of the Cole Bros.-Clyde Beatty Circus, announced today that Jacob D. Newman has been named general agent of the circus for the 1938 season.

Mr. Newman is an experienced circus man and several weeks ago resigned as general agent of the Al Barnes-Sells Floto Circus. He says that he will have with him many of those who worked for him under the banner of the old Sells-Floto circus.

Mr. Newman was the general agent of the Cole Bros.-Clyde Beatty Circus in 1936. He has been with circuses for 40 years holding various positions and for a number of years was manager of the Gentry Brothers Circus which had winterquarters in Bloomington. Mr. Newman's home is in Beverly Hills, Cal.

[The News-Sentinel, Wednesday, January 12, 1938]

COLE BROTHERS ARE TO LAUNCH NEW CIRCUS

NAME SHOW 'ROBBINS BROS.' - HOOT GIBSON, LEADS STARS

Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus, today announced that they will place another circus on the road this year under the name of Robbins Brothers. This show which is now being built at the circus winterquarters here will leave Rochester in the latter part of April and will tour the United States.

Hoot Gibson, famous western movie star, and his congress of rough riders, will be one of the features of the new circus. Gibson traveled last summer with a well known American circus. He is appearing this week in a winter circus at Detroit, Michigan, sponsored by the Shriners of that city.

Have Own Train

Robbins Brothers Circus will move on its own train of twenty-five railroad cars. The Pullmans are being fitted at the circus winterquarters and stock and flat cars are under construction in shops at Warren, Pa. The big top will have a seating capacity of six thousand and menagerie will consist besides many wild animals of sixteen elephants. Circus personnel will be six hundred.

The Robbins Brothers Circus will have a street parade the floats and wagons for which are now being built in the shops at the circus winterquarters. A number of acts which have been playing in European circuses during the past year have been contracted for the Robbins circus. The show will be opened with a spectacle "La Argentina" which will be staged by Rex De Rosselli who is directing the building of the wardrobe for the same.

Opens at Stadium

Jess Adkins will be in personal charge of the Robbins Brothers Circus and Mr. Terrell will travel in a similar capacity with the Cole Brothers Circus which will have its opening at the Stadium in Chicago on April 15.

Cole Brothers Circus headliners this year will include Clyde Beatty, noted wild animal trainer, Ken Maynard, western motion picture actor, who is a former resident of Columbus, Ind., where his parents now reside, and Dorothy Herbert, noted equestrienne.

General Agent

Floyd King has been named general agent of the Robbins Brothers Circus. He has been general agent of the Cole Brothers Circus since that show was organized three years ago. Mr. King was the owner of Gentry Brothers Circus for a number of years. The Gentry Circus had winterquarters at Bloomington, Ind.

Fred C. Kilgore has been appointed general contracting agent. Bernie Head will be general press representative and Curtis Gover, assistant. William Beckell will be the No. 1 advertising car manager; Artie Welsh, manager of the No. 2 advertising car; Pat Murphy, manager of the opposition brigade and Stanley Beall in charge of distributing; H. J. McFarlan will be the equestrian director; Al Dean, superintendent of the cook house and P. A. McGrath, trainmaster.

[The News-Sentinel, Tuesday, February 15, 1938]

Cole Bros.-Clyde Beatty Circus

NEWMAN RETURNS FROM CIRCUS SCOUTING TOUR

Jake Newman, veteran general agent for the "big top" aggregations returned to the Cole Bros. Circus headquarters at Rochester today, from a two months scouting tour through the eastern sections of the U. S. and a swing into the metropolitan centers of Canada.

Mr. Newman, who is employed as general agent for the Cole Bros.-Clyde Beatty shows, predicts a most successful season for the Rochester-founded circus during 1938. Among the more important cities where the Cole Bros. shows are booked for multiple days are Buffalo, New York City, Boston, Philadelphia, Portland, Montreal and scores of other vastly populated centers throughout the New England states.

After a few days here at the winter quarters Mr. Newman will depart on a swing through the central and far western states on a like tour in the interest of Cole Bros. Mr. Newman was general agent for the Sells-Floto Shows for a period of ten years, and is regarded as one of the most efficient circus men in America.

[The News-Sentinel, Wednesday, February 16, 1938]

CAR LOAD OF RARE BIRDS, ANIMALS NOW AT CIRCUS

An express car load of rare wild animals and tropical birds arrived at the Indiana Circus Corporation winterquarters Sunday evening from San Diego, Cal.

The animals and birds, all of which came by boat from foreign countries, will be used in the menagerie of the Robbins Brothers Circus which is now being built at the circus winterquarters.

The shipment consisted of two pairs of soudads, species of deer which is found in northern Africa, two pairs of black antelope from Tibet, two pairs of Mouffon sheep from the Island of Corsica, half a dozen seals from northern Siberia, eight zebras from the Congo, 18 monkeys, macaws and cockatoos.

[The News-Sentinel, Monday, February 21, 1938]

CIRCUS FANS TO VISIT COLE QUARTERS TUESDAY

South Bend, Feb. 21. - Calliopes will be in order in South Bend Monday and Tuesday when the first annual central states' convention of the American Circus Fans association meets here.

Don Howland, state Circus Fans chairman and president of the local organization, said reservations have been received from five states.

The association includes 1,600 members in the United States, most of which are business and professional men. Among nationally prominent members are United States Congressman Maury Maverick of Texas; Dr. Tom W. Torney, famous Wisconsin surgeon; Melvin Hildreth, prominent Washington attorney; I. E. Pond, designer of the Wrigley building, and Joe E. Cook, the comedian.

The South Bend chapter has 26 active members, many of whom are prominent.

To See Circus Pictures

Convention delegates arriving here will register Monday morning at the Oliver hotel. In the afternoon there will be a business session conducted by Karl K. Knecht, vice president of Central Tops, Evansville, followed by an informal dinner at 6:30. The group will finish the day by attending circus movies at the Oliver.

Tuesday morning a bus will take members to Rochester to be guests of Jess Adkins and Zack Terrell at Cole Bros. Circus. Lunch will be served in the cookhouse. They will then proceed to Peru to visit the winter quarters of Hagenbeck-Wallace Circus. Returning to South Bend, they will attend a banquet at the Oliver hotel.

The motto of the Circus Fans association is: "We pay as we go, and we fight everything that hurts a circus," said Mr. Howland.

The South Bend "tent" as local units are designated, meets every Monday noon at the German Village for lunch, and once each month holds a dinner meeting, with a speaker.

[The News-Sentinel, Monday, February 21, 1938]

Cole Bros.-Clyde Beatty Circus

CIRCUS FANS GUESTS OF LOCAL CIRCUS OWNERS

One hundred members of the American Circus Fans Association today visited the Indiana Circus Corporation winterquarters which houses the Cole Bros.-Clyde Beatty and Robbins Brothers circuses and the Hagenbeck-Wallace circus winterquarters in Peru.

The circus fans are holding their first central states convention in So. Bend and the trip to this city by the delegates was made in chartered busses. The circus fans came from seventeen states in the central part of the United States.

Dan Howland, South Bend, who is president of the South Bend Tent of the Circus Fans Association is also chairman of the convention. Karl K. Knecht, Evansville newspaperman and cartoonist who is president of the Evansville tent has been in charge of business sessions.

The convention opened Monday in the Oliver Hotel at South Bend and will end this evening with a banquet to be served in the hotel.

While in Rochester the circus fans were the guests of Jess Adkins and Zack Terrell owners of the Cole and Robbins circuses. They were served lunch in the circus cookhouse after which they were entertained with a number of circus acts.

Among those who gave exhibitions were Jorgan Christiansen, horse trainer, and Clyde Beatty wild animal trainer. The fans were accorded similar courtesies at Peru by Howard Bary owner of the Hagenbeck-Wallace circus.

[The News-Sentinel, Tuesday, February 22, 1938]

TICKETS TO WINTERQUARTERS FOR SHOPPERS

Rochester merchants cooperating with Jess Adkins and Zack Terrell have arranged a special treat for those who share in Rochester's Dollar Day event, Thursday, Friday and Saturday of this week.

Tickets will be given with each one dollar purchase made Thursday or Friday. These tickets will be good for admission on Saturday only.

Young and old will delight in the variety and magnitude of this great menagerie. Hundreds of animals and birds that will thrill millions of circus goers who visit Robbins Bros. and Cole Bros. circuses during the 1938 season are to be seen free.

Visitors will be escorted through the various buildings at the circus grounds. They may see animals going through workout - or workmen painting and gilding the huge parade wagons - or a baby monkey clinging to its mother - or elephants, tigers, lions, horses, birds, seals, a hippo and hundreds of other rare animals and birds. There are many ponies and dogs to delight the kiddies - and there's a baby water buffalo.

Visitors will also see the repair shops, paint shops, wardrobe and training quarters. They will see the giant coaches on which the actors live during the long road season.

On Rochester's doorstep is one of the greatest amusement enterprises of all-time. Share in the values offered by Rochester merchants Thursday and Friday and bring the whole family back to town for a real outing Saturday.

[The News-Sentinel, Wednesday, February 23, 1938]

COUGHING ELEPHANT GETS LIQUOR; OTHERS TAKE TIP

Sally, largest elephant in the herd of the Cole Brothers-Clyde Beatty and Robbins Brothers circuses, fell victim to uncertain winter weather Thursday and developed a cough.

A veterinary was called who prescribed three pints of good whiskey in a bucket of water as a treatment.

Yesterday Jess Adkins, one of the owners of the circus inquired after Sally's condition.

"Sally's just the same," said the boss elephant handler, casting a suspicious eye along the line of 40 bulls, "and now all of the other elephants are coughing too."

[The News-Sentinel, Saturday, February 26, 1938]

COLE BROS. CIRCUS TO OPEN ITS 1938 SEASON HERE MAY 9

Cole Bros.-Clyde Beatty Circus

Announcement was made today by Jess Adkins and Zack Terrell, owners of Cole Brothers Circus, that the opening under canvas this year would again be made in Rochester. The date for the opening has been set for Monday, May 2, after which engagements will be played in Indiana cities for two weeks. Show will inaugurate the 1938 season at the Chicago Stadium on April 15.

The circus winterquarters is a scene of much activity at the present time as both the Cole Brothers and the new Robbins Brothers Circuses are being made ready for the coming season. A night shift has been added in the wagon shops and Al Dean who is in charge of the cookhouse is feeding 225 people.

Performers Arriving

Performers are arriving each day at the winterquarters and are going into training for the 1938 season to appear in one or the other circuses. A number of horses have been purchased during the past winter for replacement purposes and will be used either as ring stock or as baggage horses.

It was announced that Hoot Gibson, famous western movie star, who is to be featured in the Robbins Brothers Circus, will arrive at the Winterquarters sometime within the near future, where he will complete framing his congress of cowboys and cowgirls. Gibson is appearing in the Shriners circus at Indianapolis this week as is Jorgen Christensen and his troupe of trained horses and dogs.

Robinson Elephants

A contract has been signed with John Robinson IV, lawyer of Cincinnati, Ohio, whereby his famous troupe of military elephants will be featured in the Robbins Brothers Circus during the coming season. This will bring the number of elephants for the Robbins show to twenty. The Robbins Brothers Circus will open Saturday April 30 in Kokomo.

Fred C. Kilgore, Cape Girardeau, Mo., general contracting agent for the Robbins Brothers Circus, arrived in the winterquarters here yesterday and is making arrangements for his part of the show's details. Mr. Kilgore is a veteran circus man and has in the past been contracting agent for Cole Brothers, Charles Sparks, and the Mighty Haag circuses.

[The News-Sentinel, Wednesday, March 9, 1938]

NEWSREEL MEN TO VISIT WINTERQUARTERS SUNDAY

Visitors at the circus winterquarters Sunday may later see themselves in the newsreels as camera men from four large film companies will be here at that time to take pictures.

The camera men will represent Pathe, Universal, Paramount and Hearst Metro-Tone and will come here from the Chicago offices of the four film companies with cameras and sound recording equipment.

A special outdoor cage to the north of the wagon shops has been erected and in this arena Clyde Beatty will give an exhibition of his new wild animal act for the newsreel makers.

Other shots of circus winterquarters training activities of both performers and animal acts will be taken by the cameramen. Pictures of the wagon repairing and paint shops will also be taken.

A number of acts from the Cole and Robbins circuses have been booked for a winter circus which is to be given in Omaha, Neb., during the week of April 3 by the Shriners of that city.

The largest crowd of the season visited the circus winterquarters last Sunday and it is expected that this number will be greatly exceeded next Sunday because of the presence of the movie men.

[The News-Sentinel, Friday, March 25, 1938]

NEWSMEN, PHOTOGRAPHERS ENTERTAINED BY CIRCUSES

Several thousand persons visited the Cole Brothers and Robbins Brothers circus winterquarters Sunday afternoon to see a special preview staged for approximately forty Chicago newspapermen and cameramen.

Cole Bros.-Clyde Beatty Circus

In a special outdoor cage the lions, tigers, elephants, horses and seals were put through their paces by Clyde Beatty, Mrs. Beatty, Roland Huebler, Jorgen Christiansen and Eddie Allen.

A special attraction was offered when two of Beatty's tigers, Rajah and Ganges, crashed through a chute leading to the cage and began fighting. Rajah was cut considerably before the two could be separated.

Preceding the show the newsmen and photographers were entertained at a dinner given by Jesse Adkins and Zack Terrell owners of the two circuses.

The newspaper men made the trip to this city from Chicago in a chartered bus and represented the Chicago Tribune, Daily Times, Daily News and Chicago Herald-Examiner, International News, Associated Press and United Press.

The cameramen were from Paramount, Universal, Hearst Metro-tone and Pathe film companies while photographers were present from the National Editorial Association and Wide World Photo Company.

[The News-Sentinel, Monday, March 28, 1938]

VISITED CIRCUS QUARTERS

Five women from Indianapolis representing the American Legion Auxiliary Drum Corps under whose auspices the Cole Brothers Circus will appear in Indianapolis on May 8 and 9 visited the winterquarters here Thursday. They were accompanied by Miss Mary Bostwick feature writer of the Indianapolis Star and a newspaper staff photographer who took a number of pictures of the winter quarters which will appear in the rotogravure section of the Indianapolis Star in the near future.

[The News-Sentinel, Friday, April 1, 1938]

CONTINGENT CIRCUS ACTS DEPARTS FOR OMAHA, NEB.

Three of Cole Bros. Circus feature acts entrained early today for Omaha, Nebraska where they are booked as the stellar attractions of the Annual Shriners carnival which is being staged in the State Fair Grounds pavilion in that city during the coming week.

The acts included:

Clyde Beatty with 35 lions and tigers in his 1938 big cage thriller.

Roland Huebler with his two groups of highly trained seals.

Eddie Allen and his herd of elephants.

Miss Harriett Beatty accompanied her husband to Omaha, although she did not take her own mixed tiger, lion and elephant act.

This contingent of circus stars was routed over the Erie railroad to Chicago, where it will transfer to the C. B. & Q. lines for a direct run into Omaha. They will return to winterquarters here on the morning of April 11th, it was stated.

[The News-Sentinel, Saturday, April 2, 1938]

COLE CIRCUS TO LEAVE ROCHESTER ON TUESDAY

Tomorrow will be the last Sunday that residents of Rochester and northern Indiana will have an opportunity this spring to get a glimpse of the Cole Bros. Circus which leaves winterquarters here on Tues., April 12 for Chicago. The circus will open in the Stadium April 16 and conclude their engagement there on May 1 when the run to Rochester will be made for the opening under canvas on May 2.

The Cole circus will go to Chicago by way of the Nickel Plate to Plymouth and thence over the Pennsylvania to Chicago. It was planned to leave Rochester Monday but because of the world's championship hockey games which are now being played in the Stadium it was impossible to use the building until Wednesday morning, April 13.

Many New Acts

Cole Bros.-Clyde Beatty Circus

The Cole circus this year is bigger and better than ever and is the best show which has ever left the winterquarters here under that name. There are numerous new acts which were brought to this country from foreign countries during the winter. Among them are Lorenzo from Paris, France, with his death-defying triple loop automobile act and Maximo, also from Paris, in a wire-walking act.

Other headliners of the Cole show in Chicago will be Clyde Beatty, noted wild animal trainer and his wife, Harriett Beatty who also has a wild animal act; Ken Maynard, noted western picture cowboy; Dorothy Herbert, sensational equestrienne; the Gretonas; the Flying Harolds; Jorgen Christiansen and the Liberty horses; Rita LaPlanta; the Hobsons; the Zavatta troupe; the Zoeppe Family; Roland Huebler trained seals; Mr. and Mrs. Eddie Allen elephant trainers and 700 other performers including a new horse riding act in which 24 girls take part.

The show at Chicago will be featured by the spectacle, "La Seville," which is being staged under the direction of Rex Rosselli. Over 1000 persons will take part in this performance. Vic Robbins, Bangor, Maine, will again be the leader of the Cole Brothers Circus band which organization has gained the title of being tops in the circus world as to bands.

The departure of the Cole circus will not depopulate the winterquarters as the Robbins Circus is now being built there. A number of acts are now in training at the winterquarters for this circus and others will come to this city when the Cole show goes to Chicago. Many of these acts are foreign importations.

The Robbins Circus will open under canvas at Kokomo on Saturday, April 30 and the run from this city to Kokomo will be made on Thursday, April 28. A number of Rochester people plan to witness the premier of the Robbins circus at Kokomo. The circus at Kokomo is being sponsored by the American Legion Post of that city.

[The News-Sentinel, Saturday, April 9, 1938]

ANOTHER LARGE CROWD VISITED WINTERQUARTERS

Another large crowd visited the Cole Brothers and Robbins Brothers circus winterquarters here Sunday and witnessed the various training activities now in progress there. All day long a stream of visitors filed through the barns and visited the menagerie.

Florenzo and his flaming somersaulting automobile arrived at the winterquarters Sunday from Paris, France. The stunt man was accompanied by his wife and manager. The equipment was set up in the circus grounds and Monday afternoon Florenzo made a number of practice leaps.

Florenzo was featured during the past winter in "Circe Havir" the largest indoor circus in Paris. Maximo, celebrated star of the slack wire who also was on the same bill with Florenzo, arrived at the winterquarters at the same time as did the other Frenchman.

The Cole circus acts which were used in an indoor circus during the past week at Omaha, Neb., which was sponsored by the Shriners of that city, returned to winterquarters today. Among these acts were Clyde Beatty's lions and tigers, Roland Huebler's trained seals and Eddie Allen's trained elephants.

The Cole circus will leave the winterquarters Tuesday at 8 p.m. for Chicago where the opening at the Stadium will be made on Friday, April 15. The Robbins Circus will remain at winterquarters until April 28 when it will leave for Kokomo where the opening under canvas will be made on April 30. The Cole circus will open under canvas here Monday, May 2.

[The News-Sentinel, Monday, April 11, 1938]

COLE BROS. CIRCUS DEPARTS FOR 17-DAY RUN IN CHICAGO

A large crowd spent Tuesday at the circus winterquarters watching the loading of animals and equipment onto the Cole Brothers circus train preparatory to leaving for Chicago for the opening of the 1938 season in the Stadium on Friday, April 15.

After a 17-days engagement in the Stadium the circus will return to Rochester where the opening under canvas will be made on May 2.

Cole Bros.-Clyde Beatty Circus

The opening under canvas here has become an annual custom with the management of the Cole Brothers Circus and is a mark of appreciation to Rochester merchants by Jess Adkins and Zack Terrell for the courtesies which have been shown them by local residents.

Train Was Admired

The Cole circus train was the cause of much admiration by all those who visited the winterquarters today. The fifty cars comprising the train were all painted in bright colors with the scheme in the main in red and black and chromium.

Little difficulty was had in loading the animals into their cars. This was contrary to the general rules as animals are very stubborn after their long winter of idleness in winterquarters and somewhat resent leaving their life of ease.

Leave at 8 o'clock

The circus train is due to leave Rochester at 8 o'clock Tuesday evening and will go to Chicago by way of Plymouth over the Nickel Plate and from there over the Pennsylvania. Train is due to arrive in Chicago at 4 a.m. and unloading will start shortly after that.

The Cole circus after its engagement in Rochester on May 2, will exhibit in Indiana cities until May 12, when an invasion of Ohio cities will be started.

Following is the route of the Cole Brothers circus after it leaves Rochester: May 3, South Bend; May 4, Fort Wayne; May 5, Muncie; May 6, Connersville; May 7 and 8, Indianapolis; May 9, Lafayette; May 10, Terre Haute; May 11, Anderson and May 12, Richmond. In Indianapolis the circus will be sponsored by the Sunnyside Guild.

Not a Deserted City

The departure of the Cole Brothers Circus tonight will not make the winterquarters a deserted city by any means as the Robbins Brothers Circus is now being built here.

The wagon shops are one of the busiest places at the winterquarters now making ready the wagons which will be used in the Robbins show. All wagons are being equipped with rubber tires as tires of this kind are much less destructive on highways than the old heavy steel rims.

Finest Street Parade

The Robbins Brothers Circus will have one of the finest street parades of any circus in America and their show train will also be the last word in such equipment. All wagons and the circus train are being painted in very bright and flashy colors.

The Robbins Brothers Circus will have its premier under canvas in Kokomo on April 30, where the American Legion Post of that city is to be the sponsor. Jess Adkins will have personal charge of the Robbins Brothers Circus and Zack Terrell will travel with the Cole Brothers Circus in a like capacity.

[The News-Sentinel, Tuesday, April 12, 1938]

COLE BROS. HOLD PREVIEW FOR PRESS AT STADIUM

Approximately 1500 representatives of the press of the mid-west witnessed the Cole Bros.-Clyde Beatty preview performance of their new 1938 circus at the Chicago Stadium, Wednesday evening.

Representatives of The News-Sentinel who were guests at the preview acclaimed the '38 performances even more glamorous and thrilling than their sensational '37 show.

Gorgeous Costuming

The costuming of both actors and animals as well as the "props" or "ring settings" for the gorgeous tableaux are all sparkling new and under the multi-colored lighting system which is being used this year by Cole Bros., the entire three-hour performance is a virtual trip into fairyland.

Vieing with Clyde Beatty's new "cat act" for the "top rating" in the way of thrills, are such headliners as the sensational 70-horse act under the mastership of Jorgen Christiansen; the Aurelia Family of nine bareback-riders; the new high wire act by the Gretona Troupe; the double-loop-the-loop by the great Florenzo in a miniature automobile; the flying Harolds and several other new features.

Cole Bros.-Clyde Beatty Circus

One Slight Hitch

The preview clicked-off with but one slight hitch and that came when a herd of the 30 fiery horses being driven by two riders in tandem-style ran afoul with some aerial rigging which caused a few moments break in the continuous round of thrills.

The members of the press were served a bounteous buffet luncheon preceding the preview.

Today the Cole Bros. open their 1938 season with a 15-day run at the Stadium. Their first show under canvas will be held in their home city, here on May 2nd.

[The News-Sentinel, Friday, April 15, 1938]

COLE BROS. ADVANCE CAR NO. 1 ARRIVES IN CITY

Clyde Willard, skipper of the Number One advertising car of the Great Cole Brothers Circus, arrived in town today. Clyde is the friend of children in every city and village from Maine to California, and from Mexico to the Hudson Bay country, for he has been billing huge circuses for many years.

Today he spotted his car in the railroad yards at Rochester, and renewed acquaintances and friendships of former visits. Youngsters about town soon heard of his arrival, and raced down to meet their ideal - the circus man who would tell them all about the clowns and elephants, and all else they wished to know about the big show.

"When's the circus comin'?" the kiddies asked first. "Monday, May 2," answered the skipper, for the date is the main most thing, and he brought thirty-five men with him, just to impress the fact upon the city and surrounding territory.

"Is the show bigger this year?" they chorused. "Bigger, better and brighter than ever before," smiled Mr. Willard - "bigger tents, bigger elephants, bigger everything, clear down to the peanuts - bigger and more of 'em."

And, so the conversation continued until at last Mr. Willard hastily bid the youngsters adieu, with the promise of seeing them again next year, and began directing his corps of men in the big job of billing the city and immediate territory for the coming of the big show.

The circus, one of the largest in the world, has this season augmented each display, and placed in its performances many new novelties and features which add greatly to its annual appeal. From the opening pageant, "La Seville" with its hundreds upon hundreds of people and animals, to the famed Roman Standing and Chariot Races which close the performances, it is one continual succession of delightful and thrilling surprises.

Clyde Beatty, world famous wild animal trainer, heads the vast array of thrillers with his arena full of forty-three lions and tigers, while other spectacular stars include "The Great Florenzo" and his flaming, somersaulting automobile imported direct from Paris, France; the world famous "Flying Harolds", with Eileen Harold, the only woman in the world who does two and one-half somersaults to a catch in mid-air; the "Peerless Illingtons", aerial thrillers, and scores of others from among the 400 great arenic stars with the big show this summer.

[The News-Sentinel, Monday, April 18, 1938]

COLE BROS.-CLYDE BEATTY SHOW IS PRAISED BY CHICAGOAN

Editor's Note - The following article written by one of America's foremost press representatives, Bob Hickey, of Chicago, apprises Rochester people as to what they may expect to witness at the Cole Bros.-Clyde Beatty Shows at the Chicago Stadium or when the home-town circus plays its 1938 opening engagement under canvas in this city on Monday, May 2nd:

Chicago, April 20. - It's gigantic, it's stupendous, it's colossal, it's scintillating, and it's marvelous to the last degree. The above adjectives partly describe the 1938 program of Cole Bros.-Clyde Beatty Circus, now appearing twice daily at the Chicago Stadium.

This year marks the third appearance of Cole Bros. in the Stadium and Managers Zack Terrell and Jess Adkins have assembled their finest and greatest show. Headliners include Clyde Beatty, world's premier wild animal subjugator; Ken Maynard, western motion picture star; Dorothy Herbert, the best of all equestriennes; the Flying Harolds; the Illingtons; The Zoeppe Family; The Zavatta troupe; the Hobson Family; the Hollis Four, and many others.

Cole Bros.-Clyde Beatty Circus

New Thrillers

New thrillers include Florenzo, who sits behind the wheel of his automobile while it performs a sensational triple somersault in mid-air; the Great Gretonas, high wire artists; Rita LaPlata, aerialist from France; Hal Silvers, the king of the wire artists; Cyse O'Dell, aerial gymnast; and Jumping Jacks.

Otto Gretona, Horace Laird, Kinko, Billy Rice, Joe Shorten, Pinky Hollis and Ernie White are prominent funmakers.

The present engagements extend to Sunday night, May 1st, with performances daily at 2:15 and 8:15 p.m. All of Clyde Beatty's animals and also the elephants, camels, and other zoological beasts are on view for one full hour before the opening spectacle, "LeSeville" in which over 500 people appear.

Many Rochester people are planning to attend the Cole Bros. show at the Stadium on Rochester Day, Tuesday, April 26th. On this date, also a group of Rochester business men will attend in a body.

[The News-Sentinel, Wednesday, April 20, 1938]

ROBBINS BROS. CIRCUS DEPARTS WED. NIGHT FOR KOKOMO OPENS SEASON SATURDAY P.M.

Rochester prepared today to bid bon voyage to Robbins Bros. Circus which departs Wednesday night for its annual tour. The vast tents will go up, flags will be hoisted and the 1938 season will open Saturday in Kokomo.

The show train will leave at 7 p.m. from winter quarters, traveling over the Nickel Plate to the opening stand. A large number of friends and well wishers are expected at the quarters to bid the show and its personnel farewell.

Delegation to Kokomo

Meantime plans to attend the opening Saturday night were made by Rochester business and professional men. More than 100 are expected to compose a delegation motoring to Kokomo. Val Zimmerman is charman of the arrangements committee.

Robbins Bros. is owned by Jess Adkins and Zack Terrell, also owners of the Cole Bros. Circus, now showing in the Chicago Stadium and which will open its tented season here Monday. Mr. Adkins has just returned to Rochester from Chicago where he has been since the Cole inaugural a fortnight ago. He will be in personal charge of the Robbins show. Mr. Terrell, Sunday, left to take charge of the Cole organization and will travel with that attraction this summer.

Gibson is Headliner

Tops among the performers booked for Robbins Bros. big show appearance is Hoot Gibson, noted star in Western movies and the world's champion cowboy. He will head a congress of Wild West riders and ropers. Gibson arrived in Rochester last week-end.

Scores of arenic stars are included in the list of performers. More than 100 displays are included in the program, arranged by Equestrian Director C. J. McFARLAN, who said that some of the most daring and spectacular feats of ring and air were in prospect for Robbins Bros. patrons. The big show band will be under the baton of Rodney Harris. Rehearsals will be held in Kokomo Thursday and Friday. Practice has been under way by many acts at quarters already.

Circus Acts Listed

Among the notable troupes and families of performers are the Hobson Family, English riders; The Toyamas, Oriental acrobats; the Velardes, aerialists and gymnasts; Cyse O'Dell, diminutive upper-dome aerial star; the Flying Thrillers, trapeze performers; the Moheens, aerialists, wire walkers and acrobatic experts; the Oriental Wongs; the Valjos; the Famous Florellis, to mention but a few. In addition there will be animal acts, featuring the celebrated original John Robinson circus elephants under command of Miss Dorothy Thompaon; Liberty and high school horses, trained ponies and countless routine in sawdust entertainment.

Cole Bros.-Clyde Beatty Circus

“Happy” Kellems, Evansville clown, is one of the producers in over two score artists of pantomime and buffoonery. The opening spectacle, written and staged especially for Robbins Bros. Circus by Rex de Rosselli, is entitled “La Argentina.”

Side Show Attractions

The side show will be under management of Milt Robbins who reported that a full complement of attractions embodying many novel additions will comprise his department.

The business department is in the midst of an unusually busy period. Floyd King, general agent and traffic manager, now is in the East attending to transportation details for the show’s jumps. Harry Harrold will be treasurer and in charge of the red ticket wagon. Reserve seat ticket chief, Stanley Dawson, already is in Kokomo in charge of advance sales, as is R. B. Dean, of the press department. Advertising car No. 2, in charge of William Backell and carrying the contracting press agent, Bernie Head, and bill posters, left two weeks ago.

All in Readiness

All other department heads reported to Mr. Adkins today that everything was in readiness. Last decorative touches were added to tableau and parade wagons and equipment; baggage paraphernalia was checked, packing was under way and train loading will start tomorrow. Robbins Bros. Circus will begin the season with all new equipment from wagons, canvas, flat cars, stock cars down to the smallest piece of property used by the more than 200 performers.

A color motif of orange and blue has been followed in the decorative scheme, excepted only by red and gold leaf, traditional circus colors, for some of the parade pieces. Visitors to quarters recently have pronounced the Robbins Bros. Circus equipment to be the last word in attractiveness.

Work Done Here

All work has been done right here in Rochester. Since last fall, skilled carpenters, smiths, painters, electricians and other artisans have been diligently sawing, hammering and adjusting. Recently acquired Pullmans have been remodeled and adapted to circus use and will be home for the hundreds in the Robbins Bros. family from now until late next fall.

Superintendents of departments in charge of this work included Eernie Sylvester, boss painter; P. G. McGrath, who will be the trainmaster; Charles Lackey, boss canvasman; Bill O’Day, in charge of side show canvas; Bert Googan, dining car superintendent; Johnny Wolcott, electrical chief; Charlie Kays, Harry Miller, of the blacksmithing crew, aided by dozens of assistants. Lackey also was in charge of wagon building.

Seymour In Charge

General overseeing fell to Capt. Fred Seymour, who will be lot superintendent on the road and legal adjuster.

One of the busiest men was “Waxie” Dyko, harness maker, who created some 50 sets of baggage harness for the fours, sixes and eights of Robbins Bros. Circus famous gray draught horses. This was in addition to complete equipment for the ring, or show stock, including ponies.

All horses and ponies wintered in fine shape, according to Charles Hunter, ring stock boss; John Smith, in charge of training and Joe Wallace, baggage stock superintendent.

Twenty Elephants

The show will exhibit some 20 elephants. The huge beasts will be in charge of John Smith. The menagerie, complete traveling zoo, will have George Thompson as superintendent. A recent shipment of camels, vlask vaarks and llamas was received from the Swope Park zoo in Kansas City.

All animals will be seen in open cages and dens in the street parade, Mr. Adkins said, adding that the Robbins Bros. is now the only railroad circus in America scheduling a free street pageant.

700 in Robbins Family

Manny Malman, concessions chief, and Jake Jacobson, superintendent of novelties, have been in Rochester for more than a week lining up supplies. Frank Carl will be steward and direct daily preparation of the 2,100 meals for the 700 in the Robbins Bros. family.

Heard on every hand today at “quarters” was the time-honored expression, conveying that feeling and sense of expectancy and impatience always evident on the eve of a circus opening:

“It won’t be long now.”

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Tuesday, April 26, 1938]

ROBBINS CIRCUS WILL LEAVE THURSDAY NIGHT

The departing time of the Robbins Brothers Circus has been moved up 24 hours Jess Adkins, who will be in personal charge of the circus during its premier tour of the country, announced today.

It was originally planned to leave for Kokomo, where the opening stand will be made Saturday at 7 p.m., Wednesday, but due to the fact that portions of the big top did not arrive here until today the hour of departure will be 7 p.m. Thursday.

In the meantime the big top will be paraffined to make it water proof. The extra twenty-four hours will also permit circus employees an opportunity to get all of their paraphernalia in excellent shape.

Large Delegation

A large delegation from Rochester plans to go to Kokomo Saturday for the opening of the Robbins Brothers Circus which was built at the winterquarters here during the past winter.

A number of the best circus acts in the world have been contracted by Mr. Adkins for his new show. Hoot Gibson, western movie star, will be one of the headliners of the circus.

Eighty-seven interested Rochester people enjoyed lunch in the Chicago Stadium Grill and thrilled at a matinee showing of Cole Bros. Circus Tuesday in Chicago, as guests of Jess Adkins and Zack Terrell. All agreed that the 1938 show was the finest ever and all returned home with a genuine enthusiasm for the 1938 show and its prospects for a successful season.

[The News-Sentinel, Wednesday, April 27, 1938]

COLE BROS. GREATER CIRCUS OPENS BIG-TOP ENGAGEMENT IN HOME-TOWN MON., MAY 2

Just three more days and then -

Comes Monday, May 2nd, the most important day in the 1938 calendar year - the day the big home-town Cole Bros.-Clyde Beatty Circus makes its season's debut under the big-top at the Goss lot, South Main Street - with two big performances.

Press writers throughout the Mid-Wes who have seen the Cole Bros show during its 17-day engagement at the Chicago Stadium, have all acclaimed the 1938 circus by far the most thrilling and spectacular of any of the world's big shows.

Some eighty to a hundred Rochester and Fulton county business men who saw the Cole Bros. show at the Stadium, Tuesday also acclaimed it the most thrilling and gorgeous spectacle they had ever witnessed, from the opening arenic parade to the big finale there was a continuous round of sensational and spine-chilling performances by actors and animals, all staged by the "tops" in the circus world.

Few of the Headliners

Just a few of the scores and scores of hi-lighted performances which will be presented in both the afternoon and evening shows on the home-town lot here Monday are:

Clyde Beatty, the ace of the circus and film world's wild animal trainers and his cage of 43 Royal Bengal tigers and Black-maned African lions.

Ken Maynard, filmdom's foremost Western cowboy star, and his beautiful mount "Tarzan", heading a congress of Western cowboys, Indians and Mexican Vaqueros.

Jorgen Christiansen, world-famed horse trainer, with his 30 Cremoline Stallions in one of the most intricate and thrilling displays of horsemanship in all circus history.

Rita Florenzo in her spectacular and death-defying somersaults in a blazing automobile. Rita, in true trooper tradition, filled the vacancy in this world-famed act caused in Chicago recently when her husband suffered the fracture of two vertebraes in the performance of this dangerous act.

Three rings of highly trained elephants under the supervision of that master of all pachyderm trainers, Eddie Allen.

The Gretona Troup in its breath-taking high wire thriller, and the Slack Wire Artist who thrilled the big gardens of Europe - Maximo.

The Flying Harolds - high trapeze artists, featuring Eileen Harold, the only girl ever to accomplish a two and a half somersault in a catch in mid-air.

Europe's celebrated Aurelia Troup of sensational bare-back riding marvels.

Cole Bros.-Clyde Beatty Circus

Harriett Beatty, the foremost woman wild animal trainer in a new and daring act, featuring a lion, tiger and elephant.

Dorothy Herbert - the most reckless and fearless rider (man or woman) in the world. She sets the circus audience agog as she rides bridleless horses around the track over high hurdles at break-neck speed with her hands high above her head.

Scores of clowns, headed by the clown of all clowns, Otto Griebing, in one continuous round of buffoonery and a hundred and one other thrilling features in this great two hour and forty-five minute performance of the Cole Bros. Circus.

Show Appreciation

Messrs Adkins and Terrell, owners of the Cole Bros. and Robbins Bros. shows, recently announced that the circus family had expended over \$300,000 in this community since they chose Rochester as its winterquarters a little over three years ago. This huge sum has found its way into the channel of practically all lines of business throughout the county and for this reason, to say nothing of the fact that the big circus is by far the most outstanding "big-top" sensation in the world, the entire community should turn out to witness the show and wish Messrs. Adkins and Terrell a most successful season.

The circus will arrive in Rochester early Monday morning from the Chicago Stadium and immediately begin transfer of circus paraphernalia to the Goss lots at the southeastern edge of the city.

Choice seats for Rochester and Fulton county people are now on sale at the Dawson & Coplen Drug store and the Berghoff Cafe, this city.

Yeah, Skinney and Grandpap, let's be on the grounds early, Monday, May 2nd. A big day is in the offing!

[The News-Sentinel, April 28, 1938]

COLE BROS. CIRCUS OPENS 1938 SEASON ON HOME-TOWN LOT

Cole Bros. Circus today gave its 1938 "big top" premier under a new spread of canvas today at the Goss lot situated at the southeastern section of the city. From early indications it was apparent that new attendance records would in all probability be hung up at both the matinee and evening performances.

The show which had been playing a 17-day engagement at the Chicago Stadium, rolled into Rochester shortly before six o'clock a.m. Monday and immediately began the transfer of the animals and circus paraphernalia to the huge tented village which was all in readiness for the big family.

Greeted by Large Crowd

A large crowd of Rochester and Fulton county people were in the Nickel Plate railroad sidings early today to welcome the home-town circus people and by noon today practically every parking spot in the downtown district and adjacent areas was occupied by autos of the circus fans.

The greater Cole Bros. Shows made the home-town debut under a brand new "big top", which is even larger than the mammoth tent used last year. All of the wagons, trucks, tractors, and the hundred and one pieces of rolling stock as well as the 50 steel car train of the Cole Bros. have been freshly decorated and presents a most attractive appearance.

The Cole Bros. show upon the completion of this evening performance entrains for South Bend where it shows Tuesday. Zack Terrell is guiding the destinies of the Cole Bros. Circus and Jess Adkins officiates in a like capacity for the Robbins Bros. show.

The Rochester high school band of ninety members and their leader, Albert Fiscus, staged a parade at noon today in the business district and then marched to the show grounds where they were the guests of the Cole Bros. Circus management at the matinee. The band played several numbers in the big top prior to the big spectacle.

[The News-Sentinel, Monday, May 2, 1938]

ROBBINS BROS. CIRCUS OFF TO GOOD START FROM KOKOMO

Cole Bros.-Clyde Beatty Circus

The Robbins Bros. Circus made its season's debut at Kokomo, Saturday, where it gave a matinee and evening performance on the Reed lots, in the southeastern section of that city. A large number of Rochester friends of Messrs. Adkins and Terrell, owners of the new show were in attendance at both the performances.

According to those who attended the show, all acts of the two and one-half hour program were exceptionally good and the special features were even better than advertised.

The weather was ideal for the big show program and a continuous line of autos from the circus grounds to the down-town district banked the streets to hold points of vantage for the brilliant parade which was staged around the noon hour.

Among the featured acts of this new home-town circus were Hoot Gibson and his congress of rough-riding cowboys; the John Robinson performing elephants; Cece O'Dell, the great aerial artist; the Toyama Troup of Chinese acrobats; the Moreen, head balancers and tumblers; the world-famed Hobson Family, Europe's greatest bareback riders; Joh Smith and his high school horses and ponies and the Beehee Trio of Viennese equilibrists.

The menagerie with an excellent assortment of sleek and well-kept animals in attractively decorated cages and wagons also brought the highest praise from the circus fans.

The attendance at the matinee performance was fair and the evening show saw the mammoth new tent of the Robbins circus over three-fourths filled. The Robbins Circus entrained Saturday night for Minster, Ohio, where they showed Sunday. Today the Robbins Circus was in Lima, Oho, where they show today.

[The News-Sentinel, Monday, May 2, 1938]

LARGE CROWD ATTENDS CIRCUS; PROGRAM IS BEST EVER GIVEN

Rochester and Fulton county citizens, together with scores and scores of visitors from neighboring cities turned out enmasse to witness the 1938 "bit top" premier of the Cole Bros.-Clyde Beatty circus at the Goss lots, on south Main street Monday evening. The huge new tent was filled nearly to capacity for the evening performance while at the matinee only a fair attendance was recorded.

Rochester circus fans pronounced this year's performance of the home-town circus by far the best and most sensational ever presented in the history of this world famed circus. The entire program from the colorful parade to the spectacular loop the loop finale of the Florenzo auto act, clicked with clock like regularity, and the performers gave their utmost to the home-town audience.

All Acts Thrillers

While Cole Bros. big posters and other publicity matter headlines Beatty's thrilling lion-tiger act, Ken Maynard and his Congress of Rough Riders, it could just as well play up any of the other scores of sensational features.

There was the big Liberty Horse act of Jorgen Christiansen, in center ring, with 50 horses and a small Shetland pony doing everything but talking; the lion, tiger and elephant act of Harriett Beatty's; the Zoeppe bare-back riders in daring pyramid drills and acrobatic riding; the Gretona Troupe in their high wire act thrillers; the Flying Harolds on the high trapeze; the trained seals; Eddie Allen and his three rings of highly trained elephants; Dorothy Herbert in her sensational feats of horsemanship; Ted Silvers, the slack wire marvel; the wonderful exhibit of high jumping horses; the Russian riders; cowboys and cowgirls and a score or more of other sensational sparkling acts.

There was something doing every second of the entire two and a half hour performance and judging from the home-town premier, circus fandom throughout the United States and Canada this year will acclaim the Cole Bros.-Clyde Beatty Show the "greatest show on earth."

Today the ColeBros. Circus presents two performances at South Bend.

[The News-Sentinel, Tuesday, May 3, 1938]

CIRCUS EMPLOYEE FILES DAMAGE SUIT IN COURT

Mileo Salmons late Monday filed a \$10,000 damage suit in the Fulton Circuit Court against the Cole Brothers-Clyde Beatty Circus because of injuries which he received May 6, 1937 while employed by the circus at South Bend.

Cole Bros.-Clyde Beatty Circus

The plaintiff says that he was a pole man employed by the circus and it was his duty to hold a pole or the tongue of wagons and to guide them while they were being loaded onto flat cars.

Salmons says that while discharging his duties as a pole man at South Bend a wagon struck something on the car in its line of travel and threw him against the outside rail of the car fracturing his left limb above the ankle.

Salmons says he was moved to the Epworth Hospital in South Bend, where it was found necessary on May 17, to amputate his left limb above the knee.

The plaintiff says that the accident in which he was injured was due to negligence on the part of the circus in not seeing that the flat car was cleared when he loaded the wagon onto the same.

Salmons says that because of the injury he has been unable to obtain any work and that he will be crippled for the remainder of his life.

[The News-Sentinel, Wednesday, May 4, 1938]

COLE CIRCUS TO GIVE THREE SHOWS SATURDAY

Representatives of Cole Bros.Circus announced today in Indianapolis that three performances would be given there Saturday with no performances Sunday.

It was announced that Saturday's showings will be at 2 p.m. and at 7 and 9 p.m. The 9 o'clock show will be a benefit affair, sponsored by the Indianapolis Orphan's Home Auxiliary, for the benefit of that institution. It was explained that this arrangement was worked out to meet objections to the scheduled Sunday performances.

The auxiliary was to benefit from the ticket sales for Sunday performances, which were banned by city officials following protests of the Indianapolis Ministers' Association.

In a statement today Frederick E. Schortemeier, Indianapolis attorney for the circus, explained the decision to cancel the Sunday performance came about following objection to such a venture by the Ministers' Association and city officials.

[The News-Sentinel, Saturday, May 7, 1938]

TO LAY CORNERSTONE

Ken Maynard, noted Western movie star, who is this year being featured in the Cole Brothers Circus, officiated at the cornerstone laying Saturday morning of the new Vogue Theatre at the corner of College Avenue and 63rd street in Indianapolis. Carl Niese, owner of the theatre and Ken Maynard were boyhood chums at Columbus, Ind.

[The News-Sentinel, Saturday, May 7, 1938]

TIN PLATE HEIR READY TO DIE; RODE COLE ELEPHANT

Richmond, Ind., May 14. - Life was complete for Rudolph G. Leeds, heir to tin plate millions - for he has finally ridden an elephant.

Eight thousand of Leeds' fellow townsmen saw him gratify a life-time ambition by arraying himself in a rhinestone-studded turban and an orange silken robe and clambering upon the broad back of Tiny, an elephant of the Cole Brothers Circus, when it opened an engagement here Thursday. Then while the band blared, the son of the late William D. Leeds swayed about the sawdust circle with salaams for his cheering acquaintances and friends.

After the ride, Leeds told Eddie Allen, elephant trainer:

"I wanted to ride down the main street in the parade, but they wouldn't let me. Anyhow I've always wanted to ride an elephant and now I've done it and I'm happy.

"There's nothing more to live for."

[The News-Sentinel, Saturday, May 14, 1938]

ROBBINS CIRCUS REPORTS GOOD BUSINESS IN EAST

The Robbins Brothers Circus since invading eastern Ohio and western Pennsylvania cities has been enjoying very good business it was learned here today. In several of the cities it was necessary to use straw on the hippodrome track to make a greater seating capacity for the crowds.

Cole Bros.-Clyde Beatty Circus

The Cole Brothers Circus which has been playing in northeastern Ohio has not been having capacity crowds every day due to rainy and cold weather in several of the cities visited. Circus had big crowds in Dayton and also at Columbus.

Changed Routing

The Cole circus has changed its routing and will not invade New York and the New England states at the present time but will visit that section of the states after a tour of Canadian cities which will start May 24 at Hamilton, Ontario after two shows at Buffalo, N.Y. next Monday.

Both circuses are curtailing personnel in almost all departments. "Retrenchment is in keeping with present day times," Jess Adkins, part owner of both the Cole and Robbins circuses stated. "First weeks' grosses in territory which is always counted on for good outdoor business were far short of expectations and reflect general business conditions." Mr. Adkins added further, "The business picture has changed considerably for Robbins Circus in the last few days."

Has New Top

The new top which was used by the Robbins Circus the first week was shipped back to the makers in Kansas City and a smaller one is now being used. Seating capacity remains same, the switch absorbing unneeded space around the hippodrome track. One number in program was reduced by half, about eight performers being dismissed. Working departments were pared all along the line and the advance cut somewhat. Children's general admission for Robbins Show has been reduced from 50 to 25 cents and has resulted in stimulated business.

No further curtailment in Robbins circus is anticipated unless business gets worse, show executives revealed. Train will remain at 14 cars back and one ahead and there will be no let-down in billing and exploitation.

The Cole circus has been following in the wake a greater portion of the way in Ohio of two other circuses one of them the now defunct Tim McCoy wild west. This circus has felt the period of recession and has been changing the show in keeping with the times and with business.

Lavish In Praise

Everywhere the Cole circus shows newspapers are lavish in their praise of the way in which it is presented. A good billing job has been done by Clyde Willard and his crew on the advance car.

Dorothy Herbert the superb daredevil rider left the Cole circus last Saturday night in Cincinnati for her home at Scottsburg, Ind., and from reports will appear later at Hamid's Million-Dollar Pier, Atlantic City under management of Samuel Gumperts who was her manager on Ringling show for several years.

It is possible that the Cole circus may again stage parade as request was made in Cincinnati last week to present one but city officials would not grant a permit. A parade was staged at Canton, Ohio, yesterday which was compulsory under a city ordinance there which refuses permits to circuses unless such spectacles are given.

Raymond B. Dean is now doing story work for Robbins circus in addition to his duties as press agent. Floyd King, general agent was called to Memphis, Tenn., on May 7 by the death of his mother, Mrs. Emma King, aged 80, who had been in ill health for some time. Mr. King attended the funeral services which were held in Dyersburg, Tenn., the King family home. One of the cars of the Robbins circus left the rails at Somerset, Pa., last week while circus was going between McKeesport and Johnstown. Car contained elephants and it is reported some of them were badly bruised.

[The News-Sentinel, Friday, May 20, 1938]

ROBBINS CIRCUS LOST DAY'S STAND BY WRECK

Robbins Brothers Circus lost a one-day stand at Johnstown, Pa., on May 14 due to a train wreck when one of the cars of the circus train jumped the track and crashed into a steel bridge over Stony Creek near Stoyestown. The accident occurred while the circus was being moved from McKeesport to Johnstown. At McKeesport the crowds were so large for both the matinee and evening performances that it was necessary to use straw to seat people.

Elephants Unhurt

Cole Bros.-Clyde Beatty Circus

The car which jumped the track contained elephants, but luckily not a scratch was suffered by any of the giant pachyderms. All physical equipment was ahead of the derailed car and was taken to Johnstown and the show made ready.

The Baltimore and Ohio Railroad was unable to extricate the car and get the performer's coaches into Johnstown in time for the scheduled performances. The crushed car was repaired at Johnstown.

The Cole Brothers Circus left the United States at Buffalo, N.Y., Monday and went into Canada where stands will be made for one week returning to the states at Burlington, Vt. on June 1. The Cole circus was in Kitchener, Ontario today and stands will be made in London, St. Thomas, Branford and Toronto all in the Province of Ontario.

The Robbins and the Cole circuses have been enjoying much better business and it is presumed that with the advent of warmer weather people will become circus minded and attend in much larger numbers. So far since the circuses have been on the road they have experienced cold and other unseasonable weather conditions.

[The News-Sentinel, Wednesday, May 25, 1938]

CIRCUSES IN CANADA

The Robbins and the Cole circuses are both touring Canada at the present time. The Robbins circus which will play in 100 Canadian cities made its first stand today at St. Catherine's, Ontario. Both circuses have been experiencing cold and rainy weather which has somewhat cut the attendance for matinees, but at night shows it is often necessary to use straw on the hippodrome track to accommodate spectators. Following is the route of the Robbins Circus for the ensuing few days: June 3, Cornwall, Ontario; June 4, St. John's, Ontario, June 6, Quebec City, Quebec, June 7, Riviere du Loup, Quebec, June 8, Campbellton, N.S., June 9, Chatham, N.B., June 10, Moncton, N. B., and June 11, Charlottstown, P.E.I.

[The News-Sentinel, Wednesday, June 1, 1938]

CIRCUS IN CANADA

The Robbins Brothers Circus is now playing its second week in Canada and has been having good business despite the fact that unseasonable weather conditions, cold and rainy, has prevailed much of the time. Following is the route of the circus during the coming ten days: June 9, Chatham, N.B., June 10, Moncton, N.B., June 11, Charlottetown, P.E.I., June 13 and 14, Sydney, Nova Scotia, June 15, New Sidney, N.S., June 16, Antigonish, N.S., and June 18, Amherst, N.S.

[The News-Sentinel, Wednesday, June 8, 1938]

LOCAL CIRCUSES FEATURED IN BUSINESS PUBLICATION

The Cole and the Robbins circuses were given write-ups in the June 11 issue of "Business Week" one of the best known commercial publications in the United States.

The Cole circus story concerned the whiskey treatment which was given to the elephants here last winter in the winterquarters to cure the flu. This story first appeared in The News-Sentinel and later appeared in the Distillers Journal, where it was copied by Business Week.

Johnstown Wreck

The story about the Robbins circus concerns the wreck which occurred near Johnstown, Pa. Several weeks ago when a car containing many of the animals in the menagerie struck a B. & O. Railroad bridge in such a manner that it was derailed and the show was unable to make its scheduled performances in Johnstown.

The damaged car was moved to the Cambria car shops of the Bethlehem Steel Company at Johnstown, where the repairs were made. The following story taken from "Business Week" tells what happened at the car shops while the repairs were being made to the circus car.

Time to Change

"Normally speaking, when one sees 3 camels, 2 zebras, 1 baby yak, 1 llama and 10 elephants parading through a steel plant, it is time for one to change his glasses - nose, highball, or otherwise. This time it was different. The Robbins Brothers Circus train cracked up in an

Cole Bros.-Clyde Beatty Circus

accident and limped into Johnstown, Pa., for emergency repairs at the Cambria car shops of Bethlehem Steel.

“Animals were taken from the cars and parked outdoors in a lot. When it began to rain they became restive. Nothing to do but parade them through the plant and into their cars. Welding and riveting had to stop during the homecoming, but once the animals were in place, repairs went on under a double shift, and the circus made its next performance on schedule.”

[The News-Sentinel, Tuesday, June 14, 1938

BILLBOARD REPORTS DOINGS OF ROBBINS, COLE CIRCUSES

“Truro, N.S., June 25. - It's grand trooping in the Maritimes and Robbins Bros. Circus is leaving no part of it untouched. The sound of the calliope has been heard in almost every town of Nova Scotia. In many instances the jumps are long, but there has been no delay in starting the parade or opening doors.

“John Weikel, of Louisville, Ky., friend of Jess Adkins, came on to visit for the Canadian tour. His stay can hardly be called a “visit” as he keeps busy from morn' till night on a variety of jobs - 24-houring a town, taking tickets and making big-show announcements.

“The tops were paraffined at Halifax.

“Jess Adkins got away for a little salty water fishing Sunday afternoon in Halifax and returned with some 300 pounds, mostly all pollock. Hoot Gibson and party also went, but their luck was about as bad as Mr. Adkins' was good.

“The Larkin Trio joined at Halifax, coming from Norfolk, Va. Trio consists of Mickey and Georgia Larkin and Carl Lund.

“Despite the fact that there was an unusually long parade and busy performances on the Halifax schedule, kiddies at the Children's Hospital, St. Joseph's Orphanage and Protestant Orphanage were made happy when a group of performers and clowns were whisked to all three to give them entertainment. Those gladly offering their services were the Ross Trio, acrobatic clowns; Happy Kellams, producing clown and partner, Van Wells, and Harold George, roper.

“J. W. Power, who is retired from the editorial staff of The Hlifax Herald and Mail, and is known to many showmen, took in the afternoon show and met many of the circus folk. He will conduct a weekly column despite his 58 years of newspaper work.”

“ROBBINS BROS. - Show train arrived early in Halifax, N.S., Can., and three performances given. Three hospitals were visited, those participating being Harry Phelix, Tommy Rose, Happy Kellems, Harold George and the writer. Manuel Velarde escaped a serious accident when his wire rigging broke, throwing him to the ground. He suffered a leg injury, but was able to return to act following day. Since Freddie Freeman has taken up other duties, the baseball team has about died out. Doesn't seem to be any more interest.

“Weather has turned very warm and chairs are out in the backyard. Some have gone swimming. Clayton Behee caught a 15-pound fish. Rope spinning seems to be quite a hobby with some between shows. Albert Powell boasts about the pipe he smokes in parade as being more than 100 years old. The folks listened to the Louis-Schmeling bout.

Van Wells.”

COLE BROS - To, June 21, at Sherbrooke, Que., is the last day in Canada and everyone is glad to be going back to the States. The weather has been fine the last few weeks. Now that it is getting warm the girls who have been doing rope spinnings are back to knitting sweaters, etc. Mr. McElwee and Trooper Conley visited show on their way home from vacation trip, which took them up into the East and Canada. Neets Deisler has been playing so many pranks on the girls in the dressing room that she is afraid to open her trunk for fear that a snake or a frog will jump at

Cole Bros.-Clyde Beatty Circus

her. The other day Kinko went fishing and caught such a big one that it pulled him into the lake and was unable to make the show on time that night!

“Adrien Gallagher is featuring swinging ladder this season. A bridge party has been arranged by Eileen Larey, Jean Allen and Eddie Allen and Carlton George. It seems the girls are still leading, so I guess the fellows will have to take up rope spinning or something. Since leaving Montreal it seems all men are wearing French berets and I wonder how long it will continue. Curley Stewart has the show looking fine and moving great. With the co-operation of the bosses of each department, painting center and quarter poles and ring curbs and washing and painting wagons has started. When it comes to laying out a show on a small lot Curley Stewart takes the cake.

“Harold Voise is still bottle spinning. Mary Matson is doing a fine job on her muscle grinds and right over the center ring, Hal Silvers, 2, is enjoying his tour of the country with the circus and is the child of everyone on the lot. Let’s hope he follows in father’s footsteps.

“Pat Lindsay has just finished knitting a skirt, green, which has blue, yellow, orange and red dots. She is making a suit.

JACK VOISE.

[The News-Sentinel, Wednesday, June 29, 1938]

ROBBINS, COLE CIRCUSES HAVE RETURNED TO STATES

The Robbins and Cole circuses are back in the United States after tours of Canada which were of six and four weeks in length respectively. Both shows are now in the New England states with the Cole circus in Plymouth, Massachusetts and Robbins in Waterville, Maine today.

The two circuses have been having much better business with the advent of warm weather. Floyd King, who has been the general agent for the Robbins Circus since the show left Rochester on April 30, is now serving in a like capacity with the Cole circus and is now booking dates for both amusement enterprises. J. D. Newman, who was the general agent of the Cole circus, will now serve that show in the capacity of railroad contractor.

Now “Greatest” Show

Both circuses will play in the New England states for two weeks and then the Cole show will play many of the cities which the Ringling Brothers-Barnum & Bailey circus which went to its winterquarters in Sarasota, Fla. last week after labor trouble, had contracted to make appearances in.

The Cole circus bills now read “NOW The Greatest Show On Earth.” For many years the Ringling circus had billed itself as the “Greatest Show On Earth.”

Jess Adkins, who is traveling with the Cole circus for two weeks, went on an ocean fishing trip when the Robbins show was in Halifax, N.S., and had excellent luck. Hoot Gibson, who is also with the Robbins show, also tried his skill at angling in the Atlantic Ocean, but came back empty handed.

Have New Press Agent

Stanley Dawson, who has charge of the reserved seat sale in the Robbins circus, took sick while the show was in St. John, N.S., on June 27, and had to be moved to a hospital in that city. It is not believed that his condition is serious. Allen Lester, former contracting press agent on the Ringling-Barnum circus, has been employed to handle local contracting ahead for the Cole circus.

In St. John, N.S. The crowds were so large at the Robbins Circus that it was necessary to give three performances that day. Orphans were guests of the circus at one of the performances. One of the first accidents of the season to circus people occurred at St. John when Catherine Kay Brown fell from her iron-jaw rigging and fractured her ankle. She is now a patient in a hospital at St. John.

[The News-Sentinel, Wednesday, July 6, 1938]

SECOND MISHAP ON COLE CIRCUS AT AUGUSTA, ME.

The second major mishap to the Cole Brothers Circus this season occurred at Augusta, Me. several days ago when Mlle. Delores, sister of the Great Florenzo, was injured.

Cole Bros.-Clyde Beatty Circus

The first mishap was in Chicago on opening day when Florenzo's somersaulting auto twice landed wrong-side up, with injuries so serious to Florenzo that his neck is still in a cast and brace. Doctors forbade him to attempt the feat again.

His sister took his place in the spectacle. At Augusta the car failed to land in the net and she was injured. She has nearly recovered and is expected to be working soon. Morrie Cebbins, originator of the act, is now doing the somersaults.

Ken Maynard has left to fulfill concert which is being presented under direction of Jim Foster.

Two Deaths

Two deaths have occurred in the families of Cole circus people. Joe deRosselli, eldest son of Rex de-Rosselli, was killed in an auto accident near Dayton, Ohio, on July 2. His wife is in a serious condition. The mother of Betty Stevens, menage rider who also handles elephants, died in Boston, Mass.

The Robbins circus will continue to play in the New England states until late in the month of July while the Cole circus will play in Albany, N.Y., next Monday, after which they will play in the states of New York, Pennsylvania, West Virginia and Kentucky.

Cold, Rainy Weather

The Cole and Robbins circuses have been enjoying good business during the past month despite cold and rainy weather. The Robbins circus had almost a solid week of rainy weather in Maine. It was so cold in Maine that topcoats were necessary.

Business conditions as far as circuses are concerned is becoming much better. The Downs Circus, which closed in Portsmouth, Ohio, several weeks ago, will reopen in August and make a tour of the states in the nation's "breadbasket" and then through the south after the cotton is gathered before returning to winterquarters in Macon, Ga.

[The News-Sentinel, Wednesday, July 13, 1938]

CIRCUS WORLD SURE 'BIG TOP' TO STAGE COMEBACK

New York, July 14. - It has been a tough year on the nation's \$100,000,000 circus industry, but "the circus will come back - it always does."

That reassurance comes from Roger Littleford, of Billboard's circus department, a man who knows his tanbark and canvas.

"Ringling Brothers and Barnum & Bailey has folded for the season," he said, "but it's certain to be back next year. Circuses have gone through bad times before, but the circus has always survived. In 1933 there were hardly any shows on the road. Next year there may be scores."

But when Ringling Brothers, the "greatest show on earth," announced at Scranton, Pa., that it would cut short the regular 30-week season and move back to winter quarters, the entertainment world was shocked. It was the first incident of its kind, involving a major railroad show, in the 60 years since the circus had become an established institution in America.

Affects 1,600 Persons

Millions of circus fans, not all of them children, were deprived of one of their favorite amusements, and 1,600 roustabouts and performers had their income curtailed. Tears were shed.

Two other shows - Downey Brothers and the Tim McCoy Wild West show - had closed during the season, but 17 still are operating despite generally bad circus conditions.

Of the 17, four are railroad shows - Cole Brothers in Massachusetts, Robbins Brothers in New Hampshire and New England; Al G. Barnes and Sells-Floto in South Dakota and Hagenback-Wallace in Kansas. Thirteen are small motorized companies.

The News-Sentinel, Thursday, July 14, 1938]

BOTH LOCAL CIRCUSES REPORT BETTER BUSINESS

The Robbins and the Cole circuses are enjoying much better business in their stands in the various parts of the country due to warmer and more seasonable circus weather. Both shows for the first two months of their migrations about the country experienced cold and rainy weather.

Cole Bros.-Clyde Beatty Circus

The Robbins circus is enjoying so much better business that a larger tent had to be ordered to accommodate the crowds. This tent is 100 feet longer than the one which the circus had when it departed from winterquarters.

Different Routes

The circuses are following different routes in their trips about the country. The Robbins circus is playing along the Atlantic seaboard southward toward the tobacco country while the Cole circus is westward bound presumably say old circus men here to the "bread basket" states.

The News-Sentinel was in error last week when it stated that Joe de Rosselli, eldest son of Rex de Roselli, was killed in an automobile accident near Hamilton, Ohio on July 2. It was his half-brother, David de Rosselli who was killed.

Circus Camera Man

David de Rosselli was formerly a camera man with the Hagenbeck-Wallace circus while Joe is an advance man for the Tom Mix circus.

While the Robbins circus was in Montpelier, Vt., Governor George Aiken and party of visitors were guests of the circus. A special section was reserved for the governor and his party.

A new member has been added to the clown alley of the Cole circus. His is Prince Paul, midget clown, who has been with the Ringling circus. His home is in Boston and he is to be a featured clown.

[The News-Sentinel, Thursday, July 21, 1938]

COLE CIRCUS TO RESUME STAGING STREET PARADE

The Cole Brothers Circus which is now playing dates in Kentucky will resume staging that time-honored circus institution the street parade. This action was taken by the owners of the circus who believe that the parade makes people more circus minded.

Today wardrobe and other equipment needed for the staging of a parade were being collected at the winterquarters and will be sent to the circus at Evansville, Ind., where two shows will be given Monday. As soon as the equipment can be placed in order the parades will start.

Paraded in Canton

The Cole circus staged one parade this year at Canton, Ohio where the city license requires that such parades be made. The Robbins Circus has been staging a parade all of this year. The Robbins Circus is now playing in the states of New York and New Jersey.

Both the Robbins and the Cole circuses have had poor breaks as to wester. Twenty out of the 21 days the Robbins circus was in Canada they encountered rain. Last week in Massachusetts and Connecticut, another rainy spell was experienced.

Capacity Houses

The Robbins Brothers Circus played to capacity houses in Burlington, Vt., Bridgeport, Conn., Laconia and Manchester, N.H., and Worcester, Mass. In many of these cities the circus played host to the inmates of orphans' homes.

The Cole Circus has been enjoying a good business in its swing through the East. At New London, Conn. and Pine Point, Maine, many of the performers and the officials of the circus were the guests of the local tents of the Circus Fans Association at luncheons. Hartford, Conn. Newspapers carried excellent after notices on the Cole Circus.

[The News-Sentinel, Wednesday, July 27, 1938]

COLE BROS. OFFICIAL ALLAYS RUMORS

Waterbury, Conn.

July 24, 1938

Mr. Hugh Barnhart, Editor
News-Sentinel
Rochester, Indiana

Dear Mr. Barnhart:

It has come to my attention that rumors in Rochester have it that the Robbins Bros. Circus will move its headquarters to some southern city during the coming winter. Am writing you at this

Cole Bros.-Clyde Beatty Circus

time to advise this rumor is without foundation, and further to say that both the Cole Bros. Circus and the Robbins Bros. Circus will be back in Rochester, Ind., the coming fall, around Nov. 10th to 15th, just the same as we have in the past.

Further I want you to know at this time we greatly appreciate the many favors and co-operation extended to us by the citizens of Rochester, and we hope soon to be able to repay these many favors in a substantial manner.

With best wishes and regards, I remain,

Sincerely yours,

Jess Adkins.

[The News-Sentinel, Thursday, July 28, 1938]

RAIN HAS PROVED BIG HARDSHIP TO CIRCUSES

Heavy and unseasonable rains have been dogging the Robbins and Cole circus during the past two weeks and while the circuses have been enjoying a good business the unfavorable climatic conditions have served to cut the attendance.

The Robbins circus after nearly three weeks of cold and rainy weather in Canada moved back into the United States where they had good weather for two weeks and then struck a deluge for ten days while playing in Connecticut and Rhode Island.

In Ohio River Valley

The Cole circus fared little better on its tour of cities along the Ohio river. In Evansville Monday evening just before the show opened for the evening performances there was a cloudburst in which an inch of rain fell in 18 minutes.

The Cole circus will resume staging a street parade sometime this week probably at LaBelle, Ill., tomorrow. This spectacle it is believed will be a stimulus to the circus attendance as many figure that a circus is not a circus without a street parade.

Circus Routes

In the next two weeks the Cole circus will play in Iowa, Minnesota, Wisconsin and South Dakota while the Robbins circus will be in New Jersey, Pennsylvania and Virginia.

It is thought that both circuses will have much better business during the remainder of the time they are on the road this year as plants in many industrial centers have reopened and farmers are having more ready cash because of their harvests of wheat, corn, tobacco and cotton.

[The News-Sentinel, Wednesday, August 3, 1938]

COLE BROS. CIRCUS RETURNS TO CITY, MAY REORGANIZE

Cole Bros. Circus returned to winterquarters here this afternoon following a closing of the show after the Wednesday night performance in Bloomington, Ill. Circus officials advised that they were planning to reorganize the show preparatory to completing the season.

Rain and economic conditions cut the income of the Cole Bros. show 25%. At best, the show had but two or three days of good business each week.

With the announcement came word that the Robbins Bros. show, now playing in the East, is enjoying increased business, and will proceed with its scheduled season tour.

Both Shows to Winter Here

Arrangements have been made to have both circuses winter in Rochester again this year despite rumors to the contrary. Officials view 1939 prospects with enthusiasm for they expect an appreciable upturn in business everywhere by the time another circus season comes around.

The show arrived mid-afternoon today over the Nickel Plate railroad, an official announced today.

[The News-Sentinel, Thursday, August 4, 1938]

COLE CIRCUS WILL NOT RETURN TO ROAD IN '38

Cole Bros.-Clyde Beatty Circus

The Cole Bros. Circus will not return to the road this year, Zack Terrell, part owner of the Indiana Circus Corporation, announced Friday at the winterquarters here. The circus closed in Bloomington, Ill., Tuesday night after which the run to winterquarters here was made.

"Unfavorable weather conditions and poor business prompted the decision to keep the Cole Bros. Circus in winterquarters," Mr. Terrell stated. Plans are being made to return the show to the road next season. "I believe that 1939 will be a banner year for all amusement enterprises," Mr. Terrell said.

Much Rain

In speaking of the past season, Mr. Terrell said that rain dogged them all of the time. In every key city and on every Monday of the twelve weeks the Cole circus was on the road, rain was encountered with the resultant decreases in attendance.

The seven hundred employees of the Cole Bros. Circus were informed at a meeting late yesterday by Mr. Terrell that a decision had been reached to not resume the road with the Cole Bros. show this season. When the circus first returned to winterquarters, it was rumored that the same would be cut down and again take to the road.

Leave City

With the announcement that the Cole Bros. Circus would not return to the road this season the payment of laborers and performers was started. A short time later an exodus from the city by the circus employees was started by bus, train and auto. Mr. Terrell assured all who were with the Cole Bros. Circus this season that they would be given preference as to employment next year.

Mr. Terrell also said that rumors which had been spread that the circus had had trouble with the actor's division of the American Federation of Labor this summer was not true. "Our relations with the AFL were the most pleasant and the union men and heads of the union carried on with us one hundred per cent through the time we were on the road this year," Mr. Terrell said.

Many Acts to Robbins

The decision to not resume the road with the Cole Bros. Circus this year will in no way affect the Robbins Bros. Circus which is also owned by the same holding company as the Cole Bros. Show. This circus which is playing in York, Pennsylvania, will continue its 1938 tour.

Many of the feature acts of the Cole Bros. Circus will be added to the Robbins Bros. Circus program it was announced by Mr. Terrell. Among these acts will be Clyde Beatty and his wild animals, which was the feature of the Cole Bros. Show. The Robbins Bros. Circus will return to winterquarters here about November 10 or 15th.

[The News-Sentinel, Saturday, August 6, 1938]

ACTS FOR ROBBINS CIRCUS LEAVE ON SPECIAL TRAIN

A special train of six cars left the circus winterquarters here this morning for Bluefields, W. Va., with a number of acts from the Cole circus which will be added to the Robbins circus. Eighty persons left Rochester on the train.

Acts in the main, which left winterquarters today were the wild animals of Clyde Beatty, elephants of Eugene Scott and the trained seals of Capt. W. K. Benardi.

The train left Rochester over the Nickel Plate for Indianapolis where it will be transferred to the Pennsylvania for the run to Cincinnati and the remainder of the trip will be made to Bluefields over the Norfolk and Western.

During the past week six of the cars from the Cole circus were painted in aluminum and orange which is the colors used on the Robbins circus. These cars were three flats, two stock and a passenger coach. The addition of the five cars will make the Robbins circus a 20-car show.

The elephant act of Mr. Scott will replace one which has been with the Robbins show. Scott uses 10 elephants in his presentation while the act which has been with the Robbins circus employed nine elephants. The nine elephants will be returned to winterquarters here.

The Robbins circus has been enjoying a good business in their swing through the state of Virginia. Last Monday it was necessary to give three shows in Richmond to care for the crowds who wished to witness the circus. Each of the three shows were given to "straw" houses.

[The News-Sentinel, Friday, August 12, 1938]

Cole Bros.-Clyde Beatty Circus

ROBBINS BROS. CIRCUS NOW IN 15TH WEEK

The Robbins Brothers Circus which is now in its 15th week of the 1938 season has been having good attendance in practically every city in which the circus has appeared. Matinees in some cities were light due to torrid weather, but in many instances night shows were sell outs.

The addition of Clyde Beatty and his wild animal act, Eugene Scott's elephants and Capt. W. K. Benardi's seals which were formerly featured in the Cole Brothers Circus, it is believed, will greatly increase the patronage for the Robbins Circus and permit the circus to play much larger cities than those in which they have been making appearances.

Added at Bluefield

The three acts were incorporated in the Robbins Brothers Circus at Bluefield, W. Va., last Monday. In addition to the three acts several parade wagons, camels, zebras, monkeys and a carload of draft horses were sent to the Robbins Brothers show from the winterquarters here. The wild animals will be used in the menagerie and the wagons and horses in the parade.

On August 10th, while the Robbins Brothers Circus was in Petersburg, Virginia, a severe electrical, wind and rain storm struck the big top after collapsing the menagerie tent. No injuries were reported, the circus employees and police ably handling the crowd.

Cleared Test

The circus folk cleared the menagerie tent within 10 minutes. The elephants had been moved back of the big top for the grand opening from the menagerie tent a few minutes before the supporting poles gave way.

Inside the big top several quarter poles, freed from the ground, swung while circus hands acted as anchors to hold them down. Throughout the performance, witnessed by about 3,000 persons, the rain dripped in places from the soaked canvas.

Going is Tough

More circuses are finding the going very tough this season due to adverse weather and business conditions. The circus mortality list was increased one this past week when the Newton Brothers Circus motorized folded at Willoughby, Ohio on August 10. This circus was billed for Huntington yesterday and Monticello today.

Tom Mix circus also motorized is having financial and labor troubles in its swing through the central west. The Hagenbeck-Wallace Circus which has winterquarters in Peru, is west bound for the Pacific coast states and will enter that region at Seattle and continue south to San Diego.

Robbins Routing

Following is the route of the Robbins Brothers Circus for the coming few days:

Aug. 19 - Bristol, Tenn.

Aug. 20 - Morristown, Tenn.

Aug. 22 - Middleborn, Ky.

Aug. 23 - Harlan, Ky.

Aug. 24 - Corbin, Ky.

Aug. 25 - Elizabethtown, Ky.

Aug. 26 - Glasgow, Ky.

Aug. 27 - Bowling Green, Ky.

Aug. 29 - Nashville, Tenn.

[The News-Sentinel, Wednesday, August 17, 1938]

BUSINESS IS GOOD WITH ROBBINS BROS.

Robbins Brothers Circus is enjoying a good business in its swing through Kentucky this week and a large increase in attendance is expected during the remainder of the season when Clyde Beatty is given top billing by the circus.

The first of the Clyde Beatty lithographs since he became a part of the Robbins circus personnel was posted in Nashville, Tenn., where the circus will make its appearance next Monday.

Better Attendance

Cole Bros.-Clyde Beatty Circus

All circuses now on the road are reporting much better attendance with farmers harvesting their crops and many factories reopening after long shutdowns due to economic conditions. During the past week the Downie Brothers Circus of Macon, Georgia which closed in Portsmouth, Ohio early in June again took to the road and will play in the southern states until near the first of the year.

Plays Host

In a number of places where the Robbins Circus has made appearances Jess Adkins has been the host to residents of orphans homes and old peoples homes. In Roanoke, Va., a party of 20 former circus men who are now living in the Elks Lodge home there were guests of Mr. Adkins. At Lynchburg, Virginia, the circus called off the parade because of the steep hills in that city which makes it almost impossible to stage the pageant with safety. Rex Rosselli has been added to the press staff of the Robbins Circus office replacing Bernie Head who has returned to his home in Hot Springs, Ark.

Subject of Editorial

During the past few weeks many newspapers have commented editorially on the American circuses which have had such a tough struggle this year because of weather and economic conditions.

The following editorial entitled "Will the Circus Survive?" appeared in the August 10 issue of The Times-Herald of Newport News, Virginia, and was written about the Robbins Brothers Circus which appeared there the preceding day:

"The circus is getting to be a rarer thing than it wants to be and the circus parade is getting to be rarer still, yet yesterday Newport News witnessed a circus and turned out in relatively large numbers considering the weather and other factors, to see the traditional trappings of the 'big top' and its variety of actors, plus the intriguing antics of wild and trained animals, the equestrian performers, the funny clowns and all the other things that go to make up that hodge-podge of fun and frolic that is known as circus.

"Moreover, the circus had shown to capacity crowds in Richmond and had found it necessary to put on a second night show there to supply the demand.

"The success of this circus, in contrast to the general trend, with big shows merging or leaving the road early in the season when the going becomes tough, suggests that the competitors of the circus, the movies and other forms of amusement, have not made the inroads on circus demand that is indicated by the plight of most shows. Certainly, the throng of spectators of the parade here yesterday did not indicate a diminishing interest in the circus. What's more, they saw the old-fashioned kind of parade, with a perspiring operator tooting away on the almost extinct steam caliope despite the heat, and in the true circus tradition.

"All of which leads to the belief that the circus need not die but rather that it will succeed as it is itself, a page from out the past history of American amusement. As it is unique and different and 'old-timey' if you will, it would seem to preserve its niche despite the advance of competing forms of amusement. It need not even yield to the movies in the case of such entertainers as Hoot Gibson, who appeared here, trusting to the appeal of seeing in the flesh one who has hitherto been available only in cinema theaters. If the circus will continue to be itself, indeed, it bids fair to weather the adverse conditions it faces in a generation of sophisticates who can find entertainemtn nowadays at virtually every corner."

[The News-Sentinel, Thursday, Aug. 25, 1938]

ROBBINS BROTHERS CIRCUS TO WINTER IN ROCHESTER

Augusta, Ga.

September 23, 1938

The News-Sentinel

Rochester, Indiana

Gentlemen:

No doubt the people of Rochester will hear some reaction from a story in Billboard about the Robbins Bros. Circus considering new winterquarters at Tampa, Fla. I hasten to explain that this

Cole Bros.-Clyde Beatty Circus

story is simply the result of a press agent giving out a statement for the reason he thought it might create added interest in the circus when we showed there.

There is no truth in the statement and I hasten to get word to your newspaper so the people of Rochester will know that we will be back there in November for the winter as usual.

We are still having the regular 1938 circus luck. Rain and unseasonable weather are still with us. Rain alone during the past two weeks has cost us enough to winter the circus.

All of us hope we will still be welcome back home despite our continued financial difficulties and we are all still very hopeful that plans can be made and carried through whereby past losses can be made good in the future. With the best of regards to all our friends, I am

Yours very truly,
Jess Murden

[The News-Sentinel, Saturday, October 1, 1938]

COLE BROS.-BEATTY CIRCUS CONFESSES BANKRUPTCY

South Bend, Oct. 1 - The Cole Brothers-Clyde Beatty Circus, Inc., of Rochester, Ind., late Friday filed its consent to a judgment of bankruptcy in federal district court here.

The action brought to an end part of a suit filed against the circus by four foreign trapeze performers.

The case now will be placed in the hands of Alvin F. Marsh, of Plymouth, referee in bankruptcy. The acrobats must refile their claims for back salary with marsh.

[The News-Sentinel, Saturday, October 1, 1938]

COLE BROTHERS CIRCUS FILES BANKRUPTCY CLAIM

South Bend, Ind., Oct. 5. - The Cole Brothers-Clyde Beatty Circus of Rochester filed a bankruptcy schedule in federal district court here yesterday listing liabilities of \$418,338.04 and no assets.

The liabilities included \$349,224 of unsecured claims, notes and bills.

The action was taken on a petition of four performers holding the circus had transferred its physical properties to the Associates Investment Company of South Bend to satisfy a \$40,000 mortgage.

[The News-Sentinel, Wednesday, October 5, 1938]

ROBBINS BROS. SHOW TO CLOSE OCT. 25TH; MORE CIRCUS NEWS

(Reprinted from Billboard)

Chicago, Oct. 8. - Floyd King, general agent of Robbins Bros. Circus, was in Chicago a couple of days this week making railroad contracts. Show is set to close at Hopkinsville, Ky., October 25 and will go into winter quarters at Rochester, Ind.

King states that show is going along playing to fair business.

Robbins Show Battles

Lakewood, Fla., Oct. 8 - Newspaper advertising and radio fought back at "WAIT" posters in this section of Florida this week as Robbins Bros. Circus wended its way south and found the Al G. Barnes and Sells Floto Combined Circus brigades had covered up a lot of Robbins paper and copped some of the best stands with 12-sheet "Waits."

Most of the Sells-Floto paper was revamped Ringling stuff, with "Sells-Floto Presents" in small type on top of the standard Ringling Bros. and Barnum & Bailey posters, featuring Garantua and the other top attractions - but the Robbins show was playing Clyde Beatty and Hoot Gibson to the fullest, utilizing radio interviews in such spots as Jacksonville, Orlando, Lakeland and Tampa - the time, according to the stations, paid for at the usual commercial rates but using a station staff interviewer.

Cole Bros.-Clyde Beatty Circus

In Orlando, Lakeland and Tampa 10-inch newspaper ads read, "Don't be misled - the Ringling circus will positively not exhibit here this season. It closed its season in Scranton, Pa., in July and went back to winter quarters at Sarasota, Fla."

"But," the ads continued, "Robbins Bros. Circus will present Clyde Beatty."

The Robbins show ran into several lot squawks especially in Lakeland, where a Negro school had leased the lot and an underling of the professor of the school had signed a contract for the entire 10 acres. However, it developed there were several other owners to be reckoned with - and in addition the Negro school wanted another sawbuck to add to the contract price of \$65, waiving a Sells-Floto contract for \$75.

Street Parade

In Lakeland the Robbins show put on a short street parade over the main drag, with several menage riders, a joey wagon, a few animal cages, the big top band and side show band, a half dozen bulls and a few new Studebakers, having made a "Studebaker leads the parade, always" tie-up with the local dealer.

The matinee house was about half capacity with a slightly better turnout for the night performance. The program went on without a hitch, with Gibson making two big bows and an appearance in the concert.

Officials on the lot told The Billboard representative that the Florida business had been "pretty good" but looked for better business as it went on south.

William J. Lester, father of Allen Lester, was on the lot at Lakeland, and helped out, while Roy Dean handled the press back on the show.

Many Posters Up

Within a radius of 50 miles from Lakeland, which to the south and east takes in the Tampa territory too, The Billboard correspondent within the last few days has seen an unusually large number of Robbins poster stands, but the Sells-Floto stands outnumber those of the smaller show two to one - with the green and yellow "waits" topping every stand.

In several instances a careful check showed overpapering - and that caused a holler at Lakeland.

In the radio blasts, usually around noon of show day, Beatty is asked the stock questions, "What was your greatest experience?" and "Which is the hardest animal to train?" along with a dozen others out of the radio man's book.

Lester's work out ahead of the show indicates that he knew how to get the publicity breaks. Papers like The Sentinel-Star at Orlando and The Ledger-Star Telegram at Lakeland usually hard for a press agent to crack, gave him oodles of space - day before stories, unloading stories and the like. In Lakeland Dan Sanborn, of The Ledger Star Telegram staff, worked the parade and the show lot with his news and candid cameras, and a page layout in the paper is scheduled for tomorrow (Sunday).

Atlanta, Oct. 8. - Robbins Bros. Circus will appear on the Highland avenue showgrounds here for two days, October 17 and 18. Advance car arrived Tuesday, one day late. Crew made a wonderful banner showing on the former site of the Terminal Hotel. Show jumps here from Valdosta, then moves to Rome.

Barnes-Sells-Floto Circus will be here November 7 and 8. This means Atlanta will get four days of circus performances, the first time in many years that two circuses have been here in the fall.

Hagenbeck-Wallace Finished

Los Angeles, Oct. 8 - There seems to be no doubt that the Hagenbeck-Wallace Circus has come to a definite finish. The 15-car show which Manager Howard Y. Bary stated would be organized following the forced closing at Riverside, from present appearances, has no chance to go out. The train is still on a siding near Baldwin Park, with some of the stranded troupers sleeping there. Workingmen of the show at the Al G. Barnes quarters were fed on shortened rations until last Saturday, when late in the day Bary ordered the coohouse closed. The story goes that he then gave workingmen, performers and others who happened to be around \$2 each.

Cole Bros.-Clyde Beatty Circus

Plenty of Trouble

Many absolved the Baker-Lockwood Co. Firm any blame for the show's closing, they stating that the show would have gone on had Bary lived up to agreements between himself and representatives of the tent company.

There seems to have been no need for the people's getting into such a sad plight, for the big benefit planned for October 2 in Hollywood been held several thousand dollars would have been raised and distributed. Contrary to reports, Bary was in favor of the benefit and produced a photostatic copy of an agreement drawn up to prove this. He also produced a photostatic copy of an acknowledgment of receipt of \$00 [sic] from Mel Smith to be used for expenses in exploitation of the benefit performance.

It has been learned that Bary sent three advance trucks to carry 32 people east.

Actors Unpaid

Billy Crowson, wire walker, who was seriously injured while with the show in Hollywood and is now at the Los Angeles General hospital, has received no financial aid from the manager, according to the hospital office. Crowson was especially mentioned as one of those to be helped thru the benefit performance.

Several of the young girls of the show are at the WelfareHome, and on checking there, information was that they would be sent to their homes.

The baggage and ring stock owned by the Wabash Valley Bank and Trust Co., of Peru, Ind., has been turned out to pasture. The Ringling-owned equipment and animals, leased by Bary, are at Baldwin Park quarters. Ralph Clawson, representative of the Ringling interests, would not give any information as to disposition of the props=rtty. He has been given a lot of credit for putting out considerable of his own money in helping out in the crisis.

George Davis, steward, left for Peru, Ind., also Mr. And Mrs. Nick Carter. Mr. and Mrs. George Singleton are at Baldwin Park. Workingmen are slowly drifting away.

[The News-Sentinel, Thursday, October 13, 1938]

CIRCUS EMPLOYEE HAS DISMISSED HIS SUIT

South Bend, Ind., Oct 14. - Suit to recover \$210 for services rendered by the South Bend Clinic to an injured employee of Cole Brothers-Clyde Beatty circus was dropped Thursday in Superior court number one by Superior Judge J. Fred Bingham on motion of counsel for the clinic.

The case was an outgrowth of an accident involving Miles Solmon, circus wagon driver, who suffered a broken leg, which was later amputated, when the show played in South Bend, May 19, 1937. The circus was adjudged bankrupt within the past few days in Federal court, and dismissal action was held to be necessary before a claim for the debt might be entered with receivers.

[The News-Sentinel, Friday, October 14, 1938]

ELEPHANTS, ZEBRAS SOLD TO MANUEL KING CIRCUS

The Indiana Circus Corporation today sold two elephants and two zebras to W. A. King, Brownsville, Tex., who is known as the "Snake King" of the southwest.

Mr. King will use the animals in his circus which is titled "Manuel King's Circus" which is now playing a winter engagement in Mexico City. The animals were shipped to Brownsville today by express.

Mr. King has a rattlesnake farm near Brownsville and also captured other kinds of snakes. The venom from the snakes is extracted and is used in various kinds of serums.

[The News-Sentinel, Friday, October 21, 1938]

ROBBINS BROS. CIRCUS HAS RETURNED TO ITS QUARTERS IN THIS CITY

The Robbins Bros. Circus returned to its winter quarters in Rochester Monday morning at 8 o'clock. The show closed its season in Decatur, Ala., Saturday and returned here via the

Cole Bros.-Clyde Beatty Circus

Louisville & Nashville railroad to Evansville, Ind., the Chicago and Eastern Illinois railroad to Cayuga, Ind., and the Nickel Plate Road to Rochester.

Opening its initial season at Kokomo, April 30th the Robbins Bros.Circus under the management of Jess Adkins was the only major circus with one exception that was able to survive what experienced showmen state was one of the "toughest" in the long history of the circus.

Circus is Luxury

The circus as an amusement institution is a luxury at best. Hard times are keenly felt and prosperity fills the ticket wagon with bounteous returns. Only stout hearts of experienced showmen who directed the Rochester amusement enterprise enabled the show to withstand the vicissitudes of an off season.

Only three performances were lost on the season, one day at Johnstown, Pa., on account of a wreck and an afternoon performance at Morristown, N.J., due to a muddy lot. Nineteen states and five provinces in the Dominion of Canada were visited. The circus covered 13,268 miles and traveled as far North as Prince Edward Island in Canada and as far South as Miami, Florida.

Season Was Spotty

The management stated it was difficult to state just what section of the country turned out best. As a whole the show would experience a couple of satisfactory days each week and several very bad days. In other words spotty business was the rule. In Canada the business as a whole was quite up to that experienced in normal seasons.

Clyde Beatty, the famous wild animal trainer and his wife will remain at their home in Rochester until the last of the week. He will present his big wild animal act at the Shrine Indoor Circus in Cleveland, O., next week. Hoot Gibson, famous Western screen star, will remain in Rochester several days before returning to Hollywood, Calif., where he will resume his picture work.

King in City

Jess Murden who was associated with the management is at his home in Peru. Floyd King, general agent, plans to remain in Rochester several days before returning to his home in Memphis, Tenn.

Altogether there were about 600 employees with the show. Many departed for their homes at the closing stand in Decatur, Ala. About one-half of the personnel returned to Rochester with the show. Many will make their home in this city for the winter.

[The News-Sentinel, Monday, October 24, 1938]

JACK MORRIS PURCHASES ROBBINS CIRCUS HORSES

Roy (Jack) Morris, Akron, horse buyer and county commissioner, Monday purchased forty baggage horses from the Robbins Brothers Circus. None of the ring stock or menage horses were sold.

Mr. Morris has moved the horses he purchased from the circus to his farm in Henry township. Many of the horses are in mated teams.

Mr. Morris for a number of years has purchased all of the horses which were used in the Robbins and Cole circuses and also for the circuses which have winter quarters in Peru.

Mr. Morris will start in February to buy more horses to be used in the circuses of the Indiana Circus Corporation during their 1939 season.

[The News-Sentinel, Tuesday, October 25, 1938]

JACK MORRIS PURCHASES 35 COLE CIRCUS HORSES

Roy (Jack) Morris, Akron, horse buyer and county commissioner from the second district, Saturday purchased 35 baggage horses which had been used in the Cole Brothers Circus during the past year.

Last Monday Mr. Morris purchased 40 baggage horses which had been used during the past summer in the Robbins Brothers Circus.

Mr. Morris has moved the 75 head of horses to his farm near Akron. Many of the horses are in mated teams. None of the menage or ring stock horses which will be used as nucleus for the two circuses in 1939 were sold by the circus owners.

Cole Bros.-Clyde Beatty Circus

Mr. Morris for a number of years has purchased all of the horses used in the two Rochester circuses and those which have winter quarters in Peru as well.

Mr. Morris has been commissioned by the local circus owners to start in February to purchase baggage horses which will be used in parades by the Cole and Robbins circuses during the summer of 1939 as the shows travel about the United States and Canada.

[The News-Sentinel, Saturday, October 29, 1938]

ELEPHANT IN PARADE

Porter county Republicans today completed arrangements for the use of a Robbins Brothers Circus elephant in a parade at Valparaiso Saturday night which will close the campaign for the G.O.P. in that county. The meeting at Valparaiso is to be in the form of a Porter county rally.

[The News-Sentinel, Tuesday, November 1, 1938]

CHRISTIANSSEN'S DOGS TO APPEAR AT FT. WAYNE

Jorgen M. Christiansen, noted high school horse and dog trainer of the Cole Bros. Circus, announced today that he was booked for a week's engagement at the General Electric Co. Auditorium, Ft. Wayne, where a United Indoor Circus is being presented.

Christiansen presents two separate features in one, he used 11 Great Danes in a burlesque take-off of Clyde Beatty's Big cat act. The dogs are costumed to represent lions, tigers and a black panther; in the other he uses six Great Danes and a midget pony in a combination of drills similar to that he presented under the big tops with his score or more of Cremolin Arabian Stallions.

The United Indoor Circus presents a matinee and two night shows Sunday, Nov. 13 and two night performances throughout the remainder of the coming week, Mr. Christiansen stated.

[The News-Sentinel, Tuesday, November 8, 1938]

PAINTING CARS

Two railroad cars, a sleeper and an advance advertising car, are being repainted in shops at the Indiana Circus Corporation winterquarters. The cars are part of eight which were purchased by Peru and Kokomo men from the Tim McCoy Circus which closed in Washington, D. C. last spring. The purchasers bought these for speculation.

[The News-Sentinel, Wednesday, December 14, 1938]

CLYDE BEATTY TO APPEAR IN CHICAGO SHRINE SHOW

Chicago, Dec. 16. - Headlined by Clyde Beatty, famous wild animal trainer; the Flying Concellos, who do triple somersaults from the trapeze; Cyse O'Dell, aerial endurance thriller; Ruth Mix, and her company of cowboys and cowgirls, and Ed and Jenny Rooney, with their aerial ballet, the second annual Shrine Winter circus will be held December 31 to January 15 at the International Ampitheater.

Sixty other acts will be presented at thirty-one performances opening New Year's Eve. There will be a herd of fifteen performing elephants, trained seals, dogs, ponies and monkeys. Otto Griebing heads a congress of thirty clowns.

The proceeds will go into the general fund of Medinah Temple, from which donations are made to Shrine charities including the hospital for crippled children, orphans' and old folks' homes.

[The News-Sentinel, Friday, December 16, 1938]

CLYDE BEATTY FILES PAPERS FOR CIRCUS

Indianapolis, Dec. 21. - Clyde Beatty, circus wild animal trainer, has incorporation papers on file with the secretary of state here today for the Clyde Beatty Circus Unit, Inc., of Rochester.

Cole Brothers circus, with which Beatty played last summer, cut the road trip short because of financial difficulties.

Other incorporators of the new firm are Harriett Beatty and F. E. Schortemeier. The capital stock consists of 1,000 shares of \$10 par value. The object is listed as "to operate circus and other amusement enterprises."

[The News-Sentinel, Wednesday, December 21, 1938]

Cole Bros.-Clyde Beatty Circus

BEATTY'S ASSISTANT IS SEVERELY HURT BY TIGER

Earl (Irish) Moore, 70, veteran cat and lion training assistant, was painfully clawed and bitten by one of Clyde Beatty's female tigers at one o'clock this afternoon.

Moore, who is an assistant to Beatty, was engaged in raking out some bones from the tiger's cage when in some manner he came within reach of the animal's claws and he was dragged in close to the bars, where the huge cat ripped deep flesh wounds into his back and arms and also slashed off the little finger of Moore's right hand. The attendant's cries for assistance brought other circus employees to aid and the infuriated tiger was beaten off.

The injured man was brought to the office of a local surgeon where his injuries were dressed and later he was removed to Woodlawn hospital where attending physicians will be on the look-out for symptoms of the dreaded "jungle" or "tiger" fever, which so often follows in the wake of a bite or injury from tigers or lions.

The Beatty cat act animals are now housed at the circus winter quarters here, during an interim in Beatty's winter garden engagements.

[The News-Sentinel, Wednesday, December 21, 1938]

JESS MURDEN SPEAKS ON CIRCUS LIFE AT PERU

Peru, Ind., Dec. 29. - Some "inside" information concerning the operation of tented organizations was given by Jess Murden of this city, official of Cole Brothers and Robbins Brothers circus enterprises of Rochester, in a talk before Rotary at its weekly meeting at the Bearss hotel last night. The program, which was in the nature of a "true or false" contest, was in charge of Omer Holman, Mr. Murden replying to a list of questions on the circus business which had been prepared by Mr. Holman.

Mr. Murden blamed economic conditions for the troubles experienced by most of the major circuses last season, which was one of the worst seasons in the history of the circus business. He defended the union organizations against statements carried in press reports to the effect that union workers hampered operations of the shows by demands for increased wages, asserting that union officials co-operated with the shows in every way possible.

Replies to Questions

Replying to questions asked by Mr. Holman on matters pertaining to the circus, Mr. Murden said: Circus people seldom have time for sightseeing. Often times they never see the business section of the city in which the circus is showing.

The average mileage per year for one of the major circuses is 15,000 miles.

The most interesting day last year was at Callander, Ontario, home of the Dionne quintuplets. It was a real pleasure to see the five little tots.

The parade is debatable among circus folk. There are many who believe the parade is an asset while there are just as many who are of the opinion that it is a liability.

The cost of operating a 15-car-show is between \$2,000 and \$2,500 per day. It is estimated it cost the Ringling Show \$15,000 a day to operate.

Indoor Circuses Asset

Indoor circuses held in some of the larger cities are an asset to road shows as far as advertising goes, but they hurt business when the road shows visit those towns. Cleveland and Detroit formerly were good circus towns, but since they have two or three weeks of indoor circuses each winter the road shows now do well to get expense money.

Liquor and gambling are strictly forbidden on the circus lot, and no show will knowingly permit pick-pockets to follow the organization.

The circus is billed several months in advance and positive dates are known 30 days ahead. The show can be re-routed with less than 30 days notice.

Meals cost from 17 1/2 to 29 cents. There is one big cook tent and the same food for officials, performers and laborers.

Cost of the big top - 6 poles - is approximately \$12,000.

Cole Bros.-Clyde Beatty Circus

The first tent down of an evening is the cook tent. It is off the lot by 6 o'clock. Next is the horse tent and stable equipment. The big top comes down at 11 o'clock and by midnight all wagons are off the lot. Everything is on the train ready to move by 1:30 or so.

[The News-Sentinel, Thursday, December 29, 1938]

EUGENE GRETONA HURT IN FALL AT CHICAGO

Eugene Gretona, a member of the aerialist troupe of the Great Gretonas, who have spent the past two winters in Rochester, and who were featured for two years in the Cole Brothers Circus, was hurt Monday night.

The Gretonas are appearing in the Shrine Indoor Circus which is being held in the International Amphitheater in Chicago. The Gretonas had finished their act and Eugene suffered his injury while descending a rope ladder.

In his fall Eugene Gretona sprained his back and was jarred considerably. He will be unable to work for a few days and another man has been taking his place in the act routine.

[The News-Sentinel, Thursday, January 5, 1939]

CHRISTIANSSEN BEGINS TRAINING NEW HORSES

Jorgen M. Christiansen today began training a herd of ten wild, western-bred, Argentine horses. The renowned horse and dog trainer arrived in Rochester late Tuesday with the animals, which were purchased from a breeder in Oregon. The horses were immediately quartered at the Indiana Circus Corporation's winter quarters here.

The horse trainer is launching a four-months training course for the raw and wild recruits and on June 1st he is booked for a summer's run at the World's Fair in New York City. Mr. Christiansen states his act will be comprised of eight Criollos, a midget pony, two high school Criollos, and his famous Great Dane dog act which is a take-off on Clyde Beatty's "Big Cage" act.

The Criollos are yellow, with dark manes and tails and with black stocking markings. Mr. Christiansen and his wife made a 3,000 mile trip in selecting the matched herd. The horses were shipped to Chicago in a freight car and from there were brought to the circus winter quarters in a special truck.

[The News-Sentinel, Friday, January 13, 1939]

COLE BROS. CIRCUS WILL GO ON ROAD AGAIN THIS SEASON

Cole Brothers Circus will again take to the road this year, was the announcement which was made in the circus winterquarters here today. Incorporation papers were filed at Indianapolis, Thursday, for the circus, under the title of "Cole Brothers Circus, Inc".

The incorporators are Jess Adkins, Zack Terrell and Jess Murden and the articles of incorporation show 1,000 shares of stock with no par value. The purpose of the company is to lease circus equipment and operate a circus.

Jess Adkins and Zack Terrell are veteran circus men and were for years affiliated with the American Circus Corporation of Peru. They organized the Cole Brothers Circus five years ago and the Robbins Brothers Circus last year.

Terrell at Winterquarters

Mr. Murden who resides in Peru is a former member of the Indiana State Highway Commission and has been associated with Messrs. Adkins and Terrell in their circus enterprises for the past five years. Mr. Terrell has been at the circus winterquarters for the past two days.

The new Cole Brothers Circus will be built at the winterquarters here starting immediately. It will be a twenty car show and will have its premier opening under canvas in Rochester Monday, May 1.

Cole Bros.-Clyde Beatty Circus

Clyde Beatty, noted wild animal trainer who has been with the local circus, will not be with the Cole Brothers Circus this year. He has signed a contract to appear at the World's Fair in San Francisco for forty weeks, starting February 18th.

Purchased His Acts

Beatty several weeks ago purchased the fifty lions and tigers he uses in his act from the circus management. It is said he will receive \$3,500 per week during his San Francisco engagement, which is being sponsored by the San Francisco Fair Association.

Mr. Beatty has also purchased the lions, tigers and elephants which were used in an act by his wife, Harriett Beatty. This act has also been contracted by the San Francisco Fair. The Beattys at present are playing winter circus engagements.

Christiansen At Fair

Jorgen Christiansen, noted equestrian director who also has been featured in the local circus will not be with the Cole Brothers Circus this year, but will appear during the summer at the New York World's Fair. He is training a Liberty horse act at the winterquarters here. The horses, ten in number, are Carillos or Western bred Argentine horses.

In addition to this act, Mr. Christiansen has a take off of the wild animal act of Clyde Beatty in which he used Great Dane dogs who are burlesqued as lions and tigers. Mr. Christiansen is appearing at the fair under the sponsorship of a well known manufacturing company.

[The News-Sentinel, Thursday, January 19, 1939]

COLORED MAN DIES AT CIRCUS WINTER QUARTERS

John Sweeney, aged 75, colored, and an employee of the Cole Brothers Circus, died last evening from a heart attack while sitting in a chair in his room at the winterquarters.

Sweeney had a premonition that he was going to die and he so informed several of his fellow employees several days ago, stating that his end would come by the cause and in the manner that it did.

Sweeney had been employed with circuses for many years. He was born in Cape Town, South Africa and came to this country when 25 years old with a load of wild animals which he had helped to capture in safaris.

Sweeney was an unusual negro, circus men stated. They said that he was honorable, could be trusted and always performed more labor than was asked of him.

Funeral services will be held from the Val Zimmerman Apartments at 2 p.m. Friday with Rev. H. F. Rafnel officiating. Interment will be made in the Citizens Cemetery.

[The News-Sentinel, Thursday, January 19, 1939]

CIRCUS HORSES SOLD

Glen Jarmes of Chicago, Monday purchased 44 head of horses of Jack Morris of Akron. The horses were ones which had been used in the Cole Brothers Circus. Mr. Jarmes is building a 15-car circus in Chicago and he will use the horses which he purchased in his parade. Due to inclement weather, Morris was forced to postpone his auction sale of horses Monday, and will hold another sale at a date to be announced later.

[The News-Sentinel, Tuesday, January 31, 1939]

HORSE TRAINER SETS-UP QUARTERS AT FULTON

Jorgen M. Christiansen, world renowned horse and dog trainer, who has been training ten wild Criolles horses and a midget pony at the winterquarters here, today transferred his animals to the Rouch garage at Fulton, Ind., where the school will continue for several weeks.

The change in location was made necessary by the local circus organization needing the space here for the training of their own animals, it was stated. Mr. and Mrs. Christiansen have booked their Horse and Great Dane Dog acts at the New York World's Fair, with their engagement starting June 1st and continuing throughout the summer and fall season.

The noted horse trainer regretted making the transfer, but stated no adequate training accommodations were available here other than at the winter quarters. He added that Rochester

Cole Bros.-Clyde Beatty Circus

people have a standing invitation to visit his new quarters at Fulton and witness the training of the wild horses. He plans to leave for the East during the last week in May.

[The News-Sentinel, Wednesday, February 1, 1939]

WINTER CIRCUSES

The Gretona troupe of aerial performers will leave tomorrow for Cleveland where they will appear in a Shrine Circus in that city. Before returning home the Gretonas will also appear in indoor circuses in Detroit and Toronto. They will be gone from five to six weeks.

[The News-Sentinel, Thursday, February 2, 1939]

QUINTS ARE BORN IN THIS CITY - THEY ARE LION CUBS

The birth of quintuplets in Rochester was discovered today. The quints were born to Pearl and Manelik, jungle reared Nubien lions, who are owned by Clyde Beatty, famed wild animal trainer.

The cubs were born ten days ago but have been kept in darkness until today because light before that time will cause the baby lions to be blind and further the mother lion if kept in captivity will at the slightest provocation become excited and in an effort to protect her young will kill them rather than to have them harmed.

The parents of the quintuplet cubs are each six years of age. This is their first litter. They have been used in Clyde Beatty's wild animal act for the past three years. Manelik is one of Beatty's stand up lions.

The lions were born at the Cole Brothers Circus winterquarters here but the den was not broken into until today by Beatty. Usually a litter of lions is two and it is very rare that three are born but a litter of five is as unusual in the lion kingdom as was the birth of the famed Dionne quintuplets in the human race.

Clyde Beatty and his wife Harriet Beatty decided to name the five lion cubs after the Dionne quints, Cecille, Yvonne, Marie, Annette and Emille, as all of the baby lions were females. The cubs are all healthy and should give Beatty plenty of trouble a few months hence when he tries to train them.

Clyde Beatty and his wife have signed a contract to appear at the San Francisco world's fair for forty weeks under the auspices of the fair association. They will make their first appearance there February 18. The qints will be displayed at the fair.

[The News-Sentinel, Saturday, February 4, 1939]

NEWSMEN CAME HERE TO PHOTOGRAPH BABY LIONS

The quintuplet lion cubs which were born ten days ago to Manelik and Pearl, Nubian lions owned by Clyde and Harriett Beatty, have been receiving much publicity in newspapers in all parts of the United States.

The birth of quintuplet lions is as much a rarity as that of the Dionne quints in whose honor the baby lions have been named. Each of the cubs now weighs three pounds.

Yesterday news reel and newspaper and news picture service men were here and the Beattys permitted the photographing of the lions in the Cole Brothers Circus winter quarters where they were born.

Light Would Blind

The birth of the quints was not discovered for ten days because Clyde Beatty feared that light would blind them or the mother kill them rather than to let some one handle them in the darkened den in which they were born.

Yesterday food was used as a ruse in getting Pearl into a cage at the side of the one in which she had given birth to the five cubs. When Pearl saw her babies in a basket near the cage to which she

Cole Bros.-Clyde Beatty Circus

had gone to get food she became very angry and bellowed loud and long and attempted to break the iron bars which held her.

In Sound Pictures

Photographers from the following news picture services, NEA, Inc., Associated Press, United Press, International News, World Wide Pictures and Acme News Pictures were here as well as Jack Barnett, Chicago, sounding moving picture operator from Fox Movietone.

The news reel of the lion quintts will be shown in first run picture theatres in the cities over the coming week and in Rochester next week.

Charles Lockridge, local photographer, also got two very good pictures of the baby lions in a clothes basket held by Clyde and Harriett Beatty. These pictures he has placed on display in the window of his studio where they are attracting much attention.

[The News-Sentinel, Wednesday, February 8, 1939]

HUMANE SOCIETY GIVES CIRCUS A CLEAN BILL

(Warsaw, Ind. Union)

Clyde Beatty's animals in the Cole Bros. Circus at the Rochester, Ind. winter headquarters, are not even hungry and they are not "eating each other up" according to a report made by the investigating committee of the Indiana Humane Education society, released by Mrs. Ernest Martin, president, today.

The committee has made an exhaustive investigation and complete examination it was revealed. All animals are well fed and the rumors in circulation were without foundation, the report indicates.

According to the society investigating committee the report that the animals were starved and eating each other grew out of the fact that Mr. and Mrs. Leopard, two well fed and sleek critters, had a family quarrel and so the report read, "Mrs. Leopard beat up on Mr. Leopard just once too often and much too thoroughly and then bit a couple chunks out of him and swallowed them."

Just what Mr. Leopard did to annoy his spouse is not made clear. Anyway Mr. Leopard has gone to the realm where all good leopards go and all of him went there save the two chunks his wife swallowed to remembver him by.

[The News-Sentinel, Friday, February 17, 1939]

MARX BROTHERS WITH COLE BROTHERS CIRCUS

Louella O. Parsons in the Chicago Herald-Examiner's Hollywood letter says:

"The Cole Brothers circus will be enlivened by the presence of the mad Marxes for a three weeks visit. They will learn circus gags for their "Day at the Circus." The boys were very unhappy over "Room Service," an RKO comedy with a plot, but they are cured now and glad to return to any comedy at Metro-Goldwyn-Mayer. When they come back from circusing, Lana Turner will give up her night club dates to play the femme lead and Eddie Buzzell will direct."

[The News-Sentinel, Friday, February 24, 1939]

CIRCUS UNIT LEAVES

A unit containing a number of performers and trained animals left the Cole Brothers Circus winterquarters here Saturday morning for Minneapolis where they will appear at an indoor circus this week sponsored by the Shrine Club of that city. Next week the unit will appear in St. Paul also under a Shrine Club sponsorship. Among those who went to Minneapolis were John Smith, Gladys Wychoff, Betty Stevens, Arlene Ledgett, Mr. and Mrs. Harry McFarlan and Mr. and Mrs. Eddie Allen.

[The News-Sentinel, Monday, February 27, 1939]

LION QUINTUPLETS PROVE BIG HIT OF SHRINE SHOW

The lion quintuplets, born at the Cole Brothers Circus winter quarters here, which Clyde Beatty their owner, named after the famous Dionnes are proving the big feature of the Shrine Circus which is now being held in Detroit, Mich.

Cole Bros.-Clyde Beatty Circus

The Ford Motor Company has built a special all-glass truck painted white like a hospital car to hold them. They are paraded ahead of the spectacle at the opening of the circus and later put on exhibition in the lobby of the Colosseum in which the show is being held. A screen top is provided for the special Ford car.

The Shrine circus got away to a slow start in Detroit due to a flu epidemic in that city but then started to speed up and by Wednesday afternoon had played to 50,000 persons which set an attendance record in that city. The Ford Company has also provided the circus with a special built Ford coupe for use in the clown alley and 17 clowns are able to ride in the car, this to demonstrate the roominess of the machine.

A number of other acts from the Cole Brothers Circus are in the Detroit indoor show other than Beatty and his wild animals. They are Emmet Kelly and Otto Griebing in the clown alley and the Gretonas in their high wire act.

The women circus performers, both of whom have many friends in Rochester and who have resided here for short periods of time, were injured during the Shrine show in Detroit.

Hospital attendants reported today that Mrs. Vernon Orton, 31, whose home is in Adel, Iowa, suffered fractures of both wrists and suffered possible internal injuries when she fell 40 feet from a trapeze.

Mrs. Orton, who performs in an aerial act with her husband, Vernon, slipped and fell before a crowd of 5,000 at a matinee show. Physicians said her condition was fair.

Before Mrs. Orton was injured, Margaret Strickler, an equestrienne performer, was hurt when her horse slipped and fell on her. Two bones in her foot were fractured.

[The News-Sentinel, Wednesday, March 1, 1939]

CLYDE BEATTY EMPLOYEE IS INURED BY TIGER

Detroit, March 2. - Marven Cramer, Trenton, N.J., who is better known as "Scottie", an animal keeper [employed by Clyde Beatty was] clawed yesterday afternoon by a tiger.

Cramer was repairing a loose door of the tiger cage when one of the animals clawed his leg and attempted to pull him into the cage. Other attendants rescued Cramer, who was taken to Highland Park Hospital for treatment.

The injury to Cramer was the fourth during the circus at the state fair colosseum.

[The News-Sentinel, Thursday, March 2, 1939]

[no caption]

Cole Bros. Circus problems climaxed this date when petitions were today filed in the South Bend, Ind. Federal Court to force The Cole Bros., Robbins Bros. Circuses and Indiana Circus Corporation to be adjudged bankrupt. Cole had been adjudged back in October of 1938.

[Francis E. Sanders, The Cole Bros. Circus From Rochester, Indiana, copyright 1986, Harmony Press, Inc., Bourbon, Ind., p. 204. dated Wednesday, March 8, 1939. This item did not appear in The News-Sentinel]

LION HANDLER IS GIVEN FINE, PENAL FARM TERM

John E. Smith, aged 50, a lion handler employed by Clyde Beatty, pleaded guilty in circuit court this morning to making a false affidavit to receive benefits from Indiana Unemployment Compensation Division.

Judge Robert Miller gave the defendant a fine of \$20 and costs and a thirty-day term on the penal farm. Unable to pay the fine Smith will have to remain at the farm for the next two months.

The case against Smith was uncovered by Atty. J. B. Clements, Indianapolis, an investigator for the Indiana Unemployment Compensation Division.

In the complaint Smith was charged with making an affidavit on December 29, 1938 that he was unemployed to obtain \$8 per week in benefits.

Investigation showed that Smith was receiving \$6 per week from Beatty for part time work which he failed to report to the local examiner. Under Smith's plan he was obtaining \$14 per week from

Cole Bros.-Clyde Beatty Circus

his employer and the state. Six affidavits could have been filed against Smith for misrepresentation but only one was preferred.

[The News-Sentinel, Saturday, March 11, 1939]

[no caption]

Today both the Robbins Bros. Circus and Parent Corp. "The Indiana Circus Corporation" were adjudged bankrupt along with the Cole Bros. Circus. The statement lists Cole Bros. Circus with debts of \$418,338.00 and no assets at all. \$40,000 of this amount was owed to The Associate Investors [sic], \$54,885.00 is listed due to employees for their back wages and \$319,324.00 being showed owed to other creditors. It was speculated that since the foreclosure came before the show was adjudged bankrupt, then Associates had control all the way. Associates sold seventy head of the baggage stock.

Associates Investors then appointed Jess Murden to watch over their circus interests. The loan company provided funds to feed the animals and Murden was to be accountable for everything spent for the show. He was also given authority to sell any animals and equipment he saw necessary. The new Bud Anderson motorized circus has purchased from Cole Bros. three baby elephants, two young camels, eight of the liberty horses, three menage horses, three wild west horses, and props and harness for the same. Also eight elephants were sold to zoos and individuals. It was stated that no wagons had been sold. Seven of the Mt. Vernon flat cars are to be sold to the Strates Carnival railroad show in the near future. There isn't much market for circus animals and equipment at this time since so many shows are in the same predicament as the Cole Show.

Adkins and Terrell are still optimistic about taking out their circus in 1939. It was left up to The Federal Referee for the three bankrupt corporations to review the fact and hand down conditions for Adkins and Terrell to take out a 1939 show. Back on January 19th, incorporation papers had been filed for Adkins and Terrell's new show. The name being "Cole Bros. Circus, Inc." The incorporators at that time were listed as Jess Adkins, Zack Terrell and Jess Murden. Schortemeier, one of the original incorporators of the first corporation is supposed to be a backer of this new show. Associates did give permission for Adkins and Terrell to take out this new show. Adkins and Terrell are to lease equipment to take this show on the road. It is to be a 20-car show. After getting the final approval, work was immediately begun to build the new show at winterquarters. As in the past, winter units will be sent out for indoor dates. Already booked are Shrine Circus shows at St. Paul, Minneapolis and other large police shows including St. Louis.

[Francis E. Sanders, *The Cole Bros. Circus From Rochester, Indiana*, copyright 1986, Harmony Press, Inc., Bourbon, Ind., p. 204. dated Tuesday, March 14, 1939. This item did not appear in The News-Sentinel]

ON AIR MONDAY

Clyde Beatty left for Hollywood, Cal., today where he will appear on the program of Eddie Cantor next Monday night as a guest star. Beatty will be interviewed as to the training of wild animals.

[The News-Sentinel, Thursday, March 16, 1939]

LEAVE FOR OMAHA CIRCUS

Mr. and Mrs. Clyde Beatty left today for Omaha, Nebraska where they will use their animal acts in a Shrine Circus which will be staged in Omaha from March 27 to April 1 inclusive.

Mr. Beatty will exhibit his lion and tiger act and Mrs. Beatty her tiger, lion and elephant act. The Beattys and other units from the Cole Brothers circus will appear in a Shrine indoor circus in St. Louis from April 9 to 22. From April 2 to 9 Mr. and Mrs. Beatty will visit with friends in Miami and Ft. Lauderdale, Florida.

[The News-Sentinel, Saturday, March 25, 1939]

[no caption]

Cole Bros.-Clyde Beatty Circus

Latest plans for Clyde Beatty to appear at The World's Fair in New York City have been foiled by Frank (Bring em Back Alive) Buck. Buck's Jungle Land Exhibit will rule out the Clyde Beatty and his forty wild animal act at the fair. A clause in the World's Fair program contract is the cause for Beatty's rejection. Beatty's efforts to get a concession was turned down by the fair officials. They referred him to Frank Buck who they say has the exclusive right for the entire fair. Although up to now Buck had a walk in education exhibit, he had planned two small animal acts at the corner of his plot. Buck while interviewed said that even though his act won't be as big as the Beatty act, Beatty and his act could still steal the thunder from his own acts and exhibit.

Fair officials were reluctant to comment on this issue. Meanwhile the question arises, should an exhibit which is 9/10 educational and 1/10 animal act exclude an act which is wholly animal act and the most famous one of it's kind. Buck and Beatty have been in conference but can't reach any agreement. Buck says he and Beatty are still good friends but look at it from my point, he states, I spoke for 80,000 square feet of Grover Whalen, that was even two years ago and got my contract rental of ground for \$25,000.00 this was to exhibit 1000 monkeys to run around on concrete mountains and to have elephants roaming around. Admission is 25c. 75c admissions would cover everything. Beatty now is in Omana, Nebraska appearing in a Shrine Circus. He couldn't be reached for comment on this issue. Beatty believes there is as much difference between his animal act and Frank Buck's act as there is between Buck's and two others at the World's Fair. Children's World include an animal circus, Cavalcade of Centeours operated by John Ringling and this includes a rodeo. These are the other two.

[I am puzzled and couldn't learn of Beatty's change of supposedly to be at The San Francisco World's Fair and now this release of him being instead at the New York World's Fair. -Francis E. Sanders]

[Francis E. Sanders, The Cole Bros. Circus From Rochester, Indiana, copyright 1986, Harmony Press, Inc., Bourbon, Ind., p. 204. dated April 1, 1939. This item did not appear in The News-Sentinel]

NORMA SHEARER'S DOUBLE TO BE WITH COLE CIRCUS

The lady aerialist who doubled for Norma Shearer in one of the season's outstanding movie hits "Idiot's Delight" will be a member of the Cole Brothers Circus troupe of aerialists during the 1939 circus season it was learned here today.

Miss Stella Cronin, Los Angeles, Cal., is the lady who doubled for Miss Shearer and she is working out each day at the circus winter quarters here. While a resident of this city Miss Cronin is living in the Delbert Ewing residence at 719 North Madison Street.

Marked Resemblance

Miss Cronin bears a marked resemblance to Miss Shearer and it can readily be seen why a casting director would select her to double for the noted film actress who was co-starred in this picture with Clark Gable.

The picture which was taken from Robert Sherwood's Pulitzer prize play was produced by the Metro-Goldwyn-Mayer studios and had its premier in Hollywood, January 27. It was exhibited in the Char-Bell four weeks ago and is now having its first showings in Chicago.

Opens in America

The story opens in America with Miss Shearer who played the part of Irene appearing in a cirxus as an aerialist and as an "iron jaw" artist. These are the scenes in which Miss Cronin doubled for Miss Shearer.

Later Miss Shearer left the circus and began an association with Gable who played the part of Harry. Their paths drifted apart and years later both were in a European city while the menace of war was hanging over the country.

Miss Sheare at the time was a friend of a man who was a munitions manufacturer and who was interested in engulfing Europe in war. Harry at the time was playing in musical comedy in the European city which show was witnessed by Miss Shearer.

Cole Bros.-Clyde Beatty Circus

Recognized Gable

Miss Shearer immediately recognized Gable but he did not recognize Miss Shearer, but thought she was one of his former sweethearts. Their paths crossed and they saw considerable of each other, but Miss Shearer would never admit her identity.

War broke out when planes from another country bombed the European capital in which Harry and Irene were living. Weber deserted Miss Shearer and when Harry heard of this he returned and found Irene who admitted she was his former sweetheart. It was then that both realized that they were the only sane persons in a world run by idiots.

Many Circus People

A number of circus people and circus acts were used in filming "Idiot's Delight." Among them were Cheerful Gardners troop of elephants, camels and menage horses. Other Cole circus aerialists used in the picture are William and Helen Partello and Golda Grady.

Miss Cronin has been with circuses for the past twelve years among them Sells -Floto, Hagenbeck-Wallace, Ringling and with Cole Bros. in 1936.

Lifted Twelve Feet

In filming "Idiot's Delight," Miss Cronin said that Miss Shearer in the "iron jaw" act, in which she hung suspended in the air by a strap she held in her teeth, was lifted to a point twelve feet above the ground.

At this point the cameras were stopped and Miss Cronin took over Miss Shearer's part in which she was pulled to the top of the circus tent to go through her act routine.

Learned Part Rapidly

Miss Cronin in speaking of Miss Shearer, said the remarkable part of the picture to her was the rapidity with which Norma learned her roles as an aerialist and as an "iron jaw" performer.

Miss Shearer seemed to like the work and did not want to have Miss Cronin relieve her when she was pulled to the top of the circus tent, but M-G-M studio officials would not hear to her pleas because of possible injury to their noted film star.

[The News-Sentinel, Saturday, April 1, 1939]

MANY VISIT CIRCUS

Ideal weather conditions which prevailed here Sunday caused many persons from other cities to drive to Rochester to visit the Cole Brothers Circus winterquarters. It is estimated that 1,000 people visited the quarters yesterday. This Cole circus will open under canvas here May 1.

[The News-Sentinel, Monday, April 3, 1939]

FORMER COLE EMPLOYEE FOUND DEAD IN PERU

Peru, Ind., April 5. - Arthur Ferguson, alias Jackson, 44-year-old negro, was found dead at 2:30 o'clock yesterday afternoon in a house at 56 East Ninth street, where he roomed.

Mrs. Pearl Jones, colored, who operates the house, called city police when she was unable to awaken the man. Chief Edward R. Hobbs and Patrolman Claude Clarke found that he was dead. They summoned County Coroner A. S. Newell, who indicated his belief that heart disease had caused death.

Formerly an employee of Cole Brothers circus, Ferguson recently had been employed as an "extra gang" laborer by the Chesapeake & Ohio railway maintenance-of-way department.

No relatives were known to the local authorities or friends of the man. The body was taken to a Peru mortuary on East Third street pending further investigation.

[The News-Sentinel, Wednesday, April 5, 1939]

CIRCUS CREDITORS HELD MEETING IN COURT HOUSE

Alvin Marsh, Plymouth, referee in bankruptcy, after a hearing in the county commissioners room in the court house yesterday held the Indiana Circus Corporation, The Cole Brothers-Clyde Beatty Circus, Inc. and the Robbins Brothers Circus, Inc., as bankrupt. The referee declared the bankruptcy as a "no assets" case.

Cole Bros.-Clyde Beatty Circus

Zack Terrell and Jess Adkins, owners of the two circuses were questioned by creditors and their attorneys. They blamed the financial difficulties of the circuses last year to business depression, cold and rainy weather and labor trouble. Both then stated that the 1938 season was the worst in the history of the circus business, but both were very optimistic as to the 1939 season.

During the hearing, it was brought out that Messrs Adkins and Terrell with Jess Murden, have incorporated a new Cole Brothers Circus and have offered to repay all creditors of the three former circus corporations on a basis of ten per cent by the issuance of five-year non interest bearing notes. This plan seemed to meet the approval of the creditors who were present. After the hearing, Referee Marsh stated, "that while the liabilities of the three circus corporations by their statements are large, I have been unable to find any suggestion of fraud on the part of the circus owners."

The petition asking that the circus corporations be declared bankrupt was filed last August in the United States District Court at South Bend by a group of Italian equestrians who had been appearing in the Cole circus. They asked the bankruptcy because of unpaid wages.

[The News-Sentinel, Thursday, April 6, 1939]

COLE CIRCUS ACTS TO ST. LOUIS SHRINE SHOW

A number of acts from the Cole Brothers Circus will leave Tuesday night for St. Louis, Mo., to appear in an indoor circus which is to be staged in that city by the Shriners. The circus will open April 14 and close April 23rd.

Among the acts which will go to St. Louis are three elephant acts in charge of Eugene Scott, 3 8-horse acts war [sic]; two seal acts in charge of Albert Fleet; a menage-horses in charge of Stella Cronin, Georgia Sweet, Edith Widener, Josephine Cofield, Marion Knowlton, Billy Cook, Mable Burkhardt and Helen Partello.

In addition horses to be used for high jumping and standing races will be sent from the winterquarters here. Clyde Beatty and his trained lions and tigers with five quintuplet lion cubs will also be featured in the St. Louis show and will leave Rochester with the other acts. H. J. McFarland will be the ringmaster.

The Cole circus winterquarters was visited by over 1500 persons Easter Sunday who viewed the buildings where the animals are kept and where performers are practicing their various acts.

It is presumed that each Sunday until the departure of the circus on its summer migration about the United States and Canada on May 1 will be visited by larger crowds. Winterquarters are open also on week days.

[The News-Sentinel, Monday, April 10, 1939]

DOG ACT TO CHICAGO

J. M. Christianson who has been training dogs, ponies and horses at Fulton will take his ten Great Dane dogs to Chicago Thursday where he will appear in an indoor circus at the Chicago Stadium. This circus has a two weeks engagement in the Stadium.

[The News-Sentinel, Wednesday, April 12, 1939]

COLE CIRCUS BANNERS PLACED IN ROCHESTER

The Cole Brothers circus crew of billposters, lithographers, and programmers yesterday billed Rochester and within a radius of thirty miles of the city announcing the opening of the circus's 1939 season under canvas in Rochester on May 1.

The crew of the advertising car under the direction of William Backell and Clyde Willard placed plenty of lithographs in Rochester and vicinity. Many of the posters were of new designs in the circus world.

The circus advance car left Rochester last night over the Nickel Plate for Marion, Ind., where the circus will appear on May 2. Other Indiana cities to be visited are Fort Wayne, Lafayette, Terre Haute, Indianapolis, Anderson, Muncie and Richmond.

[The News-Sentinel, Tuesday, April 18, 1939]

COLE CIRCUS TO PUT UP BIG TOP ON GOSS LOTS

Cole Bros.-Clyde Beatty Circus

The big top and the smaller tents of the Cole Brothers Circus are being treated with waterproofing material this week at the winterquarters preparatory to the opening of the summer circus season.

The circus will have its 1939 premier under canvas in Rochester on Monday, May 1st. The Goss lots, near the intersection of Roads 14, 25 and 31 on South Main Street near Seventeenth Street, will again be the site for the circus. The big top will be erected next Saturday.

In the meantime, performers are arriving at the winterquarters each day and are practicing their acts preparatory to the opening of the circus season. The band members under Vic Robbins will report here Wednesday for rehearsals.

The indoor circus at St. Louis, under the auspices of the Shrine Club, and in which a number of Cole circus acts took part, broke all attendance records in the Missouri city. The acts sent from Rochester will arrive back in this city at 3 a.m. Tuesday. The St. Louis show will close Monday night.

The Cole circus winterquarters was visited by over 2,000 persons Sunday who drove to this city from many points in northern Indiana. The fine spring weather Sunday was one of the incentives for such a large outpouring of visitors. The crowd which visited the circus winterquarters yesterday was the largest so far this spring.

[The News-Sentinel, Monday, April 24, 1939]

COLE CIRCUS TO STAGE BIG FREE STREET PARADE

The Cole Brothers Circus will again have a street parade this year it was announced at the winter quarters today. Cole Bros. Circus is the only large American circus this year which will have such a free display.

For the past two years the Cole circus did not have a street parade, but this year the owners of the show decided that it made people more circus minded if such a display was staged.

Leave Grounds At 11 a.m.

In keeping with the new policy a street parade will be given by the Cole Bros. Circus here next Monday, May 1. The parade will leave the Goss lots at 11 a.m. And pass over certain residential and business streets in Rochester.

The Cole Bros. Circus parade will be approximately a mile long and will include several herds of elephants and camels. Cages of wild animals and new wagons and floats will be employed. A feature of the parade will be several clown bands.

All of the Cole Bros. Circus wagons were repainted this winter at the winter quarters and now present a very pleasing sight. An entirely new wardrobe was made during the winter under the direction of Mrs. H. J. McFarland.

New Calliope

Vic Robbins, Bangor, Maine, leader of the circus band of twenty-five members, arrived at winter quarters today and band rehearsals will start tomorrow. Art Reis, Lawrence, Kans., new calliope player also came to this city today. A new calliope was built for him at the circus quarters during the winter months.

Reserved seat and general admission tickets for the Cole Bros. Circus will go on sale at Coplen and Shafer drug store and the Berghoff Cafe at 9 o'clock Thursday morning. A special price will be in effect for the Monday afternoon performance. At this matinee children general admission tickets will be 25 cents and those for adults 50 cents.

[The News-Sentinel, Wednesday, April 26, 1939]

COLE CIRCUS HAS MANY NEW ACTS FOR THIS YEAR

The Cole Bros. Circus which opens its 1939 season under canvas here next Monday, May 1 on the Goss lots at the south edge of the city has assembled some of the greatest circus acts in the world for this year's tour.

Jess Adkins and Zack Terrell, owners of the circus during thre winter signed their feature acts after first seeing them in indoor circuses in large cities in the middle west and the east.

Came from France

Cole Bros.-Clyde Beatty Circus

The Cole circus this year will feature the Loyal-Repensky troupe of twelve in their riding act. The members of this troupe are natives of France and came to this country last fall after appearing in the Cirque Francis in Paris for a year and prior to that in a number of circuses in European cities. Their presentation is considered tops in riding acts.

Another new feature is the flying act of Clayton Beehee. There are three persons in this act. Beehee is the only aerialist in the United States who can do the triple turn from one catcher to another. This act is considered the best of its kind in the circus world.

Two old favorites will be back with the Cole circus. The Gretonas and their high wire bicycle act and Frank Sheppard, aerialist, whose somersault from a trapeze near the top of the tent and catching himself by his heels is a real chiller. Both Sheppard and the Gretonas work without nets in which to fall if a slip were made in their act routine.

Tickets for the Cole circus went on sale today at the Coplen and Shafer drug store and the Berghoff Cafe with a brisk demand for the ducats. The doors to the circus will open Monday after the street parade which will be staged over the streets of Rochester leaving the show grounds at 11 o'clock.

A special price has been put into effect for the Monday afternoon performance. At this matinee children's general admission tickets will be 25 cents and those for adults 50 cents.

[The News-Sentinel, Thursday, April 27, 1939]

PURCHASES BABY LIONS

Big Rapids, Mich., April 27. - Two of the 10-week-old quintuplets born to one of Clyde Beatty's lionesses have been purchased by Alfred B. [Line of type missing] other young animals in his Peter Pan exhibit them with bears, monkeys and Clerk of Big Rapids. [Sic]

[The News-Sentinel, Thursday, April 27, 1939]

BEATTY LION SPENDS DAY IN LINCOLN HOTEL

Indianapolis, April 27. - A majestic shrug was all the regard a 700-pound lion - a star performer in Clyde Beatty's trained wild animal act - had as he was being registered Wednesday in the Hotel Lincoln.

Not a guest in the strictest sense of the word, for he didn't have the "run" of the hotel, the lion was a guest in that he was quartered a greater part of the day in the fourteenth floor awaiting the regular appearance at the annual jungle feast of the Loyal Order of Lion Tamers, a social organization of Chevrolet salesmen and dealers in the Indianapolis sales zone.

"Detroit," as he was known to his keeper, was shipped to the hotel from circus quarters at Rochester in cage No. 18.

[The News-Sentinel, Thursday, April 27, 1939]

COLE CIRCUS BIG TOP ERECTED ON GOSS LOT EARLY SATURDAY; STREET PARADE MONDAY A.M.

The big top of the Cole Brothers Circus was erected on the Goss lots at Seventeenth and Main streets early Saturday morning. The canvas of the main tent and all of the smaller ones was treated with paraffine at the winterquarters during the past week and all are now absolutely waterproof. First meals were served in the cook tent at the showgrounds this morning.

All day long the circus grounds was the mecca for small boys of Rochester and surrounding territory. All wanted some kind of a job, preferably watering the elephants, which would entitle them to earn a ticket for the big-show.

Opening Under Canvas

The Cole Bros. Circus will have its premiere under canvas here next Monday, May 1. The opening in Rochester is in keeping with a custom established by Jesse Adkins and Zack Terrell, owners of the circus, when they selected this city as the city for their winter quarters five years ago.

Cole Bros.-Clyde Beatty Circus

A free street parade will again be staged this year by the Cole Bros. Circus. This parade which is approximately a mile long will leave the circus grounds at 11 a.m. and travel north in Main street to Eleventh, west in Eleventh to Jefferson, north in Jefferson to Fourth, east in Fourth street to Main and thence south in Main street to return to the Goss lots.

A number of American circuses have abandoned giving a free street parade because of the great expense incurred in the staging of such a spectacle. Messrs. Adkins and Terrell do not subscribe to this theory, but believe that a street parade is a part of the circus and that people expect such a spectacle to be staged.

Ordinances Passed

In a number of places in the United States, city councils have passed ordinances at the request of business men, banning the granting of permits to circuses to show in their city unless a free street parade is staged.

The reason for this is that the business men know that the street parade is a business stimulator and that many persons will come to town early to do their buying and then go to the circus. If the street parade were not staged the potential customers would drive directly to the circus grounds from their homes and thus in many instances not make any purchases in business establishments.

Menageris Increased

The menagerie of Cole circus was increased today with the addition of the only baby hippopotamus in the United States and also a llama and a sacred cow. These animals came from the United States Zoological Gardens in Washington, D.C.

Rehearsals were started Friday at the winterquarters for the gigantic spectacle "La Argentine" which will open the Cole Bros. Circus. The spectacle was planned by Rex de Rosselli, production manager of the circus and the musical score has been arranged by Vic Robbins, musical director of the circus.

The Cole Circus will present one of the best programs in its history. The Loyal Repensky troupe of twelve riders from France, Clayton Beehee's troupe of aerialists and Art Mix and his congress of cowboys and rodeo stars are new features this year while many of the acts which were given top billing in former years, among them the Gretonas, high wire bicycle riders, Georgia Sweet, equestrienne, and Frank Sheppard, aerialist will be back again this year.

Demand For Tickets

A brisk demand for tickets for the Cole Bros. Circus opening performances Monday was reported at the Coplen and Shafer drug store and Berghoff Cafe, where ticket offices have been opened.

The ducats went on sale Thursday morning. A special reduced price has been established for the Monday afternoon performance. At this matinee children's general admission tickets will be 25 cents and those for adults 50 cents. Immediately following the parade the doors to the side shows and the "big top" will be opened.

[The News-Sentinel, Saturday, April 29, 1939]

HUGE CROWD HERE TO ATTEND COLE CIRCUS

THOUSANDS BANK STREETS TO VIEW COLORFUL PARADE

Rochester, home city of the world famous Cole Brothers Circus, was host to thousands of people today as the home-town circus opened its 1939 season under the big top with matinee and evening performances being presented on the Goss lots at Seventeenth and Main streets.

The day's activities got underway to a colorful and glamorous start at 11:30 o'clock when the big free street parade, approximately one mile long, moved over Main, Eleventh, Jefferson and Fourth streets. Many people banked the streets to watch the parade along the entire route. The crowd in the business district was very dense.

Some of The Features

Cole Bros.-Clyde Beatty Circus

Two beautiful equestriennes mounted on equally attractive chargers and each carrying American flags, followed close behind a Studebaker car headed one of the most spectacular street parades ever staged by any American circus.

In addition there were gold trimmed band wagons with their crack musicians blaring out the latest song hits of the day in which they featured "When the Circus Comes to Town"; the open cages of lions and tigers; the crack squads of horsemen and lady equestriennes and their arch-necked, glistening and prancing mounts; the clowns; the allegorical portrayal of fairyland characters; the only baby hippopotamus in captivity; the herd of ponderous elephants which numbered 25; Art Mix's congress of rough riders, Indians, cowboys, and Cossacks; the head balancers; the Chinese acrobats; the Czechoslovakian troupe of aerialists; Loyal-Repensky troupe of horseback riders from France; the trick donkies; two steaming tooting calliopes in fact scores and scores of featured displays and countless menagerie exhibits.

Sparkling Costumes

The costuming was very unique and colorful. The costumes all of them bristling in their sparkling newness which adorned the hundreds of stars of the sawdust ring was in itself one of the marvels of the street exhibition. It was evident that the Cole Bros. Circus owners, Jess Adkins, Zack Terrell and Jess Murden, had spared no expense in giving Rochester the biggest and costliest parade it had ever witnessed.

For the first time in the history of the Cole Brothers Circus on opening day in Rochester, Dame Fortune seemed to smile on the show and gave Messrs Adkins, Murden and Terrell a break when it came to weather. The skies were clear and it was just warm enough to make sitting in the big top comfortable.

The break which the Cole Bros. Circus owners got in the weather today is considered by many as an indicator that good luck will again smile on them and that this should be one of the most successful seasons in the history of the local circus.

Traffic Well Managed

An extra police force with the assistance of a detail of ten state policemen and members of the Rochester Boy Scout troops, handled the traffic in a most orderly manner. No traffic jams or accidents were reported by police.

The business houses, especially those catering to appetites of the milling circus fans, did a tremendous business today as did countless stands in the vicinity of the circus grounds.

Rehearsals Sunday

The Cole Bros. Circus big top was erected Saturday afternoon and rehearsals for the opening spectacle, "La Argentina" were held Sunday afternoon and evening. This spectacle was staged by Rex Rosselli, production manager of the Cole Bros. Circus, and the musical score was arranged by Vic Robbins, leader of the circus band. Many Rochester people witnessed the rehearsals Sunday. In fact the circus grounds were crowded all of yesterday with visitors not only from Rochester but from other cities.

The advance sale for tonight's show indicates that another capacity crowd will be on hand for the evening's performance. As soon as the Art Mix congress of cowboys, cowgirls and movie stars conclude their concert tonight the circus will leave for Marion where two performances are to be given tomorrow. Other Indiana cities to be visited are Fort Wayne, Lafayette, Terre Haute, Indianapolis, Muncie and Richmond.

[The News-Sentinel, Monday, May 1, 1939]

CHRISTIANSEN LEAVES FOR NEW YORK FAIR

Jorgen Christiansen, who has been training a number of horses, ponies and dogs in a building at Fulton for several weeks, Monday evening left for New York.

Mr. Christiansen took his eleven Great Dane dogs, two ponies and ten horses which were wild when he purchased them from ranches in the West several months ago.

Mr. Christiansen has a six-months contract for the World's Fair in New York and will exhibit his horses, dogs and ponies there. The animals were transported to New York in Willard Holland's two large trucks.

Cole Bros.-Clyde Beatty Circus

Mr. Christiansen appeared in the indoor circus at the Chicago Stadium for the past two weeks with his Great Dane dogs and a pony. The Stadium engagement closed Sunday night.
[The News-Sentinel, Tuesday, May 2, 1939]

HOME-TOWN CIRCUS PRONOUNCED TOPS; BIG CROWD ATTENDS

While it may be true Hitler with his gigantic war machine is the stellar attraction in Europe, a bit of the thunder may be obliterated here in America by the high acclaim which will undoubtedly be bestowed upon Cole Bros. New 1939 revitalized circus.

This forecast is based on the almost 100 percent turnout Rochester and surrounding community gave to the home-town circus in the initial season's performance in this city Monday. Irrespective of the unseasonable cold temperature both the afternoon and evening shows were presented to a near-capacity crowd - and everyone from the kiddies to the grandpappies pronounced this season's show even greater and far more thrilling than the big spectacular show of 1935.

Thrill Upon Thrill

From the first toot of the calliope which announced that the vanguard of the old-time parade was heading northward on Main Street shortly before noon Monday to the last yip-yippee of Art Mix's congress of rodeo and wild west stars which marked the finale of the evening's performance the patrons of the Cole Bros. Circus were given thrill upon thrill and every one predicted a most optimistic season for the big circus family as the 20-car train steamed southward over the Nickel Plate railroad at 3:20 a.m. today enroute to Marion, Ind., where they are booked for today. And now for a brief resume of Circus Day:

The show opened with Art Mix, famed movie and wild west star, leading the hippodrome parade on his cremoline charger. Featured in the procession were practically all of the animals, the actors, troupes, scores of clowns, and the lumbering pachyderms which were used in the big street parade earlier in the day.

Following the spectacular and glistening procession the three rings combined to present the "La Argentina" which featured native Spanish and Mexican dancers, butterfly and serpentine fan artists in the opening number. Then came the acrobats - the Yale Trio, the Bedell Brothers and the Case Brothers. Immediately following acrobatic display the center ring presented Albert Fleet with his trained seals and each of the end rings featured tiny Shetland pony maneuvers under the direction of trainers Fay, Josephine and Jane Lobilaro.

Then came the lady equestriennes with Miss Reta Repensky with her somersault and flip-flops taking the hi-light position in the center ring and the Loyal Sisters and Juanita Repensky introducing new and novel feats of horsemanship in the end circles.

Beautiful Aerial Acts

The next seven or eight minutes of the big performance was an aerial display which utilized the entire upper realms of the big top - there were swinging ladder gymnastics, iron-jawed performers, rope sliding and trapeze stars - all performing their thrilling and beautifully timed acts under an array of hi-powered spot lights.

As a contrast to the feminine loveliness and grace the attention of the audience was then brought back to the terra firma with Eugene Scott's herd of trained elephants going through everything the well-informed elephants should do in the three rings. The big beasts were put through their repertoire of drills and tricks by Helen Partello, Marian Knowlton and Stella Cronin with such rapidity that one was awed by the agility of these three and four ton mammoths. Throughout the few minutes of property shifting between each of the display shifts a horde of clowns headed by the internationally renowned sour-pan Otto Griebing, the crowd was kept in a most hilarious mood by the fun makers.

The famous aerial stars Mlle. O'Dell with her arm grind and Frank Sheppard, high trapeze star with his heel and toe somersault catches, sans the protection of a net, brought hundreds of gasps and "Ohs" from all sections of the ring side.

The feature lights were next centered on J. Smith and his assistants H. J. McFarland and Herman Bohr who put the Cole Bros. high school horses through a maize of drills and formations. Came then the Oriental troops. The Taketas, Parlo Brothers and the Melrose Duo in the high pole

Cole Bros.-Clyde Beatty Circus

balancing and catch acts as well as barrel juggling and tumbling thrillers such as only the natives of the Far East can do.

Perhaps one of the greatest spectacles and encore getters of the new '39 show is that presented by the Loyal-Repenskys, a troupe of eight or nine equestriennes and tumblers recently imported from France. Their various acrobatic formations and feats being accomplished on horseback almost as readily and cleverly as they performed on the ground in the gymnastic thrillers. This is by far the highest class equestrian troupe in America today and it is believed it will even surpass the wild animal acts which were so popular a few years ago in the circus realm.

Equally as important in the way of a thrill producer was the Gretonas' high wire feature and as the old stand-by balancers formed their three-tier formation in the top of the big tent there were many circus veterans hiding their eyes, feeling sure that this time the thrill-makers would come a cropper.

With another acrobatic display by the Moreen Family, the Elorez troupe, and the Bedells, and with an exceptionally brilliant display of horsemanship by the Cole Bros. Equestrienne stars in the hippodrome track, the 1939 initial circus came to a close. The circus plays several cities in Indiana before departing on a swing through the eastern states, it was stated.

[The News-Sentinel, Tuesday, May 2, 1939]

COLE CIRCUS ROUTE

May 4 - Lafayette, Ind.

May 5 - Danvill, Ill.

May 6 - Terre Haute, Ind.

May 7 - Sunday

May 8 - Indianapolis, Ind.

May 9 - Indianapolis, Ind.

May 10 - Muncie, Ind.

May 11 - Richmond, Ind.

May 12 - Dayton, Ohio

May 13 - Springfield, Ohio

May 14 - Cincinnati, Ohio

May 15 - Cincinnati, Ohio

May 16 - Middletown, Ohio

May 17 - Lima, Ohio

May 18 - Toledo, Ohio

[The News-Sentinel, Wednesday, May 3, 1939]

COLE CIRCUS ROUTE

May 19 - Mansfield, Ohio

May 20 - Columbus, Ohio

[The News-Sentinel, Thursday, May 4, 1939]

COLE BROTHERS CIRCUS IS ENJOYING GOOD BUSINESS - PRESS COMMENT FAVORABLE

So far Lady Luck has smiled on the Cole Bros. Circus since it left Rochester on May 1 for its annual summer tour of the United States and Canada by favoring the show with good weather and excellent patronage for not only the big top but the side shows and the concessionaires as well. In each city which the circus has appeared so far this year a profit has been made.

Cole Bros.-Clyde Beatty Circus

This is in marked contrast to the conditions which prevailed last year when from the very start of the 1938 season the Cole Bros. Circus was beset with cold and rainy weather, a business recession and labor difficulties, all of which cut attendance figures to far below normal.

Only one day so far this year has the circus encountered rain and that was Monday afternoon in Indianapolis, but this occurred after circus had started the matinee. Several cool nights were experienced but this did not have a marked effect on attendance figures.

Straw Houses

A record for circus houses it is believed has been set by the Cole Bros. Circus this season as so far they have had five such presentations at Marion, Lafayette, Muncie and twice at Indianapolis. Three straw houses in a 30-week circus season is considered a record breaker in the amusement world. A straw house is one in which all seats have been filled and it becomes necessary to cover the ground with straw so patrons can be accommodated.

The reception which the circus public is according the Cole Bros. Circus this year is a source of much gratification to the owners, Jess Adkins, Zack Terrell and Jess Murden. In every city visited newspapers have been liberal with their press notices and the reviewers have given very favorable criticism of the circus saying it is the best which has ever been presented by Cole Bros. In its history.

Borrowed Slogan

At Indianapolis it seemed as though the circus had borrowed the slogan of a well known automobile company, "One Man Tells Another". Monday afternoon a two-thirds house was on hand for the matinee. It seemed that those who witnessed the show and the newspaper critics spread the word that the Cole Bros. Show was tops in the circus world.

Monday evening a capacity house was present and also on Tuesday for both the afternoon and evening performances. It was necessary to use straw for both shows on Tuesday. It is believed that the Cole Bros. Circus could have remained in Indianapolis for another day and played to two more straw houses. One Indianapolis critic in his review said, "not the least attraction of the show was the pleasing manner of the circus staff."

Cincinnati Parade

Messrs Murden, Adkins and Terrell think that the revival of the street parade by the Cole Bros. Circus is one of the big features in the increase in circus attendance this year. The three men believe that the free street parade makes people more circus minded and also more anxious to attend such presentations. In 1938 the Cole Bros. Show did not stage a free street parade.

The Cole Bros. Circus has been granted a permit to stage a street parade in Cincinnati next Monday which is the first time the Board of Safety has granted such a permit there in 22 years. The only other railroad circus on the road this year does not have a street parade.

The Cole Bros. Circus is in Dayton, Ohio today. Capacity houses greeted the show at Richmond yesterday. Following is the routing of the circus for the next fortnight:

May 19 - Mansfield, Ohio

May 20 - Columbus, Ohio

May 22 - Steubenville, Ohio

May 23 - Canton, Ohio

May 24 - Warren, Ohio

May 25 - Meadville, Pa.

May 26 - Jamestown, N.Y.

May 27 - Niagara Falls, N.Y.

[The News-Sentinel, Friday, May 12, 1939]

COLE CIRCUS HAVING VERY GOOD BUSINESS

The Cole Brothers Circus is having a very good season, reports from the circus today indicated. The show played two days in Buffalo, N.Y. Monday and Memorial Day, and today gave two performances in Olean, N.Y.

Cole Bros.-Clyde Beatty Circus

The circus during last week made appearances in a number of Ohio cities. Jess Adkins in speaking of the Ohio tour said, "Some cities we counted for a big day fell below expectations, while others not figured on so strongly, came through with surprising grosses."

In every city in which the Cole Bros. Circus has appeared this year press comment has been very favorable. In many of the cities, straw houses were in order. Especially was this true to night performances. The parade staged by the Cole Bros. Circus is given as one of the reasons for good attendance as it seems that a circus parade seems to make persons circus minded.

So far this season the Cole Bros. Circus has encountered very favorable weather conditions. In only four cities was rain encountered. The good weater is in marked contrast with the atmospheric conditions of last year when rain and cold were the order. The fine weather has had much to do with good attendance records.

In Colorado, G. Rex De Rosselli, press agent for the circus, arranged for the clowns, headed by Otto Griebing, to give a performance in the Crippled Children's Hospital. Jess Adkins, Zack Terrell and Jess Murden were dinner guests of the Shrine Club in Columbus.

The Cole Bros. Circus will play in Corning, Ithaca and Cortland, New York during the remainder of this week in the order listed. Next week the circus will move into Pennsylvania playing in the following cities: Scranton, Wilkes-Barre, Pottsville, Pottstown, Lancaster and Sunbury, in the order given.

[The News-Sentinel, Wednesday, May 31, 1939]

COLE CIRCUS ROUTE

June 3 - Cortland, N.Y.

June 5 - Scranton, Pa.

June 6 - Wilkes-Barre, Pa.

June 7 - Pottsville, Pa.

June 8 - Pottstown, Pa.

June 9 - Lancaster, Pa.

June 10 - Sunbury, Pa.

June 12 - Williamsport, Pa.

June 13 - Altoona, Pa.

June 14 - Johnstown, Pa.

June 15 - McKeesport, Pa.

June 16 - Butler, Pa.

June 17 - Erie, Pa.

[The News-Sentinel, Saturdy, June 3, 1939]

COLE EQUIPMENT TO BE USED IN DETROIT SHOW

The Cole Brothers Circus has leased to Allen King, Detroit, Mich., former wild animal trainer of the circus, a large amount of circus equipment to be used in an American Legion show to be held in Detroit from July 2 to 16.

Mr. King is in charge of the circus for which 90,000 tickets have already been sold by the American Legion posts in Detroit.

Equipment to be taken from the winterquarters here will be tent poles, seats, side show paraphenalia, and animals to be used in a menagerie which includes elephants, tigers, lions and monkeys.

Joe Kuta has been loaned to Mr. King by the Cole Brothers Circus and he will have charge of the circus properties while it is in use in the American Legion show at Detroit. Kuta came here yesterday.

Several well known acts have been booked for the Detroit circus which includes the Gretonas high wire exhibition and the Zoeppe-Zavatta troupe of bareback riders.

[The News-Sentinel, Monday, June 5, 1939]

COLE CIRCUS ROUTE

Cole Bros.-Clyde Beatty Circus

June 19 - St. Catherines, Ont.

June 20 - St. Thomas, Ont.

June 21 - Windsor, Ont.

June 22 - Chatham, Ont.

June 23 - Sarnia, Ont.

June 24 - Stratford, Ont.

[The News-Sentinel, Monday, June 12, 1939]

COLE CIRCUS WILL MAKE ANNUAL CANADIAN TOUR

The Cole Brothers Circus will make its annual invasion of Canadian provinces starting this week end, it was announced at winterquarters here today. The Canadian tour will be from two to four weeks in length.

The Cole Bros. Circus will go into Canada after appearing in Butler, Pa., next Saturday, June 17th. The first Canadian showing will be at St. Catherines, Ontario, after which the circus will appear in St. Thomas, Windsor, Chatham, Sarnia and Stratford, all in the province of Ontario.

Eastern Invasion

Aided by exceptional weather, good publicity from newspapers and cooperation by city and school officials in many of the cities where they have exhibited, the Cole Bros. Circus has been enjoying very good business on their invasion of the East.

Some of the stands in New York state were not so hot as to attendance figures, but after the Pennsylvania invasion was started business started to pick up very markedly.

At Scranton, where the Ringling Brothers Circus folded last year, capacity houses were present for both the afternoon and evening shows while at Wilkes-Barre the largest gate receipts of the 1939 season was recorded.

Parade Is Praised

The parade which the Cole Bros. Circus stages continues to draw much favorable comment from newspapers wherever the show has made an appearance. In many cities school authorities closed the schools so that pupils could witness the parade and attend the matinee.

The Gretonas left the circus last Saturday to fill engagements which they had booked for fairs and indoor circuses. Their spot in the circus program has been taken by the Flying Eagles, an aerial act. A number of other acts have been added to the circus program, thus making the show one of the best that Cole Bros. Has ever presented.

[The News-Sentinel, Wednesday, June 14, 1939]

BEATTYS LEAVE ROCHESTER FOR ATLANTIC CITY, N.J.

Clyde Beatty, noted wild animal trainer and his wife, Harriett Beatty yesterday shipped their lions, tigers and elephants to Atlantic City, N.J. where they have an eleven weeks' engagement at George Hamid's Million Dollar Pier. Beatty's animals have been kept in the Cole Brothers Circus winterquarters here.

Beatty will work his act of thirty lions and tigers while Mrs. Beatty will present her mixed act of lions, tigers and elephants which is only one of its kind in the circus world.

Hamid's Pier is a half mile long and extends over Atlantic Ocean. Beattys will be the first persons who have tried to work lions, tigers and elephants acts over water and they were apprehensive as to how their wild animals would act under such conditions, especially if the ocean was rough or at high tide.

Clyde and Harriett Beatty announced yesterday that they will open a permanent zoo at Ft. Lauderdale, Fla. this winter using their wild animals as nucleus for their menagerie. Zoo will be located one mile north of Ft. Lauderdale along bank of New River in Road 1.

The Beattys purchased the land on which the zoo will be located several days ago. It is a twenty-two acre tract. Plans call for barless cages surrounded by deep motes to house wild animals. Four small lakes are on the zoo grounds and they will be stocked with all kinds of rare waterfowl.

A feature of Beatty's zoo will be an elephant jungle ride. This ride will be constructed along the banks of New River where dense vegetation abounds and persons will be taken on trips in howdahs strapped to elephants.

Cole Bros.-Clyde Beatty Circus

The ride will be made as nearly realistic as one would take while on safari in the jungles. This is the first ride of its kind ever to be constructed in the United States.

Clyde and Harriett Beatty have been featured in Cole Brothers and other circuses. They will open their Ft. Lauderdale zoo on December 1st.

[The News-Sentinel, Thursday, June 15, 1939]

COLE CIRCUS ROUTE

June 26 - Owen Sound, Ont.

June 27 - Kitchener, Ont.

June 28 - Brantford, Ont.

June 29 - Belleville, Ont.

June 30 - Kingston, Ont.

July 1 - Pembroke, Ont.

[The News-Sentinel, Wednesday, June 21, 1939]

CIRCUS ELEPHANT MAN ATTEMPTED SUICIDE

Edward (Dutch) Grogan, 35, of Columbus, Ohio, an elephant man employed by the Cole Brothers Circus at their winterquarters here, is in a critical condition in the Woodlawn Hospital from an attempt which he made this morning to end his life by cutting his throat with a pocket knife.

Grogan has been despondent for some time and last night attempted to end his life by drinking a creosote compound which is used for dipping sheep. He was given an emetic by Mrs. Cy Stout, whose husband is in charge of the winterquarters. Grogan recovered from this attempt at suicide.

Placed in Bunk

The despondent man was placed in his bunk at the winterquarters dormitory. At 7:30 o'clock this morning Capt. Wilbur Bernardi, wild animal trainer, heard groaning from the bunk house and when he made an investigation, found that Grogan had stuck himself in the throat with his pocket knife.

After inserting the sharp knife in his throat Grogan twisted the blade in an attempt to sever the jugular vein. In some miraculous manner he failed to touch this vein, although he did cut his throat very badly. Many stitches were required to close the wound.

Personnel Records

Personnel records of the Cole Bros. Circus are carried on the road, while the circus is on tour and so it was impossible to obtain very much information as to Grogan. His mother resides in Columbus and she has been notified.

Grogan has been with the Cole Bros. Circus as an elephant man for the past five years. When the circus went on tour this summer, he was left here to take charge of the herd of elephants, which are being kept in the winterquarters this summer and which were used in the Robbins Brothers Circus last year.

Today Cy Stout filed an application with proper authorities to have Grogan examined as to his sanity.

[The News-Sentinel, Thursday, June 22, 1939]

COLE CIRCUS ROUTE

July 2 - Pembroke, Ont.

July 3 - Timmins, Ont.

July 4 - Rouyn, Quebec

July 5 - Val d'Or, Quebec

July 6 - Kirkland Lake, Ont.

July 7 - Haileybury, Ont.

Cole Bros.-Clyde Beatty Circus

July 8 - North Bay, Ont.

[The News-Sentinel, Tuesday, June 27, 1939]

COLE CIRCUS IN SECOND WEEK OF CANADIAN TOUR

The Cole Brothers Circus is now in the second week of its annual Canadian tour and appeared in Brantford, Ontario today. The return to United States will be made through the upper peninsula of Michigan about July 10. Only the provinces of Ontario and Quebec will be visited in Canada this year.

The Cole Bros. Circus has been having only fair business in this, their fifth annual tour of Canada. The rather light patronage is due it is thought to the fact that Canadians have spent their enthusiasm for pageantry and amusements during their recent celebration of the world-making visit to Canada of King George and Queen Elizabeth of England.

Some Big Days

During their three weeks tour of New York state and western Pennsylvania, the Cole Bros. Circus had some big days and some that were not so good. Some of the New York stands did not nearly come up to expectations.

Williamsport, Pa. was a big day and so was Altoona despite heavy rain. Johnstown, McKeesport and Butler, Pa., proved big disappointments.

The show's biggest day to date was Wilkes-Barre, Pa. Messrs Adkins, Terrell and Murden expressed themselves as being well pleased with business the first six weeks of the season with the most consistent business being experienced in Ohio.

Into Bread Basket

While no definite word has been received from circus officials, it is presumed that they will tour Wisconsin and Minnesota during the vacation and canning seasons in those two states, thence into the bread basket states during the wheat harvest and conclude the year with an extensive tour of southern states shortly after the cotton crop has been gathered.

Tommy Poplin, chief electrician with the Cole Bros. Circus, is confined to a hospital in Wilkes-Barre, Pa. with double pneumonia. His condition is improving and he will join the circus before the 1939 tour has ended. The menagerie had an addition at Altoona, Pa., where a camel was born which has been christened Altoona. Oddly enough, Altoona was the birthplace of the new camel's mother.

[The News-Sentinel, Wednesday, June 28, 1939]

CLYDE BEATTY TO OPEN LION TAMERS' SCHOOL

Atlantic City, N.J., July 1. - Clyde Beatty, formerly of Rochester, Ind., the wild animal trainer, reported today, that the circus business hasn't been any too good the last two summers, announced he's going to conduct a "lion tamers' school" here this summer.

Beatty said there is a "crying need" for good lion tamers in the world, and he's going to begin training ten students next Friday. Each pupil will pay \$100 down, \$50 at the end of three weeks, and another \$50 at the end of the semester - if he lasts that long.

[The News-Sentinel, Saturday, July 1, 1939]

CLYDE BEATTY TO OPEN LION TRAINER'S SCHOOL

Atlantic City, N.J., July 6. - Clyde Beatty, of Rochester, Ind., who makes his living escaping death daily in a cage full of lions and tigers, announced here that he will open the first lion trainers school in the world on Friday.

"Lawyers and doctors have to study years before they are allowed to practice and aviators have to have an accredited amount of time in the air before they can commercialize on their knowledge," he explained, "but today all a man needs to get into a cage is courage.

"I hope to establish a definite preparatory standard because there are too many non-qualified lion tamers. But they don't last very long," he added ominously.

The small, wiry, soft-spoken number one animal trainer expects at least 200 applications for admission by opening day. Of these only 10 will be selected for the eight-week training routine which, when completed, will enable them to work with lions and tigers.

Cole Bros.-Clyde Beatty Circus

Classes will be held daily in and around the huge circus cage at the end of the million dollar pier where Beatty is appearing.

Beatty, who started his career by cleaning out cages and gradually worked his way into the performing arena, said that he planned to eliminate the need for this menial work by those capable of training animals.

But unless the students have a natural talent for handling animals no amount of training will do any good, he said. The most important requisites for prospective trainers are speedy footwork, excellent eyesight, courage and the ability to think fast.

Beatty outlined the school's curriculum as follows:

During the first week the students will spend their time around the cages getting acquainted with the beasts. In the second week each student will be assigned a lion which he will work with later, and spend the time observing that animal. At the start of the third week the student and Beatty will go into the cage and learn to "cue" an animal. At this point Beatty will decide whether the student is capable of continuing the course.

If accepted for further work, the student will continue to put the lion through his paces and during the last three weeks more animals will be added until the student is able to handle a cage full.

And if this college for big cagers works out, George A. Hamid, who controls the million dollar pier, plans to set up schools for other potential daredevils such as tight rope walkers, high divers, and auto crashers. If that develops you will have to show a diploma before a showman will permit you to risk your neck.

[The News-Sentinel, Thursday, July 6, 1939]

COLE CIRCUS ROUTE

July 10 - Sudbury, Ont.

July 11 - Sault Ste. Marie, Ont.

July 12 - Newberry, Mich.

July 13 - Marquette, Mich.

July 14 - Ishpeming, Mich.

July 15 - Escanaba, Mich.

July 16 - Iron Mountain, Mich.

July 17 - Ironwood, Mich.

July 18 - Rhinelander, Wis.

July 19 - Wausau, Wis.

July 20 - Green Bay, Wis.

July 21 - Manitowoc, Wis.

July 22 - Appleton, Wis.

July 23 - Beaver Dam, Wis.

[The News-Sentinel, Monday, July 10, 1939]

COLE CIRCUS TO RETURN TO U.S. ON WEDNESDAY

The Cole Brothers circus which has been playing in Canadian provinces of Ontario and Quebec for the past three weeks returned to the United States today and made their first appearance in Newberry, Mich.

The Cole invasion of Canada has not been as successful as some which were made in the past, as business was spotty. Weather conditions due to cold and rain and the recent tour through Canada by the King and Queen of England were factors which were detrimental to fast clicking turnstiles.

The Cole circus is routing through Michigan, Wisconsin and Minnesota where the pea and bean packing season is at its height. Later, it is presumed that the circus will invade the wheat and corn states followed by a tour through the southern states during the cotton harvest.

A number of changes have been made in the circus program all of which have been done to strengthen it. A new iron jaw act the idea of Frank Sheppard and Stella Cronin is being featured. In this act five girls appear.

Cole Bros.-Clyde Beatty Circus

Miss Georgia Sweet, who has been with the circus for several years, as a headlined equestrienne, has left because of illness and Mrs. Art Mix could not make the Canadian tour because of rope burns. Another new act is the White Sisters who work on the high wire.

[The News-Sentinel, Wednesday, July 12, 1939]

COLE BROTHERS CIRCUS IN ITS ELEVENTH WEEK

The Cole Brothers Circus, now in its eleventh week of its annual tour, returned to the United States last week at Newberry, Mich., after a 20-day tour of the provinces of Quebec and Ontario in Canada.

The first few days after the return to the states, business was very good, as the cities which were visited in the upper peninsula of Michigan have not had a railroad circus in a number of years.

This week, cities in Wisconsin are being visited and next week a tour of Minnesota is scheduled. Cool weather, which was unseasonable, was encountered in Wisconsin. This was rather hard on box office receipts. The circus will continue into the Dakotas and Iowa during the next few weeks.

A farewell party to the United Kingdom was given by Art Mix, who is in charge of the rodeo and after show, at the Alpha Restaurant in Saulte Ste Marie, Ontario, Mix was the chief entertainer.

He is an expert pianist, as well as pipe organist.

A number of the Cole circus people visited the Dionne quintuplets when the show was at North Bay, Ontario, which is ten miles from Callender. "Sailor Jack," the tattooed man in the side show, who speaks French fluently, acted as interpreter for the show people as the quints can only speak in that language. Dr. Dafoe permitted the circus people to question his charges, a favor seldom granted to any one.

[The News-Sentinel, Wednesday, July 19, 1939]

COLE CIRCUS ROUTE

July 24 - Fond du Lac, Wis.

July 25 - Marshfield, Wis.

July 26 - Eau Claire, Wis.

July 27 - LaCrosse, Wis.

July 28 - Rochester, Minn.

July 29 - Mankato, Minn.

July 30 - Marshall, Minn.

July 31 - Watertown, S.D.

Aug. 1 - Aberdeen, S.D.

Aug. 2 - Jamestown, N.D.

Aug. 3 - Fargo, N.D.

Aug 4 - Fergus Falls, Minn.

Aug. 5 - St. Cloud, Minn.

Aug. 6 - Pipestone, Minn.

[The News-Sentinel, Saturday, July 22, 1939]

ZOPPE ZAVATTA TROUPE AT 4-H CLUB FAIR AUG. 8-9-10

* * * * Photo of seven on one horse * * * *

The great Zoppe Zavatta troupe, formerly featured with Cole Bros. Circus, will present a free act at the 4-H club fair August 8, 9 and 10 nightly at 10 p.m., officials of the fair announced today..

Nine members of the group will take part in bareback riding, ladder and trapeze acts.

[The News-Sentinel, Wednesday, August 2, 1939]

COLE CIRCUS ROUTE

Cole Bros.-Clyde Beatty Circus

Aug. 8 - Mitchell, S.D.
Aug. 9 - Yankton, S.D.
Aug. 10 - Sioux City, Iowa
Aug. 11 - Cherokee, Iowa
Aug. 12 - Ft. Dodge, Iowa.
Aug. 13 - Iowa Falls, Iowa
Aug. 14 - Waterloo, Iowa
Aug. 15 - Oelwein, Iowa
Aug. 16 - Marshalltown, Iowa
Aug. 17 - Oskaloosa, Iowa
Aug. 18 - Washington, Iowa
Aug. 19 - Rock Island, Ill.
Aug. 20 - Peoria, Ill.

[The News-Sentinel, Monday, August 7, 1939]

FORMER COLE CIRCUS STAR DIES FROM FALL

Word has been received at the Cole Brothers Circus winter quarters here of the death last Wednesday in Roanoke, Va., of Mrs. Irene Leggett, a performer in the Russell Brothers Circus. Death was due to a broken neck sustained when Mrs. Leggett fell from a trailer. The Russell Brothers Circus is motorized.

The information received here was meager but indicated that Mrs. Leggett had been poisoned from something she had eaten and becoming faint went to the door of the trailer, fainted and was injured in the fall onto a cement highway.

The deceased was the divorced wife of Fred Leggett who for many years was the ringmaster of circuses which made their winter quarters in Peru.

Mrs. Leggett was an elephant trainer and equestrienne. She had toured with a number of circuses and was with Cole Brothers for the first two years it was on the road after organization in Rochester.

[The News-Sentinel, Saturday, August 12, 1939]

COLE CIRCUS ROUTE

Aug. 21 - Bloomington, Ill.
Aug. 22 - Joliet, Ill.
Aug. 23 - Gary, Ind.
Aug. 24 - Benton Harbor, Mich.
Aug. 25 - Muskegon, Mich.
Aug. 26 - Grand Rapids, Mich.
Aug. 27 - Lansing, Mich.

[The News-Sentinel, Monday, August 14, 1939]

COLE CIRCUS TO APPEAR IN LOGANSPORT SEPT. 5

Billposters of the Cole Brothers Circus were in this city today placing banners announcing that the circus would give two performances in Logansport on Tuesday, September 5.

The Cole circus will play several Indiana cities enroute to the South for the cotton harvest after a tour through Michigan cities where the fruit picking season is now at its height.

The circus will appear in South Bend on Labor Day, September 4th. On Wednesday, August 23, the circus will give two performances in Gary and a number of Rochester people will drive to the Lake county steel city.

Since the circus has been touring in Iowa and Illinois much better business has been experienced. In the trip across Minnesota and the Dakotas unfavorable weather conditions prevailed, poor business resulting.

Cole Bros.-Clyde Beatty Circus

Floyd King, general agent of the Cole circus, denies any curtailment of outfit as was reported in the Billboard last week and even indicates the addition of several cars of parade equipment when the show appears in South Bend.

The equipment which will be added is now in storage at the winter quarters here and will be used to strengthen the show when it makes its southern states tour. The circus will return to winter quarters here in the middle of November, the latest in years.

[The News-Sentinel, Monday, August 21, 1939]

SOUTH BEND WRITER COMMENTS ON CIRCUS

W. W. Dunkle, author of "One on the Aisle" a South Bend Tribune feature for many years, has the following to say about the Cole Bros. circus which will exhibit in his city Sept. 4, Labor Day:

"Circus managers, like the fair sex, have a right to change their minds, and routes. While starting from Rochester, Ind., only 40 miles away, the Cole Bros. Show played Kokomo, Ind., and then headed east ignoring South Bend on the original line-up. After playing eastern Wisconsin and Iowa dates, they come back through Michigan and will appear in this city next week.

"Art Mix, western movie star, seems to head the roster of performers and while unknown to us, is probably familiar to the followers of 'horse opera.' He is listed in Film Daily's yearbook as star of 'Outlaws of the Pacific,' 'Call of the Rockies,' 'South of Arizona' et cetera.

"Names more familiar to us and more to our liking are the Loyal-Repenski troupe of nine great baareback riders and the Florenzo family, sensational equilibriats. The promise of added parade equipment seems to indicate a survival of the popular street pageant, which should add to the general hilarity of the holiday locally."

[The News-Sentinel, Tuesday, August 29, 1939]

COLE CIRCUS ROUTE

Aug. 31 - Flint, Mich.

Sept. 1 - Battle Creek, Mich.

Sept. 2 - Kalamazoo, Mich.

Sept. 4 - South Bend, Ind.

Sept. 5 - Logansport, Ind.

Sept. 6 - Anderson, Ind.

Sept. 7 - New Castle, Ind.

Sept. 8 - Piqua, Ohio

Sept. 9 - Hamilton, Ohio

Sept. 10 - Cumminsville, Ohio

Sept. 11 - Norwood, Ohio

[The News-Sentinel, Wednesday, August 30, 1939]

MANY LOCAL PEOPLE SEE CIRCUS AT LOGAN

Scores and scores of Rochester friends of the Cole Bros. Circus attended the evening performance of the "home-town" show, which was held under the big-top in Logansport, Tuesday evening. The attendance for the night program was exceptionally good, while the matinee drew but a fair sized crowd.

Since the circus left winterquarters here early last May a few changes have been made in the acts, all of which were pronounced for the better by the Rochester circus enthusiasts.

In an interview with Messrs Adkins and Terrell it was disclosed the circus would again return to its winter quarters here at the close of the fall season. The exact date the season's tour will terminate has not been definitely set.

The circus shows today at Anderson, Ind., and at Newcastle on Thursday. It then swings into Ohio for bookings at several of the larger cities in that state.

[The News-Sentinel, Wednesday, September 6, 1939]

COLE CIRCUS ROUTE

Cole Bros.-Clyde Beatty Circus

Sept. 12 - Portsmouth, Ohio
Sept. 13 - Williamson, W.Va.
Sept. 14 - Gary, W.Va.
Sept. 15 - Bluefield, W.Va.
Sept. 16 - Wytheville, Virginia
Sept. 17 - Bristol, Virginia

[The News-Sentinel, Wednesday, September 6, 1939]

CIRCUS AERIALIST HURT

Clayton Behee, 27, aerialist with the Cole Brothers circus and a member of the Flying Behee troupe is now a patient in the St. Joseph hospital in South Bend. He was injured Monday at South Bend when he sprained his left ankle on a piece of pipe during rehearsal. The injured man and his two co-aerialists do a perch act in the circus.

[The News-Sentinel, Thursday, September 7, 1939]

COLE CIRCUS ROUTE

Sept. 19 - Johnson City, Tenn.
Sept. 20 - Greenville, Tenn.
Sept. 21 - Ashville, N.C.
Sept. 22 - Hickory, N.C.
Sept. 23 - Shelby, N.C.
Sept. 25 - Charlotte, N.C.
Sept. 26 - Greensboro, N.C.
Sept. 27 - Raleigh, N.C.
Sept. 28 - Fayetteville, N.C.
Sept. 29 - Wilmington, N.C.
Sept. 30 - New Bern, N.C.
Oct. 2 - Washington, D.C.

Total miles traveled this season 10,642. Horace Laird, mail agent.

COLE BROS. CIRCUS ARRIVES IN CITY HAD FAIR SEASON

Cole Bros. Circus returned to winter quarters here at 10:30 a.m. Today over the Nickel Plate railroad. Inasmuch as but few Rochester people had been apprised of the circus return to its home town, only a few of the circus family's host of friends were on hand to greet them.

The circus closed their 1939 season at Greenville, Tenn. Wednesday evening. The 20-car circus pulled out of Greenville late Wednesday night, enroute to Cincinnati over the Southern R.R. From Cincinnati the circus train was switched to the Big Four R.R. Line for the run to Indianapolis and from the latter city it was transferred to the Nickel Plate for the last leg of the run to the Rochester winter quarters.

The show's advance car, in charge of William Backall, arrived at winter quarters here last night, making its run from Greensboro, N.C.

Satisfactory Season

Officials of the circus stated the '39 season had been most satisfactory from a financial viewpoint up until the last week or ten days when business began to take a rather decided slump. This was attributed to the European war situation and unstable industrial and agricultural conditions in the South. The '39 season as a whole, however, was far better than the circus experienced in 1938.

Last year, which was perhaps the worst in the history of American circuses, the Cole Bros. main show returned to winter quarters here on the 3rd of August and the Robbins Bros. Shows came in on October 24th. Several of the largest shows which started out in the spring of '38 were forced to suspend activities within a few weeks, it will be remembered.

Many to Winter Here

Cole Bros.-Clyde Beatty Circus

While at the present time it was not learned just how many of the circus officials will reside in Rochester during the winter and spring season, it is probable the major portion will make their homes in this city.

It was announced that plans are already under way for the Cole Bros. Circus 1940 show and the officials are most optimistic over the outlook, for the coming year.

All of the show's menagerie stock, elephants, seals, lions, high school horses and other livestock will be quartered at the circus buildings here and scores of attendants will reside at the winter quarters, it was stated.

[The News-Sentinel, Friday, September 22, 1939]

DETROIT ZOO DIRECTOR VISITS COLE BROS. CIRCUS

Jack Ireland, director of the city zoo at Detroit, Mich., was in this city today visiting with his friends, Ike Wile and conferring with Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus.

Mr. Ireland was interested in the buying and trading of wild animals and it is possible that the circus owners may trade two elephants for some trained chimpanzees which are one of the features of the Detroit zoo and some other animals.

Mr. Ireland also looked over the animals in the circus zoo which included lions, tigers, camels, seals, zebras, leopards, monkeys and tropical birds. This was Mr. Ireland's first visit to the Cole circus winter quarters in two years.

Mr. Ireland was returning to Detroit after a two months tour through the West during which time he visited zoos in Seattle, San Francisco, Los Angeles, Kansas City, St. Louis, Evansville and Cincinnati. While on his trip, Mr. Ireland obtained many wild animals to enlarge the Detroit zoo. Mrs. Ireland accompanied her husband on his tour.

The Ireland automobile attracted much attention because of the peculiar wording of the license plates. In Michigan letters as well as numbers are used. Mr. Ireland's auto license is Z-00. He has been given this number for the past three years by the director of the Michigan state auto registration bureau.

[The News-Sentinel, Monday, October 16, 1939]

WIND DAMAGED CIRCUS WINTERQUARTERS FRIDAY

Ten animal trainers of the Cole Brothers Circus had a narrow escape from injury at 6 o'clock this morning when a miniature cyclone struck their sleeping quarters in a two-story building at the winterquarters.

The cyclone, which seemed to center at the winterquarters, tore away from 200 to 300 bricks from the northwest corner of the sleeping quarters. The men were forced to drop 25 feet to the ground, several of them suffering sprained ankles in their fall to the hard earth.

The storm did from \$200 to \$300 damage at the winterquarters when it tore away roofing from the horse and animal barns, stack from boiler room and a portion of the wall in the office building.

Zack Terrell, part owner of the Cole Brothers Circus and Mrs. Terrell were sleeping in their apartment in the second story of the office building when the wind struck it, but both escaped injury from the flying bricks, although forced to flee from the structure.

[The News-Sentinel, Friday, October 27, 1939]

CIRCUS ACROBAT DIES AT HOME IN ANDERSON

Anderson, Ind., Nov. 20. (INS) - Mrs. Eva Marie Thompson, 41, an acrobat with the Cole Bros. Circus was dead today of a heart attack. She was the wife of Steven Thompson, of Anderson.

Mrs. Thompson and her husband have been with the Cole Brothers Circus for the past three years. They returned to their home in Anderson after the close of the regular circus season in October. The Thompsons with another woman had a specialty act. They had been appearing in several winter circuses since the Cole circus closed for the 1939 season.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Monday, November 20, 1939]

BEATTY'S HIPPO DRIVES SEA LIONS OUT OF LAKE

Fort Lauderdale, Fla., Dec. 4 - August the hippo just stands and munches on sweet tropical flowers while his handlers rave.

August, weighing in at four tons, is the center of an expensive scrambled state of affairs at Clyde Beatty's wild animal farm here. He is where the sea lions should be and vice versa.

The usually docile hippo won't come out of a lake set aside for the sea lions that are squeezed into August's heavy barred cage. The water horse's stubbornness is running into money because he has acquired an appetite for sweet smelling tropical growth along the lake shore.

August took to the water more than a week ago while his handlers were putting him into his cage. Beatty tried to lure him out with such tidbits as carrots and cabbages.

Then Beatty tried to starve the hippo into obedience. His food supply cut off, August countered by going in for hibiscus, ferns and shrubberies. He likes them.

Meanwhile the sea lions are pining for the lake.

[The News-Sentinel, Monday, December 4, 1939]

WINTER CIRCUS UNIT LEAVES FOR CHICAGO

The first winter circus unit to leave the Cole Brothers Circus winter quarters here this year departed this afternoon on the Erie for Chicago at 3:15 o'clock for a two weeks' engagement at the International Ampitheater at the stock yards.

The unit left in five cars and will appear in Chicago under the auspices of the Medinah Shrine Temple. The engagement opens December 30 and is for two weeks.

After this engagement the unit returns to Rochester for one week and then leaves for nine weeks during which time winter circus dates will be filled in Grand Rapids, Detroit, Cleveland, Rochester, N.Y., St. Paul and Minneapolis.

The acts which left the winter quarters are 3 rings of elephants, 1 in all under direction of Alonzo Dever; 3 Liberty horse acts under Adolph Delbosque and Captain John Smith; 20 high school horses; 2 pony acts and seals in charge of Roland Hebler. In addition riders, clowns and aerialists will appear with units who have been with the Cole circus.

The wardrobe for the circuses was built here under the direction of Mrs. Harry McFarland and Vic Robbins who lead the Cole Circus band for the past five years will be in charge of the music. All seven engagements will be under the auspices of Shrine lodges.

[The News-Sentinel, Wednesday, December 27, 1939]

THACKER OPENS MUSIC MACHINE AGENCY HERE

Another business enterprise has been added to Rochester's constantly growing list of new commercial activities. The latest addition to the business field is that of an automatic phonograph and amusement machine distributing agency, which was established around the first of the year by Carl Thacker.

Mr. Thacker, who for several years operated a restaurant in Akron, has established a clientele of amusement machine patrons throughout northern Indiana and plans to make this city his permanent headquarters.

Mr. and Mrs. Thacker, who have two children, recently purchased the Clyde Beatty home, 716 Fulton avenue, and have already taken up their residency in this city.

[The News-Sentinel, Thursday, January 11, 1940]

CIRCUS EMPLOYEES ARE HAVING HECTIC TIME

The cold wave of the past three days has caused the officials and employees of the Cole Brothers Circus to have some hectic experiences in their efforts to protect and care for their costly wild animals, many of whom are native to tropical countries.

The feline animals including lions, tigers and leopards have been bedded very heavy with straw so that they can bury themselves in and thus keep warm. Many extra salamanders have been placed

Cole Bros.-Clyde Beatty Circus

in the cat barns to keep them warm. Extra warmth was also provided for the monkeys and other smaller animals and also tropical birds.

The twenty-five elephants in the circus have received the greatest care. Starting at 8 o'clock Tuesday night the trainers working in relays have constantly walked their giant charges around and around the elephant barn so that they will keep stimulated.

Could Not Pause

None of the elephants were permitted to pause for a moment for fear that they might try to lie down and contract pneumonia. Many extra heaters were placed in the enormous elephant barn.

The seals, though native to the colder elements had to have their water kept to a temperature of 60 degrees. Siberian camels enjoyed the weather, but some of their brothers from the warmer countries had to be blanketed heavily.

Reveled In Cold

The bears, Russian, black and Polar, reveled in the cold snap and their trainers took them out of the barns so that they could enjoy the weather to the fullest extent.

The happiest bear, the Polar, who is trained to do the "Eskimo Rag" had the greatest time and without a word from the trainers staged an impromptu dance so great was his glee over the "cold" turn in the weather.

The only casualty was a tiger which was recently imported from the Island of Sumatra, in the Dutch West Indies. He had been at winter quarters only three weeks and was not acclimated. The tiger, which cost \$1,500, contracted pneumonia and died early today.

[The News-Sentinel, Friday, January 19, 1940]

CIRCUS UNIT TO LEAVE

A winter circus unit will leave the Cole Brothers Circus winter quarters Saturday evening at 8:15 o'clock over the Erie railroad for Grand Rapids, Mich. The unit will travel in five cars and consists of ten acts. After appearing in Grand Rapids the unit will move to Detroit for two weeks, Cleveland for two weeks and to Rochester, N.Y. for one week after which it will return to Rochester for one week and then will go to St. Paul and Minneapolis for two weeks.

[The News-Sentinel, Friday, January 26, 1940]

BEATTYS WORKING ON FEATURE FOR THE MGM

H. J. Halstead, of this city, is in receipt of a letter from Clyde Beatty of Ft. Lauderdale, Fla. Clyde, who owns a zoo and also stages performances with his cat act, states that the zoo has been doing exceptionally good until the past few days when the cold weather visited that section of the Southland.

He also stated that he and his wife, Harriett, are working on a specialty act for MGM and that due to the bad weather they are running a week behind of their regular schedule. The Beattys start work at 6 a.m. and continue through until 4 p.m. before the MGM cameramen. The animal trainer stated the specialty work would keep them going at this speed until February 1st, when they were due to pull out for bookings of the indoor shows at Detroit, Milwaukee, Buffalo and Montreal.

While the Beattys are on tour other animal acts will be booked in at their zoo for the entertainment of the tourists.

[The News-Sentinel, Tuesday, January 30, 1940]

J. D. NEWMAN IN CHARGE OF COLE BROS. ADVANCE

Jess Adkins returned to the Cole Brothers Circus winter quarters today from Detroit where he attended the opening of a winter circus in that city which is being sponsored by the Detroit Shrine Club.

A number of acts from the Cole circus are appearing in the Detroit show. Attendance for the first two days of the Detroit show was very good, Mr. Adkins said. This is taken by circus men as a sign that their business should be much better this summer than for several past seasons.

Large Advance Sale

Cole Bros.-Clyde Beatty Circus

The Detroit winter circus has the largest advance ticket sale in the history of the show. So much banner advertising has been sold for the show that it was necessary to place some of the signs on the covers of the elephants as there was no more vacant wall space in the building in which the circus is being held.

Mr. Adkins and Zack Terrell announced today that J. D. Newman will be the general agent for the Cole circus this summer. Mr. Newman will replace Floyd King. Mr. Newman has had much experience as a general agent for circuses and was the agent for the Cole circus during one season.

Will Announce Plans

When Mr. Terrell and Mr. Adkins were asked if they had been dickering with Terrell Jacobs of Peru to handle a wild animal act with the Cole show the coming season, the two men said no deal had been made with him and it was their belief that Jacobs' intention is to play parks and fairs this year.

When asked about other news regarding activities for season of 1940, the two men answered that "we are sort of resting on our oars, awaiting developments. We have several things in mind for the coming season but will not know until about February 15 just what our plans will be. Just as soon as something definite is decided on we will let you know. The show will go out all right, but as to title, size, etc., we will not know for possibly three weeks yet. It really looks as though business should be all right this spring."

[The News-Sentinel, Wednesday, February 7, 1940]

BRAVES SNARLING LIONS TO SAVE LIFE OF MAN

Fort Lauderdale, Fla., Feb. 12. - Chester Czaja, aged 24, today owed his life to the heroic action of an animal trainer who used only a short stick to drive five jungle-bred lions from his prostrate body.

Czaja, employed at Clyde Beatty's jungle farm here, entered a lion enclosure.

The five brown beasts bowled him over and bit and clawed at him. Their roars attracted spectators, including Joseph Arcaris, a trainer.

Arcaris leaped among the infuriated lions and began beating them in their faces with the short, stout stick. He drove them back and held them at bay while another trainer, George Eckerson, entered the enclosure and carried Czaja to safety.

At the Broward county hospital numerous stitches were required to close extensive wounds on Czaja's body. He is in good condition, although weak from shock and loss of blood.

Officials were unable to explain why Czaja, a native of Kingsboro, Mass., entered the enclosure.

[The News-Sentinel, Monday, February 12, 1940]

CIRCUS HOME BURNS LOSS ESTIMATED AT 150 THOUSAND

In one of the most disastrous fires to visit Rochester in many years, the winterquarters of the Cole Brothers Circus was gutted by flames last evening, causing a loss estimated at between \$150,000 and \$200,000 and permitted many elephants, horses and ponies to roam the streets of Rochester.

The circus winterquarters is the property of the Hoosier Circus Corporation. The estimate as to the loss was made by Jess Adkins and Zack Terrell, co-owners. A part of the loss is covered by insurance, but none was carried on the wild animals which were burned.

Fire Discovered

The blaze was discovered at 5:30 o'clock by C. C. Teeter, tower man of the Chicago and Erie and Nickel Plate railroads, when he looked north along the Nickel Plate tracks. The fire had started in the northeast corner of the main building where the blacksmith shop is located. Teeter immediately notified Lorain Russell, circus treasurer, and the alarm soon spread.

The Rochester Fire Department was called and soon had a number of lines of hose placed, but the building was doomed as a southeast wind which traveled at a velocity of 50 miles an hour, soon made the huge 240x320-foot structure a blazing inferno. Fifty employees of the circus were in the mess hall eating when the fire broke out. They lost all of their personal belongings.

Cole Bros.-Clyde Beatty Circus

Was Bridge Factory

The circus buildings originally housed the Rochester Bridge Company. Part of the brick building was two stories high. The building was partitioned into sections, the first being the bunk house, the mess hall, woodwork shop, painting room and blacksmith shop. In the second was a boiler for heating the buildings and spur from the railroad for the repair of the circus cars.

The third was the cat barns which also contained tanks for seals and the hippopotamus and quarters for the elephants, while in the fourth section were cages for wild animals, horse training rings, the hay-eating animals other than the elephants and the horse barns, and a place for the storing of hay, straw and feed for the horses.

A seat house, frame two-story structure, north of the circus buildings proper, was saved. In this building workers constructed tableau garments and all of these had been made for the summer tour. In this building also was stored all of the wardrobe, circus seats and tents.

Office Building

The circus office building was not damaged by the flames and neither was the circus train of from 40 to 50 cars. A number of circus wagons which were stored in a one-story shelter at the north end of the circus grounds were not damaged, but 20 circus wagons and several tractors which had just been repainted and overhauled for the summer tour which were in the blacksmith and paint shop, were lost in the conflagration.

Authorities said that many of the animals which were destroyed had been used in the menageries of the Cole and Robbins circuses. Camels and other hay-eating animals were freed and saved from death in the terrific blaze that consumed the buildings.

Animals Roasted

As for the cage animals the circus owners and attendants had no other alternative but to keep them locked up and let them roast. All of them perished. The piercing shrieks of the caged animals and trumpeting of elephants and horrified whinnies from horses, ponies and menagerie, filled the chilly night air as trainers, attendants and workers hurried to free the elephants and horses and move them to a place of safety.

The horses, ponies and elephants that were freed roamed the streets of the city for about an hour before they were all corraled by their keepers. Some of the animals, which were in acts, arrived at the winterquarters only Tuesday morning, after filling an indoor circus date at Detroit, Mich. for the past two weeks.

Origin a Mystery

How the fire started is a mystery. Fire Chief Claude Rouch told a reporter, "Your guess is as good as mine." Assistant Fire Chief Arthur Smith, who was on duty at the time the alarm was sounded, expressed the opinion that the fire was not due to arson, but a short in the wiring. Deputy Fire Marshal William Hindle, also believes that the fire was due to an accident and not to arson.

Yesterday a new switch was installed in the blacksmith shop, and it may have been that it was not installed sufficiently. Jess Adkins does not believe that the fire is of incendiary origin, but was due to a short in the wiring.

The fire was one of a long series of conflagrations here in the past 18 months, many of which were of mysterious origin. Counted in these blazes were the ones which destroyed the Colonial and Fairview hotels at Lake Manitou, the Tim Baker barn, the D. A. Pike lumber yard in Akron, and the Eugene Bright lumber yard in Rochester.

In only one fire, that in the Dillon building, was there any concrete evidence of a "firing." In this fire, investigators found a strip of rug which had been soaked with kerosene. If it was a firebug who started the circus blaze Tuesday, he picked a good night because of a strong northeast wind and the starting of the fire in the northeast corner of the buildings, where it could be fanned by the gale.

[The News-Sentinel, Wednesday, February 21, 1940]

ELEPHANTS CAUSE MUCH EXCITEMENT IN WAKE OF FIRE

Cole Bros.-Clyde Beatty Circus

A blackout as complete as those that often prevail in war-torn London, Paris, Berlin, or Helsinki, was in force in Rochester last evening in the northern part of the city after word was spread among home owners that the Cole Bros. Circus elephants swere loose and roaming about the city.

Many amusing stories are told of things which happened. Wallace "Buster" Wert says he will always in the future ride "high on the wagon," although he had not taken a drink. While he was cutting meat shortly before 6 p.m. at the Babcock, Market he happened to glance up and there was two big elephants standing on the sidewalk in front of the market.

Black Cat

Trainers came and led them away. On his way home, Wert had a black cat cross his path, and while seated at the supper table another elephant lumbered through the yard at the Wert home and passed a window near the butcher's chair.

Carl Quick, local stockbuyer, was driving north of the city shortly after the elephants and horses were set free at the winterquarters. He struck one of the elephants with his car and damaged his machine.

Another man became excited after seeing the elephants and dashed into a north end filling station, shouting, "Have you got a basement! Have you got a basement!" Told that they had by the attendant the man replied, "The circus elephants are stampeding and you better hide there!"

Walter "Bud" Meader was another who had a little experience with an elephant. He was walking down town when a big pachyderm lumbered out of an alley and just missed stepping on Bud's foot. Needless to say Bud made the block and half to the business district of Rochester in nothing flat.

Coal-Gas Explosion

L. V. Louderback heard a noise in his home on North Pontiac street and thought that it was coal gas exploding in the furnace. When he investigated he found that no explosion had occurred. Opening a door at his home he found that a big elephant was bumping the house. Previously this elephant and another made short work of Louderback's clothesline.

One of the elephants came down the alley between the Dillon building and the Tom Thumb. A small lad was standing unconcernedly watching the elephant when Ben Mullican who was walking in Main street, spied the boy. Ben grabbed the youth and carried him to safety in the Tom Thumb.

The best story is the one on a slightly inebriated man who was making his way along North Main street. Looking up he saw Nellie who is the most docile elephant in the entire Cole herd lumbering up the street followed by some of her keepers.

"Just Call Her Nellie"

Wanting to be of assistance the man who was in his cups made his way into the street as the elephant trainer called to him, "Just call her Nellie." Complying with his request the slightly spirited man did as he was told and Nellie came to a halt.

Then Nellie became affectionate and placed her trunk over the drunk man's arm. This was too much and the drunk started to run and as he stated afterward, "That elephant lost a dam good new trainer awfully quick."

Circus men today stated that the way that they pacify elephants when they become excited is by feeding them lumps of sugar. This plan was used by the handlers last evening after they were corralled and in a short time all the elephants were quiet and were lead into their circus car.

[The News-Sentinel, Wednesday, February 21, 1940]

CIRCUS OWNERS CHECKING ANIMALS LOST IN FIRE

A checkup made today by Jess Adkins and Zack Terrell, circus owners, revealed the loss of animals in the fire that swept the winter quarters last night is as follows:

Two zebras, valued at \$1,200 each.

Two llama, at \$350 to \$500 each.

One hundred monkeys, \$15 each.

Two tigers, \$1,500 each.

Two lions, two lioness, two cubs at \$1,000.

Cole Bros.-Clyde Beatty Circus

One hippopotamus at \$5,000.

Two leopards at \$750 each

A sacred cow at \$200.

Two mouflon, \$300 each.

Two Oudads, \$700 each

Two elephants, Ding and Katie, valued at \$2,000 each.

One pony was saved from the fire only to be killed when it was struck by an automobile at the junction of roads 14, 25 and 31 south of Rochester when it darted in front of a car, the driver's name of which was not learned. This pony was with ten others. None of the circus employees were hurt and neither were firemen.

It was at first thought that only one elephant had been burned. The charred ruins of the building today disclosed the second. This elephant was Ding who was driven out of the building but later bolted away from his keeper and returned to the fire swept building and to her doom.

When a check was made last night and Ding was not accounted for it was thought she was loose. Reports were received by telephone at winterquarters from persons living east of this city that they had sighted an elephant. Crews of circus men in cars patrolled roads east of this city until this morning trying to locate Ding.

All the trained seals which the circus owned were saved as they were appearing in a winter circus in Cleveland as are five elephants and 15 Liberty horses.

[The News-Sentinel, Wednesday, February 21, 1940]

MANY VISITED CIRCUSWINTERQUARTERS HERE

The Cole Brothers Circus winterquarters fire last night lighted the city for miles in all directions and attracted scores of motorists.

Today another large throng visited the winterquarters to see what havoc the fire had inflicted to the circus properties.

Many of the persons who went to the winterquarters were residents of Rochester.

Today news reel men from Pathe and Paramount were here and took pictures.

A special plane from the Chicago Tribune arrived here at noon today and took pictures from the air. This photographer had contacted Mr. Adkins and he had arranged the circus elephants on the ground near the burned buildings.

[The News-Sentinel, Wednesday, February 21, 1940]

“CIRCUS WILL GO ON” STATED OWNERS TODAY

“The show must go on” is an axiom of the amusement world and that was the opinion today of Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus who saw many of their prized holdings destroyed by the fire which gutted their circus winterquarters last night. Terrell and Adkins said the fire will make no change in their plans for producing a circus during the coming summer with the opening under canvas scheduled for Rochester on Saturday, April 27.

“We’re going to put on a show,” Terrell said. “We’ve already contacted John North, owner of the Ringling Brothers circus and he has given his consent to moving our elephants to the quarters in Peru.” These elephants left this afternoon for Peru over the Nickel Plate.

Adkins and Terrell pointed out that the circus train, lights, wardrobe, tents and seats were not damaged by the fire and that the matter of putting a circus on tour in the spring would entail the purchase of animals to replace those that were lost.

Most of these animals could be purchased in the United States from zoos and animal dealers. The circus has enough wagons which could be reconditioned so their replacement would not be difficult.

[The News-Sentinel, Wednesday, February 21, 1940]

SHOW TO GO ON

[front page editorial]

Cole Bros.-Clyde Beatty Circus

Another holocaust, unquestionably the most costly in the history of Rochester, occurred Tuesday evening at the winterquarters of the Cole Brothers Circus, situated in the northeastern section of the city.

A blaze which was discovered in the blacksmithshop around 5:30 in the evening spread with such rapidity that within two hours afterward practically all of the equipment and many valuable animals were laid in ruins. A loss which will total well into six figures.

The catastrophe could hardly have resulted at a more inopportune time, as the opening of the circus season is but a trifle over two months away and the winterquarters were sorely needed for training purposes and the repair and redecoration of the thousands of dollars worth of circus paraphernalia.

In true tradition of the entertainment profession, Messrs Adkins and Terrell, owners of the circus, stated the "show would go on." This entails a most momentous task in business management by the official family of the circus and it is hoped every citizen in this community will cooperate in every way possible in lightening the burdens of the circus owners.

While Messrs Adkins and Terrell, as yet, have not announced their plans of reestablishing their winterquarters in this city, it is the sincere desire of the entire community that ways and means may be found to construct a larger and better home for the circus organization.

[The News-Sentinel, Wednesday, February 21, 1940]

SHOW OWNERS ARE ASSEMBLING NEW CIRCUS EQUIPMENT

Cole Brothers Circus will open its 1940 season in Rochester on April 27, it was announced today at the circus winter quarters despite the fire Tuesday night which caused damage to the circus properties estimated at \$150,000. Work was going on today to get the circus out as scheduled.

Zack Terrell left Wednesday evening for Sarasota, Florida to confer with John Ringling North, owner of the Ringling Brothers-Barnum and Bailey Circus, relative to securing circus equipment which is now stored at Peru, which includes a number of parade and animal wagons. Jess Adkins spent Wednesday at Peru looking over available equipment there.

To Use Wardrobe Building

The plans are to use the main floor of the wardrobe building to repair equipment and for the painting of wagons. The animals will be kept in barns in and near this city with the exception of the elephants which will be housed at the Peru circus winter quarters.

There is nothing definite to state at the present time as to rebuilding plans at the circus winter quarters. It is understood it is planned to rebuild the buildings, which were burned, during the summer months so that they will be ready for occupancy when the circus returns next fall from their 1940 tour. The buildings which were partially covered by insurance were owned by a group of Rochester business men.

A mess hall for the circus employees has been constructed in the office building while 50 of the employees who lost all of their personal belongings in the fire are sleeping in the circus railroad cars.

It has been estimated that the fire which gutted the circus properties was due to defective wiring. A new switch was installed in the corner of the blacksmith shop less than an hour before the fire was discovered.

William Hindle, deput state fire marshal, who conducted an investigation of the fire, believes that the blaze was due to a shorted wire and that is also the opinion of fire insurance company adjusters who were here yesterday. The same idea is shared by Mr. Adkins and Mr. Terrell.

The circus grounds continue to be the mecca for many persons, some from long distances, who came here to view the ruins. News reel men and newspaper photographers were among the visitors.

Rochester received much publicity in papers all over the United States because of the fire. All three of the principal news services, International, United Press and Associated Press, carried detailed stories of the fire.

It was the streamer story on the Chicago Tribune and Indianapolis Star Wednesday morning. Some of the accounts which were broadcast by radio rather distorted the facts about the fire.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Thursday, February 22, 1940]

RING STOCK TO PERU

The ring stock of the Cole Brothers Circus was moved in trucks today to the circus winter quarters at Peru.

The move was made so that the menagerie and Liberty horses, many of whom are very valuable, could be better cared for. The baggage horses are being kept at the winter quarters here.

[The News-Sentinel, Monday, February 26, 1940]

DING, GIANT ELEPHANT, HAD INTERESTING PAST

Ding, giant Indian elephant who perished in the \$150,000 fire which gutted the Cole Brothers Circus Tuesday evening, had an interesting history it was learned today. Ding was one of two elephants burned to death in the fire and he could have saved his life but broke away from his trainers and raced back into the burning building.

Jess Adkins today received a letter from John Murphy, 840 Third Avenue, New York, who had read an account of Ding's death in the newspaper. Murphy said that at one time he was Ding's trainer, and that his original name was "Ding Dong."

36 Inches Tall

He was brought to this country in 1893 by the Leon Washburn circus which had winterquarters in Chatham, Ontario. Ding and another elephant by the name of Charley were in the shipment and each were only 36 inches tall.

When the Washburn circus became stranded in Yankston, S.D. in 1903 the late Ben Wallace of Peru purchased him and traveled with his circuses for years. Charley later was shot after he had held his trainer, Henry Hoffman, under the waters of the Mississinewa River at Peru until he drowned.

Taken To River

On this occasion Hoffman had taken Ding and Charley to the river for a drink of water and to give them an opportunity to spray themselves with water. Ding later was acquired by the late Jerry Mugivan, circus owner of Peru, and he was also used in the Sanger Brothers Circus in 1913 when it was owned by Zack Terrell.

The Cole Brothers Circus acquired Ding five years ago from William P. Hall of Lancaster, Missouri. He was one of three elephants purchased from Hall at the time. Mr. Murphy never knew what had become of Ding until he read of his death and then wrote Mr. Adkins his very interesting letter about his former charge.

The Cole Brothers winterquarters over the past week-end was visited by over 10,000 persons. Sunday was a very busy day with visitors, coming here to view the burned circus buildings, from not only points in Indiana but from surrounding states as well.

Traffic on Main street was as heavy at times on Sunday as when football games are being played at Notre Dame university at South Bend. Extra police were necessary to handle the traffic. Local cafes reported heavy business from the visitors.

[The News-Sentinel, Tuesday, February 27, 1940]

LETTER WRITERS ASK ABOUT CIRCUS FIRE

Jess Adkins and Zack Terrell, owners of the Cole Brothers Circus, have been receiving a number of unsigned letters from cranks who profess to be lovers of dumb brutes following the disastrous fire at the circus winterquarters on the night of February 20th, which resulted in the death of a number of valuable wild animals.

These letters come from all parts of the United States and some from foreign countries. None of the writers has had the nerve to sign his name to his letter so that a personal answer could be made.

The cause of the complaints is news stories and news broadcasts of the circus fire which were made over radio stations and carried in newspapers in larger cities. The newsmen and newscasters

Cole Bros.-Clyde Beatty Circus

in many instances had very vivid imaginations and their accounts of the fire were in many instances different than the true conditions.

Shrieks of Beasts

Some of the stories of the fire, related that the shrieks of the wild beasts who lost their lives could be heard above the roar of the flames which was untrue as the fire had gained such headway when it was discovered that smoke had suffocated and killed the lions, monkeys tigers and other beasts before the flames ever reached them.

It was impossible to reach the cages of the wild animals when the fire was discovered because of the start that it had and the heavy smoke. One trainer who entered the building to free his charges was overcome by smoke and another trainer risked his life in saving him.

Some of the writers want to know of Adkins and Terrell why the wild animals were not shot before the flames reached them. This would have been impossible because of /visibility in the smoke filled buildings. Another writer wanted to know why the buildings were not equipped with an automatic sprinkler system. This safety device in many instances saves buildings, but in one where the fire was intense as it was at the circus winter quarters they would have been of little aid. The buildings were in ruins in an hour after the fire was discovered.

Letter Unreasonable

The letter which was the most unreasonable one of all that Adkins and Terrell received the writer wanted to know why the lions, tigers and leopards were not turned free and posses formed the next day to track them down and capture them in large nets as they do in the jungle.

If the cat animals had been freed as the writer advocated and permitted to forage through the night they undoubtedly would have caused the death of many domesticated animals (the writer wanted to save the wild animals by freeing them) on farms near Rochester, and possibly the death of several persons in Rochester and vicinity as the circus owned cat animals were all ferocious man-killers.

[The News-Sentinel, Thursday, February 29, 1940]

REJOINS COLE CIRCUS

W. A. Dyke who is better known here a "Waxie" Dyke, who for the past 16 months has owned and operated a shoe repair and harness making shop in Nappanee, closed his shop Monday and moved his equipment to the Cole Brothers Circus winterquarters here to take back the job he had before he moved to Nappanee, that of the circus harnessmaker. Altogether Mr. Dyke has worked for 20 years as a harness maker for different circuses, namely Lee Brothers, Christie Brothers, 101 Ranch, L. G. Barnes, John Robinson and Cole Brothers.

[The News-Sentinel, Wednesday, March 6, 1940]

MANY AT CIRCUS

Many visitors, among them candid camera fans, visited the Cole Brothers Circus winter quarters Sunday to view and to make pictures of the quarters since the disastrous fire of Febroary 20.

[The News-Sentinel, Monday, March 11, 1940]

EQUIPMENT, ANIMALS SECURED FOR GREATER COLE BROS. CIRCUS

Zack Terrell, co-owner with Jess Adkins of the Cole Bros. Circus, returned to winterquarters here today from a two weeks business trip to Sarasota, Fla., where he interviewed John Ringling North, president of the Ringling Bros. and Barnum & Bailey Circuses.

Mr. Terrell in an interview with a representative of The News-Sentinel later today was most enthusiastic regarding the 1940 outlook for the Cole Bros. Circus and to quote him in this regard he stated, "You may tell the public that the Cole Bros. Circus will launch their season with a home-show in Rochester around May 1st with a 'bigger and better' show than they presented in 1939."

No Idle Boast

Cole Bros.-Clyde Beatty Circus

A statement of that nature, coming within a month after a \$150,000 fire had wiped out the very heart of their winter quarters, indicates that Messrs Adkins and Terrell were making no idle boast, when on the day following the circus holocaust they announced "the show would go on."

It was disclosed today that arrangements had been made with the president of the Ringling Bros. and Barnum & Bailey shows, whereby Cole Bros. would attain all of the rolling stock and menagerie animals needed. The equipment and animals will be shipped to Rochester from Sarasota, Fla. and Peru, Ind. Acts for the 1940 show are now in training at the Peru winter quarters, inasmuch as it was impossible to secure a heated building of appropriate size in Rochester.

Expression of Gratitude

In commenting on the disastrous fire and the cooperation given the Cole Bros. Circus by one of Cole Bros.' foremost competitors, Mr. Terrell stated:

"I have seen many sides of circus business and circus life. Most of us have. I have seen opposition that would almost melt the hearts of iron men with the heat of its battling. I have seen the men engaged in it, seeming to take one another with a hatred everlasting. Then a month or so later after the shows had returned to quarters, I have walked into a Chicago or New York hotel to find the same men again become friends.

"It takes circus people to fight that way for their own troupe and then forget it all when the battle is over. Also, it takes the circus to make people that way.

"But, aside from opposition, which is business, there is a family feeling among the big top folks. Quarrel, we may and do, as does any family - still there is a tie among us all. I have seen examples of this feeling of kinship in the past between owners, managers, staff people, performers, department heads and forces. Most of us recall these in cases of bygone disasters and tragedies.

"But I think our own disaster - thank God, there were no human lives lost at the Cole Bros. Winter quarters here, brings out the finest example of this feeling of circus kinship I have ever known. I refer to the magnificent manner in which John Ringling North, president of the Ringling Bros. and Barnum & Bailey circus has come to our aid with the Peru quarters, equipment of all kinds - in fact everything we need.

"On behalf of the Cole Bros. Show, my partner, Jess Adkins, the show personnel, I wish to express our deep gratitude for this great and generous gestures, backed by genuine material helpfulness.

"We shall never forget it.

"Sincerely

"Zack Terrell."

[The News-Sentinel, Wednesday, March 20, 1940]

COLE MENAGERIE WILL BE BEST IN CIRCUS HISTORY

Cole Brothers circus when it has its 1940 premier under canvas here on May 3 will have the largest menagerie that the circus has ever had in its history despite the fact that many rare and valuable wild animals smothered to death in the fire which swept the winterquarters here on February 20.

Three large truck loads of wild animals arrived at the circus winterquarters at Peru from New York Sunday night. The consignment was brought directly from the Madison Square Garden where the Ringling Brothers show is filling an engagement and from Buck's zoo at Amityville, N.Y.

Among the animals were a large hippopotamus, a zebula which is hybrid zebra, five zebras, two lions, tiger, two hyenas, two llamas, an ibex, a large number of monkeys and rare tropical birds and two Abyssinian asses.

Employees of the Cole circus went from the winterquarters here to New York to get the animals. The rare shipment attracted much attention as it passed through the country. The trip was made without mishap.

As soon as cages and wagons which will be used by the Cole circus this summer can be made ready, the animals will be brought to the winterquarters here where they will be kept until the show opens its 1940 season.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Tuesday, April 16, 1940]

COLE CIRCUS BANNERS PLACED HERE WEDNESDAY

Despite weather which was more like late autumn a sure sign of spring was noted here today when billposters of the Cole Brothers Circus placed brightly colored banners in Rochester and Fulton county announcing the 1940 premier under canvas of the circus in Rochester on Friday, May 3.

The advance car which is in charge of Vern Williams, has been newly painted and refurbished. The car was scorched during the fire which swept the winterquarters on February 20. Marty Yates is the contracting press agent on the advance car.

Four new trucks have been purchased for the banner brigade which is in charge of Pat Murphy. These trucks are three Internationals and a Ford. All of the brigade trucks were burned in the winterquarters fire.

The 1940 banners announce many new Cole features for 1940. They also announce that Ken Maynard, famous western motion picture star, whose home is in Columbus, will again be featured in the circus with his congress of western cowboys and cowgirls.

[The News-Sentinel, Wednesday, April 17, 1940]

SYMPATHY VS. SUPPORT

[Front Page Editorial]

From Feb. 20th to May 3rd is rather a brief span of time - just an even 72 days as a count reveals.

The first date represents the time of the great circus fire which reduced some \$150,000 worth of property and animals to ashes within two hours time.

May 3rd marks the date the new Cole Bros. Circus will make good the promise the "show must go on," when it opens on the home-town lot at the edge of South Main street.

Immediately following the holocaust, every circus lover at home and throughout the nation were profuse in their sincere expressions of sympathy extended the circus owners and officials. Inquiries poured in by the hundreds, "will the circus carry on?" "Will Cole Bros. keep their winterquarters in Rochester?"

Before the last dying ember from this costly blaze had cooled, Messrs Jess Adkins and Zack Terrell made the decision that the "show must go on." Although Cole Bros. have received an abundance of assistance from the Ringling interests in the form of animals and materials' supplies, the season financially will be started at less than a scratch.

This fact can but accentuate the necessity of the home-town circus receiving something a bit more tangible than sympathy on its opening day in Rochester. Support, that vital essence to all successful businesses, is most essential.

The owners are sincere in stating that the new 1940 show presents more animals, more featured attractions than of any of the preceding years' performance. A fact that assures every circus goer more than a full hundred percent entertainment for the nominal admission charge.

During the past five years of the circus' operation in Rochester, figures compiled by a certified auditor reveals that the circus has expended \$80,000 and \$95,000 annually during the stay here. No city, no community can regard itself so efficiently self-reliant as not to sorely miss the cessation of such a flow of money into the community's trade channels.

Yet, such a loss is not improbable. The reading of the ticket wagon tillers on the night of May 3rd will reveal to Messrs Adkins and Terrell whether or not Rochester is indifferent to the circus family.

It is our belief the community will on that date show its appreciation to the circus industry with something more exchangeable in the realm of the business world than sympathy - paid admissions being the tangible form of real support. The continuance of the winter quarters in Rochester is squarely up to the public.

[The News-Sentinel, Thursday, April 18, 1940]

CROWDS VISIT CIRCUS

Cole Bros.-Clyde Beatty Circus

Peru, April 23 - Crowds of people from all over Miami county and many from other parts of the state were visitors at the circus winter quarters Sunday afternoon. Circus attaches said it was one of the largest crowds in recent years. But one more Sunday remains in which people may see the stock and other equipment of the Cole Bros. Circus quartered there as the circus opens a week from Friday at Rochester.

[The News-Sentinel, Tuesday, April 23, 1940]

COLE BROS. CIRCUS QUARTERS BRISTLING WITH ACTIVITY

It's an ill wind that blows no good.

That old adage might also apply to the Cole Bros. Circus fire. While it is true the circus owners took a terrific wallop in the way of financial losses - the public is going to benefit by being presented with a bristling new circus outfit - from the advance banner carriers to the steam calliope.

A trip made today through what remains of the winter quarters of the Cole Bros. Circus, revealed that everything would soon be in readiness for the grand opening of the circus season, Friday, May 3rd on the Goss lots at the southern edge of Rochester.

20 Painters At Work

Scores of the circus display wagons, cage wagons, band wagons are already in brilliant red with black and gold embellishments. The rolling stock of the 32-car train likewise has undergone painting and redecorating - the coaches being painted in red and black and the flat cars and stock cars in silver, blue and gold trim. The head boss of the painting crew which is comprised of 20 painters, stated that already over 500 gallons of paint had been used and it would require at least 200 more gallons to put all of the paraphernalia in readiness for the opening show.

Despite the fact that Rochester, for the present has lost the patronage of special act performers, the horse and animal trainers, aerial performers and such, who are now in training at the Peru circus quarters, there are at present 112 people at work at the local quarters. Many of these are Rochester employees - carpenters, painters, electrical workers and seamstresses.

Costuming All New

One of the busiest spots at the quarters is the wardrobe department which is located on the second floor of the large wardrobe building. Here a dozen or so ladies under the supervision of Mrs. Josephine MacFarland, are engaged in making costumes for Jocko, the pony riding monk, to Queenie, the largest of the Cole Bros. famed herd of elephants. All costuming for performers, animals and tableau sets are new - glistening with gold and silver satins, silks and braid, touched off here and there with brilliant settings of costume jewelry. While all of this places Cole Bros. deep in the red at the start of the 1940 season, the public and the circus goers will be delighted with the crisp new appearance of the circus and its family of performers and ring and menage stock.

Dining Car In Use

Another interesting and busy department at the circus grounds is the dining car. This car has been completely redecorated and is now serving meals, three times per day, to the hundred plus employees. Each meal is served in two shifts, with seating capacity for 64 people at a shift. The kitchen is located in one end of the coach and the main portion of the car is devoted for table and chair space. Mitt Carl is the steward for the dining coach and J. W. Nix is the head chef.

With the exception of a few official and clerical workers, and local employees the entire force of workmen has its sleeping accommodations at the winter quarters. The second floor of the administration building has been equipped with army cots and 80 employees sleep in this building.

Smithies, Harness Makers Busy

On the northern end of the quarters one finds the blacksmith and mechanic crews hammering away on the thousand and one various types of mechanical equipment and ring and aerial props. Near the "smithy" workshop is sidetracked the harness making and leather repair car, equipped with power sewing machines, leather cutters, etc., for the making of all types of harness from midget ponies to trappings for the pachyderm herd. The head harness-maker stated they were

Cole Bros.-Clyde Beatty Circus

nearing the end of their goal and by Saturday evening of the present week every animal in the circus will have its spring and summer harness togery for the home-town debut.

Messrs Adkins and Terrell, owners of the Cole Bros. Circus, stated today that the ticket sale would open here on Friday morning, April 26th, with the sale being conducted at Copen & Shafer's drug store and The Berghoff Cafe.

[The News-Sentinel, Tuesday, April 23, 1940]

GREAT COLE BROS. CIRCUS BIGGER AND BETTER, DUE SOON

The huge steel railroad car that was seen recently on the tracks, brightly painted, and lettered "COLE BROS. CIRCUS AND KEN MAYNARD'S WILD WEST" gave unmistakable signs that Spring is here. Owing to the disaster the Cole Bros. Circus suffered this spring in winterquarters the equipment has all been rebuilt. New cages, dens, wagons, rolling stock, tractors, canvas, everything is new this year.

Circus Day this year in the home-town of Rochester will be Friday, May 3rd when hundreds of performers and animals will wend their way to the circus grounds. Equipment, wagons, horses, tractors, elephants, all will be put into use to transport the huge show through the streets.

Ken Maynard and his wonder horse, Tarzan, and scores of cowboys, cowgirls, Indians, and frontiersmen, all rigged out in their flashy costumes, will start for the lot and by noon everything will be ready for the two performances to be given here.

New animals from Singapore, India, and Africa, together with tigers, lions and other species from the various zoos in America, have been added to the menagerie.

From now until circus day advance representatives for the show will be in town making final arrangements. Purchasing agents will be here lining up groceries, meats, bread (a thousand loaves by the way), eggs, milk, sugar, and so on for the 2,000 meals that are served every day to the personnel of the circus.

Six thousand pounds of hay, two hundred bushels of oats, three thousand pounds of straw, more if it rains so as to keep the grounds dry, four hundred pounds of bran, are just a few items for the animal department.

Over 200 acts with the show this year in addition to Ken Maynard, include The Loyal-Replenski Family of bareback riders, The Escalante Troupe, The Gasca Troupe, Weber Bros. and Chattita, The Martinez Family from old Mexico, The Skating Rockets, from Oslo, Norway, fifty clowns headed by Otto Griebeling, world's funniest pantomimist, and a gorgeous pageant entitled "La Habana," which serves as a prelude to the circus proper. Two performances will be given here starting at 2 and 8 p.m. and the doors to the big tent will open one hour in advance to allow patrons to inspect the huge double menagerie carried this year.

[The News-Sentinel, Tuesday, April 23, 1940]

ROCHESTER, IND., RECEIVES PUBLICITY THRU COLE BROS.

Few people realize the tremendous amount of publicity Rochester receives each year through the activity of the home-town Cole Bros. Circus. This year, due to the costly conflagration that the circus suffered on the night of February 20th, the accompanying front page stories which were played up in scare headlines in every town and city paper, together with the continuous broadcasts of the holocaust, the publicity that Rochester has and will receive will be increased tenfold.

The tentative itinerary laid out by the Cole Bros. Circus which opens here Friday, May 3rd, takes the show as far east as Maine and then to California. The 1940 4-color special program of the show which is distributed throughout every town and city in which the circus shows, contains a feature story written by Jack Grimes, press agent with Cole Bros. This story will bring to the minds of people in every walk of life, the fact that Cole Bros. make their headquarters in Rochester, Ind. Over a million copies of the program will be distributed during the coming season. The story follows:

"The Show Must Go On

"The thriving little town of Rochester, Indiana, received a rude awakening on the night of February 20th, 1940. The huge bell in the town hall clanged out a loud warning and every living

Cole Bros.-Clyde Beatty Circus

person knew something was seriously wrong. The fire wagons raced down the main street, every automobile in town speeded on its way to the fire at the winterquarters of the Cole Bros. Circus, a few blocks from the center of the town.

"In less than an hour after the conflagration started the massive winterquarters was a shamble. Buildings were demolished, beautiful tableau wagons, all ready to go into the paint shops for their new Spring coat of glittering varnish, powerful tractors, animals, practically everything necessary to make a circus, was destroyed.

"Trumpeting elephants were turned loose, horses were untied and led out of their stalls by men who thought nothing of the danger they were in, thought of nothing except loyalty to the circus and their dumb animal friends, time after time some of these men went back to set free anything that they could reach, never thinking for a moment that perhaps the building would collapse and kill them all.

"Deficient wiring was the cause, but no one thought of looking for this at the time One thing alone filled the minds of everyone . . . get the animals out and save as much of the equipment after the animals were saved . . .

"So out of it all comes the new Cole Bros. Circus, new animals imported from foreign countries in a rush, transported in ships that ran through untold dangers from torpedoes and floating mines . . . trainers working feverishly in the new temporary winterquarters hurriedly thrown together in a nearby town, workingmen, painters, builders, blacksmiths, carpenters, everyone anxious to get the circus on to the road and live up to the time-worn adage "The Show Must Go ON." . . .

"And so the great Cole Bros. Circus is again on the road . . . all new . . . all brightly painted, new acts, new actors, everything new except the spirit that brought the circus down through the ages, kept its proud banners flying, the show for youngsters and grown-ups alike, the show that everyone looks forward to coming to town.

"Truly a remarkable thing has been accomplished by the management and members of all departments, of Cole Bros. alike. A huge organization brought to its knees in less than an hour by fire . . . the most dreaded of all the elements . . . yet in less than 2 months it raises itself again and starts across the country on another annual tour.

"We hope you will enjoy the new Cole Bros. Circus, all new this year, and that you and your family will live to enjoy the greatest of all American entertainment . . . the circus . . . for many years to come."

[The News-Sentinel, Wednesday, April 24, 1940]

COLE BROTHERS CIRCUS RECEIVED MORE ANIMALS

The Cole Brothers Circus yesterday received another shipment of animals from the Frank Buck Zoo at Amityville, N.Y., to strengthen their menagerie for the 1940 summer tour.

In the shipment were four very rare deer, two white fallow deer and two Sandibar deer. Also was included a large shipment of monkeys which will be used in the "monkey village," a new feature of the menagerie.

Later in the week the Cole Brothers Circus is to receive another shipment of animals from the Frank Buck Zoo. This will include among other wild beasts several jungle bred lions and a number of hyenas.

[The News-Sentinel, Thursday, April 25, 1940]

MANY NEW ACTS PRESENTED IN THE COLE BROS. NEW 1940 SHOW

Among the many new acts with the Cole Bros. Circus this year will be the Escalanta Troupe of aerialists. There are 10 members of this remarkable family coming here directly from California. They spent the winter in Honolulu with the Fernandez Circus stopping off in Hollywood to make a feature short picture for one of the leading studios. The Famous Gasca Troupe of wirewalkers, jugglers, and acrobats, also coming from the coast where they have been working in the picture studios all winter.

The Brannocks and the Camerons, aerobic marvels and Frank Sheppard, who has completely recovered from the serious accident of two years ago when he fell from the high rigging in Des

Cole Bros.-Clyde Beatty Circus

Moines, will all be with the show. Sheppard does an exceptionally daring act, working without a net underneath him. The management tried to get him to use a net this year, but he will work without, as usual, and his act, no doubt, will be remembered by the many people who saw it some years ago.

The Gonzales Family, high perch and comedy acrobats are another foreign importation, as is the Famous Raglan Troupe of wirewalkers. Weber Brothers and Chatita coming here from the east where they have worked all winter do a thrilling finish to their act with a daring backward slide for life from the dome of the big tent to the ground, on a tight rope.

Frank Going, formerly chief of police in Pine Ridge, S.D., will be with the Cole Bros. Circus starting its cross country tour here Friday, May 3. Chief Going is a great friend of Zack Terrell, one of the owners of the show and he will have charge of the Indians from the Sioux reservation in Pine Ridge. The braves, squaws and spouses will be used as one of the features in the Ken Maynard wild west, and will appear in their bright raiment with all the war paint and decorations that go with this fast disappearing race of people.

The opening spectacle "Le Habana" is all new this year; new wardrobe and special musical numbers with a ballet of girls from the coast.

Reserved seat tickets go on sale Friday a.m. At Coplen & Shafer and the Berghoff Cafe.

[The News-Sentinel, Thursday, April 25, 1940]

ADVANCE TICKET SALE FOR COLE CIRCUS OPENS

The advance sales of tickets for the Cole Brothers circus, which is to have its 1940 premier under canvas in Rochester on May 3, started Friday morning in the Coplen and Shafer drug store and the Berghoff Cafe. The opening sale has been brisk. The circus will again pitch their tents on the Goss lot on South Main street.

The first 1940 ticket sale went to Frank Hubin, Atlantic City, N.J., an ardent circus fan. Hubin sent a request for the ticket to a friend in this city.

As a favor to Hubin's friend, Jess Adkins and Zack Terrell, co-owners of the Cole circus, autographed the ticket for Hubin who will add the same to his large collection of circus fan literature.

The following are excerpts from Mr. Hubin's letter to his Rochester friends:

Please purchase for me the first ticket for the 1940 opening performance of Cole Brothers Circus in Rochester. I wish the circus unbounded success this year and although I will not be able to witness their premier in person I will be there in spirit. I wish Jess Adkins and Zack Terrell good luck in their effort to place an old time circus incorporating all of the newer ideas as in circuses on the road again despite their very discouraging fire on the night of February 20. I am sure I express the hope and the fervant desire of every true circus fan in the United States and Canada that Jess and Zack will have a very successful season in 1940, as they are considered two of the grandest men in the circus business and are deserving of a better break than they have had as to luck."

[The News-Sentinel, Friday, April 26, 1940]

KEN MAYNARD AND TROUPE NOW AT CIRCUS QUARTERS

Practically every train that runs into Rochester these days brings in new troupes or menagerie stock for the Cole Bros. Circus. Last night, Ken Maynard, the noted cowboy movie actor and his corps of cowboy and cowgirl rodeo stars came in over the Erie and his special cars were shunted over onto the sidetrack at the winterquarters. When the home-town show pulls out of here early on the morning of May 4th, the Maynard cars will be hooked onto the circus special train.

Another troupe which arrived yesterday by motor trucks, was the Escalantes. The Escalantes, who were featured at the San Francisco fair last season are a group of aerial performers and their act, according to those who have witnessed these European stars, will be one of the greatest thrillers of the new 1940 program.

Indians Coming

Cole Bros.-Clyde Beatty Circus

On Tuesday of the coming week a coach load of Sioux Indians will arrive at the circus quarters and join the show for the 1940 tour. These red men come direct from the Pine Ridge reservation, near Rushville, Nebraska, and all are accomplished horsemen and rodeo stars.

In an interview with the circus managers today, it was stated that by Tuesday afternoon the population of Rochester would be stepped up by practically a thousand, due to the arrival of all the circus performers and helpers. The large mens tent and sleeping tent will be set-up on the Goss lot at the southern edge of the city to help accommodate this gigantic circus family. Practically 200 more people will be employed by the circus this year than last it was stated and the major portion of this new addition to the circus are performers.

An outline of the entire circus program will appear in an early issue of The News-Sentinel.

The ticket sale which opened at Coplen & Shafer and The Berghoff Cafe this morning was reported as exceptionally brisk.

[The News-Sentinel, Friday, April 26, 1940]

RUTH AND JEAN DO A LITTLE CLOWNING

* * * * Photo of two elephants * * * *

“Le Habana” a gorgeous fiesta, with the charm and gaiety of Cuba, and the romance and enchantment of old Spain, a glorious fairyland spectacle of pantomimic grandeur, will serve this year as an opening to the Cole Bros. Circus and Ken Maynard’s Wild West which opens in the home-town on Friday, May 3rd for two performances at 2 and 8 p.m. at the Goss lot, South Main Street.

Superb beyond belief, a triumph among colossal productions, “La Habana” will long be remembered as a riot of color and music. A hundred beautiful dancing girls, singers and massed bands, three herds of elephants weighted down with gorgeous trappings, participate in this stupendous spectacle. Two special railroad cars have been attached to the circus train to carry the wardrobe and lighting effects necessary to stage this extraordinary pagant.

Over 200 acts are included in this year’s new Cole Bros. Circus. The Famous Loyal-Repenski Family of bareback riders, The Brannock Troupe of acrobats, The Escalante Troupe of aerialists, Joan Spalding, world’s greatest lady gymnast, Frank Sheppard, sensational, “Man on the Flying Trapeze”, The Skating Rockets from Oslo, Norway, and The Martinez Family from old Mexico, are a few of the features. Adloph Delbosq presents a stable of fifty educated horses bringing his entire stable from France, fifty clowns headed by Otto Griebing, the world’s funniest “joey”, fifty dancing horses ridden by fifty beautiful girl riders, will all be here with Cole Bros. Circus. Tickets on sale at Coplen and Shafer’s drug store and The Berghoff Cafe, Friday, April 26th.

[The News-Sentinel, Friday, April 26, 1940]

ROCHESTER MAYOR WISHES CIRCUS SUCCESSFUL SEASON

[Front Page Pronouncement]

The Cole Bros. Circus, “Rochester’s Own,” is at the present time, working day and night in an endeavor to get their material assembled to show in Rochester on Friday, May 3rd and to start their 1940 season on the road. This fact is in itself phenomenal, due to the fact that so few days have passed since it seemed that the show laid in ashes.

Rochester and community have enjoyed the presence of this great circus for over five years. The personnel connected with the circus are fine, law abiding citizens and have in many instances become a part of our community. It is a pleasure for Rochester folks to be acquainted with them. Our city is known far and wide as the home of the Cole Bros. Circus and as the resident city of many of the personnel. If at any time in the past they have had an unfortunate season with resultant discouragement to a few of our citizens, it is a certainty it was through no fault of theirs, but a condition of the season.

On May 3rd, they’ll give two performances in this city and then load their trains and make their annual tour. They will honor us with their first two performances of their 1940 tour. When they leave they will carry the name of Rochester far and wide with praise on their lips and gratitude in

Cole Bros.-Clyde Beatty Circus

their hearts for the good people of this community, and wherever they go they will carry the name of our city as the home of this world renowned circus.

As Mayor of the City of Rochester, I congratulate Messrs Adkins and Terrell and all of their associates in the fact that they have always presented a first class circus, that from their discouragement on that February morning when they saw their giant enterprise in ashes, their first words were "The Show Must Go On" and from the ashes of that morning they again assembled a first class enterprise for the entertainment of the people of America.

We of Rochester also have an obligation we are going to meet. We owe them attendance at their performances, and I, as Mayor of this good City of Rochester, a city that is always appreciative and helpful, suggest to the business men that they close their places of business for three hours during the afternoon of Friday, May 3rd, and if possible to attend the performance, and it is hoped that the clerks and the people in general throughout the community will also attend. Again we congratulate Cole Bros. Circus and wish them a prosperous season and a safe return to our city. Let us all give them a pat on the back and our sincere wishes and good will.

OTIS I. MINTER, Mayor
of the City of Rochester

[The News-Sentinel, Saturday, April 27, 1940]

BIG CIRCUS SCHEDULED FOR TWO PERFORMANCES

* * * * Photo of Otto Griebling * * * *

Funmakers from all four corners of the globe will be seen in mirthful action when the great Cole Bros. Circus opens here Friday, May 3rd for two performances starting at 2 and 8 p.m.

Clowns have always been the backbone of any circus. Otto Griebling, said by many to be really the funniest clown in circus business today, heads the list of "joeys." However each clown, no matter how small his role, considers himself a star in his own right. Many of the funsters you will see cavorting around the massive hippodrome track spent the long winter months designing and planning their grotesque makeup and costumes. Unlike other professions, the clown must be 100% sure that every particular skit will bring at least one loud guffaw from all who see it.

Over half a hundred of these funny fellows include, in addition to Otto Griebling, Jimmy DeCobb, Shorty Edwards, Huffy Huffman, Freddie Freeman, Lee Smith, Grover Andrews, Harold Hall, all top notch clowns.

Ken Maynard, well known western star and his celebrated horse "Tarzan" will be seen in person at every performance. This year Ken will have with him a troupe of cowboys, cowgirls, Indians, and ropers who have been in many of his pictures and their offering is most spectacular.

A gorgeous processional pageant entitled "La Habana" with a hundred beautiful dancing girls, special scenery and lighting effects will act as a prelude to the circus proper.

Arrangements have been made to open the doors to the big tent one hour ahead of the starting of the performance to allow visitors to inspect the huge double menagerie carried with the show this season.

Reserved seats and general admission tickets for both performances are now on sale at Coplen & Shafer and the Berghoff Cafe.

[The News-Sentinel, Monday, April 29, 1940]

MONKEYS ARRIVE

Another large shipment of monkeys for Cole Brothers Circus arrived here this morning from Frank Buck's Zoo at Amityville, N.Y. In the number were three nursing monkeys who attracted much attention. These little monkeys were about seven inches long.

[The News-Sentinel, Tuesday, April 30, 1940]

GIGANTIC CIRCUS FAMILY ASSEMBLING FOR OPENING

The Cole Bros. quarters and the Goss circus lot situated at the southern end of Main street are teeming today with activity as this gigantic circus family prepares for the opening of the 1940 season which will be held here Friday afternoon and evening of this week.

Cole Bros.-Clyde Beatty Circus

Early today two carloads of tents and tent equipment which was purchased from the Baker-Lockwood Tent Co. of Kansas City, Mo., arrived at the circus quarters and immediately the circus tent crew started to transfer the huge loads of canvas, poles and riggings to the circus lot where all of the canvas will be put in readiness for the show.

From All Parts of World

Troupes from all parts of the U.S. and many from foreign lands are arriving at the quarters and will be accommodated in the local hotels, rooming houses, and under canvas at the grounds.

Included in today's arrival were a number of freaks who came direct from Madison Square Garden, New York. Included in this group were the Siamese twins, the half girl, the giant and dwarfs, and others who have been featured in the New York World's Fair. In the list of arrivals from New York was the famous side show all colored band, which is directed by P.J. Lowry.

Victor Robbins of Bangor, Me., leader of the white band, arrived Monday evening with his musicians and are now engaged in rehearsing circus numbers.

All of the menagerie animals, as well as the high school horses, jumpers, seal, elephants and such are in cages or pens at the winter quarters and will be transferred to the lots as quickly as the tents are made ready for them. All of the lions, tigers and pumas are fresh from the African jungles, having been captured during the past two months by Frank Buck's agents. Among the new animals are a huge Hippo, which answers to the name of "Chester", a dozen or so zebras; a zebule (cross between zebra and horse); a baby camel, less than two months old, and "Joe Mende," the world famed, trained chimpanzee, which was secured this week from the Detoit Zoological Gardens.

Ballet Dancers Training

Word comes from Rex De Roselli who is training a large number of ballet dancers in Evanston, Ill., under the direction of the noted dance instructor, Betty Jones, of Chicago, that the dancers will arrive in Rochester Wednesday evening. Over 50 of these ballet dancers will be used in the opening spectacle, "La Habana."

The management stated that patrons of their show need have no fear that their clothing would be soiled in event of rain on circus day as every inch of the circus canvas is new and waterproofed.

The tickets for either performance are now on sale at Copen and Shafer's drug store and the Berghoff Cafe.

[The News-Sentinel, Tuesday, April 30, 1940]

COLE BROS. PRESENT THRILLING PROGRAM FOR OPENING, MAY 3

Rex de Rosselli, who with a group of 50 ballet girls arrived from Evanston, Ill., early Wednesday morning, has just released the program of the Cole Bros. all new 1940 circus, which holds two performances at the Goss lots, southern edge of Rochester on Friday, May 3rd.

Inasmuch as the 1940 circus is a third again as large as that of 1939, necessitating the use of many more wagons and cars it was deemed inadvisable to attempt to give street parades this year. However, the major portion of all this new equipment will be on the circus lots here Friday morning where the public may inspect the brightly painted wagons, the new tents, the power plants and the thousand and one articles needed in the preparation for such a mammoth show.

The Program

1. - Tournament Parade - Beautiful spangled chargers, Lumbering elephants, Ken Maynard and Cowboys, Siouxs, Performers; High School Horses, Tandem Riders; Clowns Aerial performers; Jugglers, Acrobats; Nursery Rhyme Tableau Wagons, drawn by tiny ponies; Camels, Zebras, Joe Mendoz, the trained Chimpanzee; dancing girls in ballet attire perched high on the shimmering, gold and silver adorned howdahs; broadback ring horses; tumblers; Japs, Chinese, Cossacks, Sioux Indians, Arabs - etc.
2. - Spectacle - "La Habana" - Betty Jones Ballet Dancers - in three rings, brilliantly costumed and multicolored lighting effects.
3. - Comedy - Clowns and Acrobats.
4. - High School Ponies - Trained Seals - High School Ponies.
5. - The Repenski Family of Trick Riders - Comedy Riders - Clowns.

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6. - Ladder Acts - Aerial Acrobats - Music Grind.
 7. - Juggling - Rolling Clowns - Juggling by Rileys - Garcias - Delbosques.
 8. - Traps and Plunge - Aerial Thrillers - Joan Spaulding - Cyse O'Dell.
 9. - Aerial Bars - Alex Brock Troupe - Aerial Comedy.
 10. - Alfreda Cortez - Daring Foot slide for Life.
 11. - Three Rings of speedy performing Elephants - under supervision of Alfonzo Deever.
 12. - The Skating Rockets - Norwegian Troupe.
 13. - Three Rings of Liberty Horse Drills and Intricate Formations - Trainers Adolf Delbosques and John Smith.
 14. - Clown Band - Antics - under direction of the Ace of All Pantomimers Otto Griebing.
 15. - Thrilling Riding Acts - Acrobatic Formation - Somersaults - by the Royal Repenskis.
 16. - High Wire Acts - with the Garcias and Escalantes.
 17. - Comedy - Clowns - Boxing - Mirthmakers.
 18. - Frank Sheppard - tight wire artist, deluxe.
 19. - Three Rings High School Horses - drilled by Adolf Holsuenes and assistants.
 20. - Acrobatic Troupes - The Planaquins and The Maraccas.
 21. - Crazy Numbers - by the Clowns.
 22. - Trapeze Thrillers - Aerial Features - by the Escalantes.
 23. - High Jumping and Hippodrome Races.
 24. - Ken Maynard and His Congress of Cowboys and Sioux Indians in thrilling display of western horsemanship and rodeo features.
- All new, waterproofed tenting assures the circus fan a perfect day or evening under the "Big Top" regardless of outside weather conditions.
- [The News-Sentinel, Wednesday, May 1, 1940]

GOOD START ESSENTIAL

[Front Page Editorial]

Whether it be a race horse, a 100-yard dash man, or a business - a good clean start is most essential and invariably results in bringing home the bacon.

Friday, May 3rd, the Cole Bros. Circus toes the starting line for the 1940 season, in Rochester. A season which will see the crisis for the circus' very existence.

As the result of the fire of February 20th, the circus organization was plunged deep into the red and despite the fact that some \$50,000 indebtedness was wiped clean from the circus' books at the close of last season's tour, the home-town circus is launching the present season under the severest of handicaps. Each of the earlier shows must click if a surplus is to be built up to permit the completion of the season's bookings.

With the business outlook as good as, or even better than that of 1939, Messrs Adkins and Terrell have built up a new and more sensational show - new animals, new performers and new equipment - top acts from this and foreign fields. There has been no trimming of expenses in the goods essential to a successful circus - thrilling, brilliant performances and spectacles.

During the Cole Bros. Circus' five years of existence in Rochester and its subsequent tours throughout the U.S. and Canada there has at no time been any necessity for apologies as regards the quality of their performances. Their show during that tenure has been second to none in quality and but slightly less than the Ringling-Barnum-Bailey combine as to size of personnel

In patronizing the home circus, each customer is assured an overflowing measure of enjoyment and thrills for his admission charge, as well as having a sense of civic pride in knowing that he is supporting a Rochester industry which spends thousands of dollars in this community every year.

While it is still far too early for the circus officials to announce their plans in regards to rebuilding new barns at their quarters here, it is most natural to concede that if Rochester and the citizens of this community give Messrs Adkins and Terrell a good responsive turn out here Friday afternoon and evening there need be little fear of Cole Bros. removing their quarters from Rochester.

Let's see that Cole Bros. Circus gets away with the "crack of the gun" in the 1940 circus race. A good start has brought home many a winner!

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Wednesday, May 1, 1940]

FRENCH PERFORMER LIKES AMERICA FINE

* * * * Photo, Marie and Nadine Aurelia * * * *

From War-torn France comes Nadine Aurelia, one of the most outstanding aerialists ever to come to these shores. She is but one of the many features with The Cole Bros. Circus which opens in the home-town for two performances Friday, May 3rd.

Tickets are now on sale at Coplen & Shafer's and the Berghoff Cafe.

Miss Aurelia and her two sisters, Marie and Mimi, are the fourth generation of circus people. Their families have traveled through Europe for generations sometimes with their own little show at other times with larger exhibitions as a feature.

Over two hundred other acts include The Loyal-Repenski Family of bareback riders, The Escalante Troupe of Aerialists, The Skating Rockets, from Oslo, Norway, The Brannock Troupe, Weber Bros. and Chatita, wirewalkers and acrobats, Adolph Belbosq, European horse trainer who will present three rings of highly trained Arabian stallions, five herds of performing elephants, fifty dancing horses ridden by fifty beautiful girls, and a greatly enlarged menagerie filled with wild animals of every description.

Serving as a prelude to the circus proper a gorgeous pageant entitled "La Habana" will be presented. Dancing girls, singers, massed bands, and musical novelties make this extraordinary presentation the greatest ever to be shown under canvas.

[The News-Sentinel, Wednesday, May 1, 1940]

CIRCUS ALL IN READINESS FOR BIG OPENING SHOWS

In an interview with Messrs Adkins & Terrell at noon today it was reported all the performers, ring and menagerie stock had arrived in Rochester and everything was in readiness for the opening performance which starts at 2 o'clock Friday afternoon.

Individual and group rehearsals for the numerous acts have been held for the past several days at the large heated barns at the Peru circus quarters, and according to those who have seen a preview of the new and sensational acts, the 1940 Cole Bros. Circus will far surpass those of previous years.

Hotels Send Out SOS

Although there has been no way of keeping an accurate check on the number of performers and circus employees that are in Rochester, it is believed the total will exceed 600 people. Wednesday evening the down-town hotels and boarding houses had to put out SOS calls to private residences in order to find rooming accommodations for the overflow of visitors. Many of these were, of course, housed on the circus 32-car train and others occupied smaller tents at the circus lot.

With a fair "break" in weather conditions tomorrow it is believed everyone in this community and many from adjoining counties will attend one of the two performances and incidentally aid the Cole Bros. in getting off to a good season's start.

The show will entrain early Saturday morning via the Nickel Plate R.R. for Marion where they give two performances in that city.

[The News-Sentinel, Thursday, May 2, 1940]

A CIRCUS FEAT SELDOM SEEN

* * * * Photo, Daring Somersaulting Equestrians with the Loyal-Rekenski Troupe * * * *

The Loyal-Repenski Troupe of bareback riders are descendants of circus riders who for generations appeared in Europe, traveling with quaint wagon shows. A back somersault from the back of one galloping horse to the back of another going the same rate of speed is but one of the many thrills executed by these famous brothers and sisters. Twisting somersaults, pyramid building, leaping high into the air and landing safely on a horse's back, are a few more nerve tingling stunts done by these intrepid youngsters.

Over 250 feature acts with The Cole Bros. Circus, which this year is combined with the entire aggregation of Ken Maynard's Wild West riders, ropers, Indians, cowboys and cowgirls. Fifty

Cole Bros.-Clyde Beatty Circus

clowns, headed by Otto Griebing, Jimmy DeCobb, and Shorty Hoffman, fifty dancing horses ridden by fifty beautiful girls. The Skating Rockets from Oslo, Norway, five herds of performing elephants, Joan Spalding, world's greatest lady gymnast, and The Escalante Troupe of aerialists are among the many standout acts. An innovation with the circus this season will be a beautiful processional pageant entitled "La Habana" in which hundreds of dancing girls, singers, massed bands under the direction of Victor Robbins, special scenery and lighting effects will be presented. Circus day in Rochester this year will be Friday, May 3rd when the Cole Bros. Circus and Ken Maynard's Wild West will open here. Seats on sale at Coplen and Shafer's and Berghoff Cafe.

[The News-Sentinel, Thursday, May 2, 1940]

FOOTBALL WEATHER MARKED CIRCUS DAY

Weather like that appropriate for football, cold with occasional rain or snow, was provided here today for the opening of the Cole Brothers circus instead of warm and clear skies as is usually associated with circus day.

At times this morning the air was filled with rain and mist which occasionally turned to snow. The wind was from the northwest and at noon the mercury reading was 44 degrees. Earlier in the morning it was 34.

The mercury here yesterday varied but five degrees or from 34 to 39 degrees. The mean temperature was 34.5, or twenty degrees below normal. Precipitation yesterday totaled .10 of an inch.

A break in the weather marked by the return of more seasonable temperatures was forecast today by the weatherman. The prediction is for fair and continued cool tonight with scattered frosts with Saturday fair and somewhat warmer.

[The News-Sentinel, Friday, May 3, 1940]

LOCAL YOUNGSTER TO TOUR WITH THE COLE BROS. SHOWS

Not since the days that "Red" Alderfer was starred with one of the old road-type, one-ring circuses as its famous "head-balancing" trapeze artist, away back when, until today, has Rochester had a real A No. 1 circus performer.

The new star, who was all set to make her debut under the Cole Bros. big top at this afternoon's performance, was Little Mary Jane, six year old daughter of Mr. and Mrs. A. C. Bradley, of this city.

The young miss, who with her parents, are exceptionally close friends of Mr. and Mrs. Zack Terrell, made the decision that she was going with the circus late Wednesday afternoon, and promptly started packing her belongings and purchased a first aid kit, all of which was promptly packed in an apartment prepared for her in Adkins & Terrells private circus car. Along with her personal belongings and equipment, she is taking her two trained house cats, Peachey and Sandy. In an interview with Zack Terrell Thursday evening it was learned (in all due seriousness) that Little Mary Jane would make her circus bow by driving a "Mother Goose" tournament wagon with eight little ponies, as one of the big parade pieces at the opening of the show. Following this, the little lady is scheduled to appear in the gorgeous, brilliant "La Habana" spectacle with the Spanish ballet dancers.

Just how long the Rochester youngster's circus career will last is a bit problematical - but it's a pretty safe bet that the Terrells will be sending an SOS for Papa and Mama Bradley before the circus train gets out of a few hours motoring range from the home-town quarters.

[The News-Sentinel, Friday, May 3, 1940]

COLE BROS. PREVIEW HELD FRIDAY A.M.; NO HITCHES

Cole Bros.-Clyde Beatty Circus

With an early morning temperature that would have been more appropos for the calling of football signals, Rex de Rosselli, Cole Bros. circus impresario of program, conducted final dress rehearsal of the circus' performers under the big top, Friday morning.

To the blare and umpahs of the white and colored bands, the preview got underway promptly at 8 o'clock this morning and all of the performers, as well as the trained animals appeared anxious to go through their routine. The entire rehearsal went through from the tournament "spec" to the Ken Maynard Wild West show without a hitch, and representatives of the press from Rochester and other cities were all in accord that Cole Bros. would stage a "come-back" on their 1940 tour.

Tent Laced Tightly

The "big top" has been batten-down air-tight and despite the chilly temperature outdoors, both spectators and the performers were comfortable. With rising temperature forecast for Friday evening it was believed that few would have cause to stay away from the evening performance on account of weather conditions.

Messrs Adkins and Terrell today were in receipt of scores of telegrams from the amusement field, business concerns and circus fans throughout the United States wishing them success in the re-opening of the Cole Bros. show.

The show will entrain early Saturday morning, over the Nickel Plate railroad for Marion, Ind., where they will give two performances Saturday.

[The News-Sentinel, Friday, May 3, 1940]

COLE BROS. OPENING DRAWS FAIR CROWD DESPITE THE COLD

After gamely rebuilding and reassembling their circus equipment following the disastrous fire of last February, the Cole Bros. circus organization waged a hard and winning battle with Old Man Winter on the Goss lots yesterday as they opened the 1940 season with two splendid performances.

Despite the fact that temperatures ranged but a few degrees above the freezing mark, the evening show found the huge big top about two-thirds filled with Rochester and out-of-town circus fans - all tucked in in their winter wraps and robes. The turn-out, considering the weather conditions, was far above expectations, circus officials announced before their departure from the home-town quarters.

Excellent Equipment

The 1940 show with its shiny new equipment and ring settings, its entire new and sparkling costuming for performers and animals alike made the circus fans wonder how Messrs Adkins and Terrell, owners of the show, could accomplish and reassemble such a spectacular circus in such a limited time since the few weeks ago, when the entire belongings of the circus laid in smouldering ashes.

The program opened with the tournament "spec" the big parade of performers, ring horses, high school horses, the lumbering elephants and their gold and silvered spangled howdahs, the clowns, Ken Maynard, his horse Tarzan and his congress of Wild West rodeo stars, the Sioux Indians, and everything that goes to make a successful show.

Big Array of Features

Following the parade the three rings were filled with beautifully attired Spanish and Mexican dancers who were presented under the direction of Rex de Rosselli in a multi-colored spectacle called the "La Habana."

From this point on the new array of American and foreign artists went through their thrilling feature acts with scarcely a hitch in the entire performance. There were the famed horseback riding troupe, the Repinskys, the liberty and High School horse drills with the new trainer, Adolf Bloquenes, and assistants; aerial bars in straight and comedy features by the Alec Brock troupe, the high wire and trapeze acts with the Escalantes, Frank Sheppard, the high jumping horses, the trained seals, the endless comedy of the horde of clowns under the super drilling of Otto

Cole Bros.-Clyde Beatty Circus

Griehling, the acrobatic numbers of the Mexican stars, the Maraccas, the elephant acts supervised by Alonzo Deever and assistants, the high ladder girls, the Skating Rockets from Norway, numerous other features and the grand finale with Ken Maynard and his western stars.

The circus entrained early Saturday morning for Marion, Ind., where it was booked for two performances today.

[The News-Sentinel, Saturday, May 4, 1940]

CIRCUS IN INDIANA

A number of Rochester residents plan to visit friends on the Cole circus this week while it makes six appearances in Indiana cities. The circus itinerary is as follows: May 13, Lafayette; May 14, Muncie, May 15, Fort Wayne; May 16, South Bend; May 17, Kokomo and May 18, Richond.

[The News-Sentinel, Monday, May 13, 1940]

FIRE AT WINTER QUARTERS WAS CAUSED BY TORCHES

A fire started at the Cole Brothers Circus winterquarters at 3:30 o'clock Tuesday afternoon while demolition of a building was in progress to make way for a more modern mess hall which is a part of the new building program now in progress at the circus quarters preparatory to the return of the circus in the fall.

Workmen were using an acetylene torch while steel girders were being cut in the bunkhouse over the mess hall. This building was a two story structure and under the circus modernization plan the mess hall will be only one story in height.

After the fire which gutted the Cole circus winterquarters on February 20 a number of mattresses were burned and portion of this building was still on the floor of the bunkhouse and ignited when flames from the acetylene torches came in contact with them.

The Rochester Fire Department was called and placed the fire under control after only a small loss. This loss was due to boards being scorched from the fire. The boards are a portion of the new roof for the mess hall.

[The News-Sentinel, Wednesday, May 22, 1940]

OPENS FIX-IT SHOP

R. C. Wade of Chicago has opened a Fix-It Shop in rooms over the Kroger Grocery. He will repair electrical appliances of all kinds and also radios. Mr. Wade came to this city five years ago with the Cole Brothers Circus. He has been employed as an electrician by circuses for over 40 years. Mr. Wade is a veteran of the Spanish-American War.

[The News-Sentinel, Saturday, May 25, 1940]

COLE BROTHERS' CIRCUS SETTLES LABOR TROUBLE

Indianapolis, May 28. - Labor difficulties which threatened to interfere with the tour of Cole Brothers' circus were settled yesterday in a hurried conference at Pittsburgh, Pa., called by Thomas R. Hutson, state labor commissioner.

The Circus and Carnival Employees' Union, (AFL), threatened to picket the circus because of contract differences which developed since the circus left the headquarters at Rochester.

Mr. Hutson sent William Curtin, assistant labor commissioner, to Pittsburgh to conduct negotiations. Difficulties were overcome, an agreement signed and the circus played last night at Washington, Pa., Mr. Hutson said.

[The News-Sentinel, Tuesday, May 28, 1940]

COLE BROS. CIRCUS ROUTE

June 14 - Trenton, N.J.

June 15 - Long Branch, N.J.

Cole Bros.-Clyde Beatty Circus

June 17 - Stamford, Conn.
June 18 - New London, Conn.
June 19 - Attleboro, Mass.
June 20 - New Bedford, Mass.
June 21 - Rall River, Mass.
June 22 - Newport, R.I.
June 23 - Lowell, Mass.
[The News-Sentinel, Friday, June 14, 1940]

OLD BAREBACK RIDER BRIEF VISITOR IN CITY

Gene Renzo for 45 years a famous bareback rider and acrobat known and billed as "the Great Renzo" was a visitor in Rochester Thursday. He is on his way to the Mayo Clinic at Rochester, Minn.

Renzo was with Barnum, John Robinson, Hagenbeck-Wallace and many other big shows. He broke his back twice and now at the age of 57 is doing less strenuous work. He broke his back the first time while performing at Madison Square Garden in 1902 in the Barnum show.

While he lay on his back for two years he hired a tutor and learned to read and write for the first time and left the hospital with the equivalent of a high school education.

Renzo is a holdover from "the good old days" and can tell yarn after yarn about the original big circuses of the nation. While in Rochester Renzo visited the Cole Brothers circus winterquarters which was his first visit there although he said he was a friend of Jess Adkins and Zack Terrell.

[The News-Sentinel, Saturday, June 15, 1940]

COLE BROS. CIRCUE ROUTE

June 24 - Lowell, Mass.
June 25 - Gardner, Mass.
June 26 - North Adams, Mass.
June 27 - Troy, N.Y.
June 28 - Rome, N.Y.
June 29 - Geneva, N.Y.
July 1 - Johnstown, N.Y.
July 2 - Sharon, Penn.
July 3 - Greensburg, Penn.
July 4 - Altoona, Penn.
July 5 - Johnstown, Penn.
July 6 - New Kensington, Penn.
July 8 - Steubenville, Ohio
[The News-Sentinel, Monday, June 24, 1940]

JESS ADKINS DIES OF HEART ATTACK AT GARDNER, MASS.

Jess ADKINS, aged 54, co-owner of the Cole Brothers Circus and one of the most widely known showmen in the United States died at 11 o'clock Tuesday night in a hospital at Gardner, Mass., following a heart attack suffered earlier that evening. He was in Gardner on tour with the circus.

* * * * Photo of Jess Adkins * * * *

Mr. Adkins was stricken while at dinner in his private railroad car which was attached to the circus train. He was attended by Dr. James Partello, circus physician, who ordered him removed to the hospital in Gardner. Mr. Adkins' death was entirely unexpected and came as a distinct shock to his many friends in the amusement and business world.

Mr. Adkins was born in Van Buren, Ind., a small town in Grant county near Marion on February 22, 1886. His parents were William A. and Elizabeth (Grice) Adkins. The Adkins family later moved to Warren, Ind., where Mr. Adkins received his education. He was a graduate of the Huntington Business College at Huntington.

Cole Bros.-Clyde Beatty Circus

Shortly after his graduation from the business college Mr. Adkins started his long career as a circus man when he was named an accountant with the Ringling Brothers Circus. He traveled with this circus for several seasons where he rose from one position to another until he was superintendent.

Mr. Adkins then was named manager of the Gentry Brothers Dog and Pony Show which had its winterquarters in Bloomington, Ind. From this circus he went to the Howe's Great London Shows and then with the late Ben Wallace of Peru as manager of the Hagenbeck-Wallace circus.

When the Wallace interests were purchased by the American Circus Corporation headed by the late Bert Bowers and Jerry Mugivan of Peru Mr. Adkins continued with them and managed their circus enterprises which included the John Robinson, Sells -Floto and Heganbeck-Wallace.

In 1929 the American Circus Corporation was purchased by the Ringling interests and Mr. Adkins continued with Ringlings as the manager of their various circus units. In 1935 with Zack Terrell, Mr. Adkins organized the Indiana Circus Corporation and launched the Cole Brothers-Clyde Beatty circus from winterquarters which were established in Rochester in the buildings formerly owned by the Rochester Bridge Company. This was a 40 car circus.

The circus featured Allen King, Clyde Beatty and Ken Maynard. In 1938 Mr. Terrell and Mr. Adkins formed the Robbins Brothers Circus with Mr. Adkins managing the Robbins circus and Mr. Terrell the Cole show.

The 1940 opening of the Cole show was made here on May 3 and the circus was on a tour of the New England states when Mr. Adkins was stricken.

Mr. Adkins believed in the circus as an American amusement institution. When many doubted that the circus would survive against moving pictures and other sporting enterprises, Mr. Adkins always expressed his belief that the circus would never die and his conclusions proved true as this year circuses have staged a wonderful comeback in the United States.

Mr. Adkins was a very large man and made a very picturesque appearance as he dressed in a manner in keeping with circus traditions. He was known by circus people as a true friend, kind, considerate and patient, and was generous in his charities, especially to persons who had been associated with him in the amusement world, no matter how menial a capacity they might have served him.

Mr. Adkins had two hobbies, fishing and the collecting of historical data. While on tour with the various circuses with which he was identified he always found time to visit places of historical interest. He had pictures of such places which he kept in large albums along with priceless information concerning the points of interest.

Mr. Adkins was in the circus business all of his life except for two years when he was in the United States navy during the World War when he served on transports taking American soldiers to France and for a year after he was discharged from the navy when he was a field man for the Fox Film Company in their Chicago office.

The deceased had resided in Peru and Rochester for a number of years. His residence in this city for four years, was at 531 North Pontiac street. He was a member of the United Brethren church, Masonic orders, Elks lodge and the Rotary Club of Peru and of the Leroy Shelton American Legion Post of this city. He was a 32nd degree Mason and member of the Shrine at Ft. Wayne.

Mr. Adkins was a past president of the Rotary Club at Peru.

Survivors are the wife, Mrs. Theresa Adkins, a son, Thomas [Adkins]; and daughter, Patricia [Adkins], who were with Mr. Adkins when he succumbed; a son Bobbie Adkins, and a daughter, Helen Adkins, of Peru, who were children by a previous marriage, and two sisters, Mrs. Myrtle Hupp of Milwaukee, Wis.; and Mrs. Sadie Roye of Marion.

The body will leave Gardner, Mass. this evening and will arrive in Logansport over the Pennsylvania railroad Thursday afternoon. It will be taken to the Allen funeral home in Peru where the last rites will be held at 2:30 p.m. Saturday. Rev. C. A. Thorn will officiate and burial probably will be made in the Mt. Hope cemetery at Peru.

[The News-Sentinel, Wednesday, June 26, 1940]

BODY ARRIVED

Cole Bros.-Clyde Beatty Circus

The body of the late Jess ADKINS, co-owner of the COLE BROTHERS CIRCUS who died in Gardner, Mass., Tuesday arrived in Logansport over the Pennsylvania railroad at 12:53 p.m. today. It was taken to the Allen Funeral Home in Peru where last rites will be held at 2:30 p.m. Saturday. Several Rochester people met the Adkins funeral party when it arrived in Logansport. [The News-Sentinel, Thursday, June 27, 1940]

BEATTY'S CAT COLLEGE IS FILMED BY M-G-M

Metro-Goldwyn-Mayer Short Story magazine for June presents a thrilling story about Clyde Beatty, for four years identified with the Cole Bros. Circus. The story is about Cat College which is being filmed by Metro-Goldwyn-Mayer of Hollywood. The magazine cover shows both Beatty and a big African lion holding a chair combatting their wits against each other.

Four full pages are devoted to Cat College, a film directed by Joe Newman at Fort Lauderdale, where Beatty has his "Jungle Zoo". Jack Chertok, Pete Smith and Richard Gladstone are the producers.

In the film, while Beatty carries out the action, Pete Smith from the comparative safety of the sound truck, describes how any average person can become a lion trainer in not too many uneasy lessons.

Pete introduces one Patricia English, pretty petite and seventeen, a likely lass with an inner craving to "be somebody" and an outward appearance of bravado that would bluff the most observing lion. Pete keeps the cameras upon her from the time of her matriculation to Beatty's college for Care and Culture of Carniverous Cats to the great day when she emerges from the big cage with a beribboned sheepskin, signifying her graduation summa cum laude from her course in the mastery of the specias Filida (lion to you).

Finally Pat's big day comes. She is to face a lion alone. All goes well when she first enters the cage, but suddenly something happens. As if hypnotized she lowers the chair, her only protection. Transfixed by fear, she is unable to hear the directions shouted to her through the cage bars by Beatty. The lion is crouched, ready to spring, when Beatty rushes to her aid. As he shields Pat from the animal he talks to her. He knows that if she quits now her nerve will be gone, she'll be through. Under Beatty's urging, Pat fights back the overwhelming desire to escape and once more faces the lion. Slowly she regains courage, Beatty leaves the cage, and Pat continues with her first sole performance.

A few weeks more of watching and doing and Pat is ready for her final exams. When her graduation day comes, she dons a snappy trainer's outfit - Cat College version of the cap and gown - and goes into the arena to make a huge lion sit up like a dog. When graduation is over, she is ready to face any and all animals fearlessly - all that is, except a mouse.

[The News-Sentinel, Friday, June 28, 1940]

FUNERAL RITES FOR JESS ADKINS HELD SATURDAY

The funeral services for the late Jess H. Adkins, co-owner of the Cole Brothers Circus, who died suddenly Tuesday night at Gardner, Mass., while touring with his show were largely attended Saturday. Many from Rochester were there. The floral tributes were many and very beautiful. Counted in the mourners were many notables in the amusement world from throughout the nation. The Rev. K. E. Thorne of Greensburg, former pastor of the First Christian church of Peru and personal friend of the deceased officiated at the rites which were held in the Allen funeral home in Peru. Burial was made in the Mt. Hope cemetery at Peru. The Masonic funeral ritual was exemplified at the graveside.

Following are those who served as honorary pallbearers: John Robinson, IV, of Cincinnati; J. D. Newman, of Cole Brothers circus; J. J. Tinkeom, manager of the Ringling Brothers interests at Peru; Ike Wile, Rochester merchant; A. C. Bradley, Rochester; Hugh Barnhart, of Rochester; A. B. Jones, Crawfordsville hotel owner; A. G. Maise, Lancaster, Mo., banker; Harlan Burkhart, of Cole Brothers; Dr. S. D. Malous, Peru physician; Judge Hal C. Phelps, of the Miami circuit court; Ed Stinson, secretary of the Detroit Shrine Temple; Gene Haerlan, Dayton, Ohio, city engineer; Frank Stuart, Oklahoma City outdoor advertising executive; John P. Grace, Kokomo

Cole Bros.-Clyde Beatty Circus

manufacturer; Floyd King, of the Robbins circus; Frederick E. Schortemeier, of Indianapolis, former secretary of state; Oren Davenport, Chicago circus operator; J. E. Lowe, of Erie, Pa., and Bart Clickard, Peru Billboard representative.

Active pallbearers were Attorney Hurd J. Hurst, T. H. Denton, R. J. Lowell, Joseph Marburger, William G. Miller, and Clarence J. Yager, representing the Peru Masonic lodge.

Mrs. Adkins came to Rochester shortly after the funeral with her son and daughter. They boarded on Erie passenger train to Jamestown, N.Y., where the Cole circus appeared today. Mrs. Adkins will assume a part of her late husband's duties as general manager of the show.

[The News-Sentinel, Monday, July 1, 1940]

COLE BROS. CIRCUS ROUTE

July 9 - Newcastle, Ohio

July 10 - Mansfield, Ohio

July 11 - Sandusky, Ohio

July 12 - Elkhart, Ind.

July 13 - Gary, Ind.

July 14 - Indiana Harbor, Ind.

July 15 - Joliet, Ill.

[The News-Sentinel, Tuesday, July 2, 1940]

COLE BROS. CIRCUS ROUTE

July 16 - Rock Island, Ill.

July 17 - Iowa City, Iowa

July 18 - Des Moines, Iowa

July 19 - Atlantic, Iowa

July 20 - Council Bluffs, Iowa

July 21 - Omaha, Neb.

[The News-Sentinel, Wednesday, July 10, 1940]

COLE CIRCUS ELEPHANT ATTACKS HIS KEEPER

Rock Island, Ill., July 19. - Thomas Price, 41 years old, Huntsville, Ala., was in a critical condition in a hospital here today after being gored by an elephant at the performance of the Cole Brothers circus Tuesday night.

Price, an animal handler, was leading the big pachyderm back to the animal tent when he was picked up in the elephant's trunk, thrown to the ground, and then gored.

Price suffered several broken ribs, a fractured collar bone, and deep tusk wounds in his shoulder and back.

[The News-Sentinel, Friday, July 19, 1940]

CIRCUS MAN KILLED IN FALL FROM WAGON

Des Moines, Ia., July 20. - Herman Hankins, 50, Aurora, Ind., was killed Friday when he fell from a Cole Bros. circus wagon as it was being loaded on a train.

[The News-Sentinel, Saturday, July 20, 1940]

JESS ADKINS PAID TRIBUTE BY MEN IN CIRCUS WORLD

The Billboard, amusement world publication in a recent issue stated that with the passing of Jess Adkins, co-owner of the Cole Brothers Circus at Gardner, Mass., on June 25 the big tops lost a great showman who knew the circus business from beginning to end, having spent over 30 years in it.

That he was popular is attested by the following tributes to his memory from his associates and close friends in the show business.

* * *

Cole Bros.-Clyde Beatty Circus

“The show world lost a friend when Jess Adkins passed on,” said Zack Terrell. “Everyone was shocked when the news was flashed that he had been taken suddenly. He was liberal to a fault, and I have lost a pal and a great partner. I shall never feel toward anybody as I felt toward Jess. We have been together five years and in that time a bond between us was formed that linked us together as brothers. The show will go on, but Jess will be missed by me, everybody with our organization and a host of real friends all over the country.”

* * *

“It was only a few minutes ago that I learned my friend, Jess Adkins, had been called on,” said Charles Sparks, owner of Sparks Brothers Circus. “It seems many hours ago as I tell myself it can’t be, as I try to comprehend, to understand and to realize the significance of this loss. It is such a shock that I am utterly bewildered.

“Jess Adkins was the best liked man I have ever known. He was kindly, sensible, honest and fair in all his dealings. He was one of the altogether too few people on this earth who seemed to get genuine enjoyment out of helping and befriending others. He was a most capable showman.

“Jess Adkins has gone, but he will never be forgotten. The world is better for his having lived. He has left a glorious example for us to follow and his traditions will have an everlasting beneficial effect on show business. He has been called to that heavenly canopy, the last and biggest top of them all, and as he stands in the dazzling presence of the Master Showman of all eternity, his brilliance will add luster to that glorious gathering. God rest his soul. May he be in eternal peace that knows no awakening.”

* * *

John Robinson: “I was shocked and stunned by the death of Jess Adkins. He was one of the most typical circus owners and managers of the present age, one of my closest friends and one of the grandest men in show business. The circus field has lost a great champion.”

* * *

Bob Morton, owner of Hamid-Morton Circus: “A great showman and friend was Jess Adkins.”

* * *

Ira M. Watts: “The death of Jess Adkins stunned me and I have lost a friend. The show world has lost one of the most capable and persevering showmen in America - one that can never be replaced.”

* * *

Henry Ringling North, co-owner of Ringling Brothers-Barnum & Bailey circus: “My brother John and I were greatly shocked to hear of Jess Adkins’ untimely passing. His was a fine character and he will, no doubt, be long remembered and sadly missed.”

* * *

S. L. Cronin: “It is with deep regret that I learned of the passing of Jess Adkins, with whom I was associated for years with the Mugivan-Bowers organization. Jess was a capable manager and one of the few who knew every angle of circus business, from front to back, as well as the advance. He will be greatly missed by the circus world.”

* * *

Floyd King, owner of Robbins Brothers Circus and formerly general agent of Cole Brothers circus: “Jess Adkins was the greatest showman of his day - a genius of the big top, colorful, astute and a wizard in organization - universally respected, loved and admired by all the thousands with whom he came in contact.

“He never deserted a pal or a friend, he never turned a deaf ear to a workingman - always good for a touch or a loan; few abused the privilege, for even the chronic borrower knew he was too much of a regular fellow.

“In this troubled circus world he did not reach the topmost heights ascended by some other showmen. But, indeed, it was no fault of his. Rapidly shifting conditions and adjustments made this so. Success is hard work combined with some luck. Surely the little goddess of luck often failed him.

“Jess Adkins came up the hard way. A Hoosier farm boy, his lot was not an easy one. He was 19 years old, a ranch hand 20 miles from LaGrande, Ore., when he learned the Barnum & Bailey

Cole Bros.-Clyde Beatty Circus

Circus was to be at Walla Walla, Wash. He was on hand to greet the show and left town that night as a waiter in the cookhouse.

“Winter found the embryonic showman peddling books from house to house, studying shorthand and typing at night. Soon he became a stenographer for Ringling Bros. He learned the rudiments of the circus business from the best teachers. In a business where competition is keen his rise was slow but constant. He carefully built the foundation that he put to such good advantage in later years. Only once did he desert the circus and that was during the World War when he became an ensign in the U. S. navy.

“To know people you have to live with them. Jess Adkins managed Gentry Bros. Circus for me several years. Show business is just show business, fickle and changing. Later, for many years, I worked for Jess Adkins. A lot of fellows are great until you become closely associated. When you work with one you surely are able to sound the depths of his character - to know if one is a phony or a gem. The ones who worked with Jess Adkins admired and respected him best.

“Jess Adkins looked and acted the showman at all times. He loved everything connected with the world of red wagons. He often told me he knew nothing except the circus. He loved children and idolized his family. If Jess Adkins couldn't speak a good word, he didn't say anything. Always thinking of friends, he would frequently wire a Circus Fan to be sure and see his show at a nearby stand.

“It is not so hard to take out a circus. But to take one out and bring it safely back in a sea of unsettled and troubled business, season after season, is but the work of a genius.

“Following several years of tough business, the disastrous Cole Bros. fire last February and an opening day in Rochester, Ind., May 3, when weather conditions were very tough, I saw Jess last in Marion, Ind., the second day's stand. The night was cold, the lot soft and damp, the entry was passing, and with a smile he said: 'The miracle has been accomplished.' And indeed, it had, but accomplished by miracle hands.”

* * *

R. M. Harvey, former head of publicity department of Cole Brothers Circus: “Words cannot be found to express the grief and heartache caused by the death of so noble a character as Jess Adkins. To him who was ever a friend and helper, always staunch in his belief of the Golden Rule and always able to stand face to face with adversity as well as success, we take this opportunity to say 'Jess, we miss you more than words can tell, but will join you some day for the grandest spec under the greatest big top of all' “

[The News-Sentinel, Monday, July 22, 1940]

COLE BROS. CIRCUS ROUTE

July 22 - Lincoln, Neb.

July 23 - Hastings, Neb.

July 24 - Grand Island, Neb.

July 25 - Kearney, Neb.

July 26 - North Platte, Neb.

July 27 - Sterling, Colo.

July 29 - Denver, Colo.

July 30 - Denver, Colo.

July 31 - Colorado Springs, Colo.

Aug. 1 - Pueblo, Colo

Aug. 2 - Glenwood Springs, Colo.

Aug. 3 - Grand Junction, Colo

[The News-Sentinel, Monday, July 22, 1940]

COLE BROS. CIRCUS ROUTE

Aug. 4 - Price, Utah (matinee only)

Aug. 5 - Salt Lake City, Utah

Aug. 6 - Ogden, Utah

Cole Bros.-Clyde Beatty Circus

Aug. 7 - Idaho Falls, Idaho
Aug. 8 - Pocatello, Idaho
Aug. 9 - Twin Falls, Idaho (matinee only)
Aug. 10 - Boise, Idaho
Aug. 11 - Weiser, Idaho
Aug. 12 - Baker, Ore.
Aug. 13 - LaGrande, Wash.
Aug. 14 - Walla Walla, Wash.
Aug. 15 - Lewiston, Idaho
Aug. 16 - Moscow, Idaho
Aug. 17 - Colfax, Wash.
[The News-Sentinel, Friday, August 2, 1940]

COLE BROS. CIRCUS ROUTE

Aug. 19 - Spokane, Wash.
Aug. 20 - Wenatchee, Wash.
Aug. 21 - Everett, Wash.
Aug. 22 - Bellingham, Wash.
Aug. 23 - Mt. Vernon, Wash.
Aug. 24 - Seattle, Wash.
Aug. 25 - Seattle, Wash.
[The News-Sentinel, Saturday, August 10, 1940]

COLE BROS. CIRCUS ROUTE

Aug. 27 - Tacoma, Wash.
Aug. 28 - Aberdeen, Wash.
Aug. 29 - Longview, Wash.
Aug. 30 - Vancouver, Wash.
Aug. 31 - Portland, Ore.
Sept. 1 - Portland, Or.
Sept. 2 - Portland, Ore.
Sept. 3 - Corvallis, Ore.
Sept. 4 - Marshfield, Ore.
Sept. 5 - Eugene, Ore.
Sept. 6 - Klamath Falls, Ore.
Sept. 7 - Alturas, Calif (matinee)
Sept. 8 - Reno, Nev.
[The News-Sentinel, Tuesday, August 20, 1940]

COLE BROS. CIRCUS ROUTE

Sept. 9 - Marysville, Calif.
Sept. 10 - Stockton, Calif.
Sept. 11 - Fresno, Calif.
Sept. 12 - Visalia, Calif.
Sept. 13 - Modesto, Calif.
Sept. 14 - Oakland, Calif.
Sept. 15 - Oakland, Calif.
Sept. 16 - Santa Rosa, Calif.
[The News-Sentinel, Thursday, September 5, 1940]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS ROUTE

Sept. 17 - San Rafael, Calif.
Sept. 18 - Vallejo, Calif.
Sept. 19 - San Mateo, Calif.
Sept. 20 - Palo Alto, Calif.
Sept. 21 - San Jose, Calif.
Sept. 22 - Santa Cruz, Calif.
[The News-Sentinel, Thursday, September 12, 1940]

COLE BROS. CIRCUS ROUTE

Sept. 23 - Salinas, Calif.
Sept. 24 - San Luis Obispo, Calif.
Sept. 25 - Santa Barbara, Calif.
Sept. 26 - Ventura, Calif.
Sept. 27 - Glendale, Calif.
Sept. 28 - Los Angeles, Calif.
[The News-Sentinel, Friday, September 20, 1940]

COLE BROS. CIRCUS SEEKING QUARTERS IN MIDWEST AREA

Cole Brothers Circus, which has made its home in Rochester since it was organized in 1935, will in all probability, establish winter quarters in some other city, it was learned here today. Word has been received by The News-Sentinel from Zack Terrell, president of the show corporation, that the circus is seeking new winter quarters but that to date no place had been decided upon. Mr. Terrell wrote that several locations were under consideration following the receipt of invitations to come there for the winter.

Mr. Terrell and the late Jess Adkins continuously emphasized the fact that they always planned to remain in Rochester which they said was their permanent home. But on last February 20th a disastrous fire swept the winter quarters located in the old Rochester Bridge Factory buildings. From that time on plans were gone into for rebuilding but lack of sufficient capital prevented the work from being done. Consequently, Mr. Terrell stated, while it is much against his wishes the show must seek quarters elsewhere to shelter the animals and ring stock during the winter.

Property Owned Here

The winter quarters property has been owned by a group of 25 business men of this city for the last two years who acquired it to help the show corporation out financially. Insurance covered about sixty per cent of their loss in the fire.

Mr. Terrell, some weeks ago, sent word from the coast that he hoped new barns could be built so that the circus could return here. The business men met together and considered the situation. They made the circus two propositions, the first that the show buy the property for a nominal sum, which was below cost, and each one of the owners take a moderate loss. The second was that the property owners would give the circus title to the real estate and buildings, that the circus would construct all buildings needed and then give the business men's group a mortgage (not to include the new structures) to protect them. After some consideration Mr. Terrell wired that he felt it would be unwise for the corporation to make so much additional financial investment when their cash resources would be needed to pay their heavy winter quarters expenses.

Two Large Barns Needed

The show would have required two large barns, one for the horses and containing a training ring, the other for the elephants and wild animals. A heating system would have been installed for the elephant barn, a mess hall and for the offices. The business men agreed that the cost was more than they could afford to invest under the circumstances.

Mr. Terrell let it be known that until all hope of the show remaining in Rochester was gone he did not look elsewhere. During the last week the officials have been considering several probable

Cole Bros.-Clyde Beatty Circus

locations and one of their officials intends to come East next week to investigate. It is understood that they will locate somewhere in the middle west in order to be within convenient distance of a number of cities where they have dates for winter shows. The circus is now on the West coast and reports it is enjoying good business. They intend to work on south to San Diego and thence east along the southern border closing about November 1st.

Factory May Come Here

It is understood that the business men who own the circus property are planning to take steps to see if some suitable industry can be located to move into the place. There are several buildings standing on the property and its ideal location on two railroads will undoubtedly make it an attractive site for some factory, one of the men stated.

[The News-Sentinel, Monday, September 23, 1940]

COLE BROS. CIRCUS ROUTE

Sept. 29 - Los Angeles, Calif.

Sept. 30 - Los Angeles, Calif.

Oct. 1 - Los Angeles, Calif.

Oct. 2 - Los Angeles, Calif.

Oct. 3 - Los Angeles, Calif.

Oct. 4 - Los Angeles, Calif.

Oct. 5 - Hollywood, Calif.

[The News-Sentinel, Wednesday, September 25, 1940]

BEATTY FILM

A moving picture short, taken at the Clyde Beatty Zoo at Ft. Lauderdale, Florida, is now a part of the program at the Char-Bell theater. In the picture Clyde Beatty and his wife, Harriett Beatty, are shown teaching a class of girls to be wild animal trainers.

[The News-Sentinel, Wednesday, September 25, 1940]

REPORT COLE BROS. TO SPEND WINTER AT LOUISVILLE, KY.

Louisville, Ky., Sept. 30. - Louisville acquired a zoo for the winter today - and without costing the taxpayers a penny.

J. W. Wherley, assistant state fair manager, announced a contract has been signed with the Cole Bros. Circus to use the fairgrounds as winter quarters.

The big menagerie of more than 250 animals - including about 20 elephants, seven giraffes and 100 horses and zebras - is due to arrive here around November 1, and will remain until May - except for a seven weeks' tour in January and February.

Wherley did not announce the rental price but said "it is substantial, you may be sure of that."

The circus agreed to permit visitors on Sundays without cost, except when a special performance is arranged and then only a small charge will be made.

The Cole Bros. circus lost its winter quarters at Rochester, Ind., last year through fire.

[The News-Sentinel, Monday, September 30, 1940]

COLE BROS. CIRCUS ROUTE

Oct. 6 - Hollywood, Calif.

Oct. 7 - Hollywood, Calif.

Oct. 8 - Santa Monica, Calif.

Oct. 9 - Inglewood, Calif.

Oct. 10 - North Hollywood, Calif.

Oct. 11 - Huntington Park, Calif.

Oct. 12 - Long Beach, Calif.

[The News-Sentinel, Tuesday, October 1, 1940]

COLE BROS. CIRCUS ROUTE

Cole Bros.-Clyde Beatty Circus

Oct. 13 - Long Beach, Calif.
Oct. 14 - Pasadena, Calif.
Oct. 15 - San Bernardino, Calif.
Oct. 16 - Riverside, Calif.
Oct. 17 - Pomona, Calif.
Oct. 18 - Santa Ana, Calif.
Oct. 19 - San Diego, Calif.
Oct. 20 - San Diego, Calif.

[The News-Sentinel, Tuesday, October 8, 1940]

HORSE TRAINER HOME

Jorgen Christiansen, world renowned horse and dog trainer, returned to his quarters at the Troutman farm, Lake Manitou, late Wednesday. Mr. Christiansen, in an interview today, stated he had a most successful summer and fall season with his horse and dog acts. He had engagements at most of the mid-west's state fairs and also several carnival and festival bookings.

[The News-Sentinel, Thursday, October 10, 1940]

CIRCUS SEEKS TO RECOVER \$4,193 JOBLESS PAYMENTS

Indianapolis, Oct. 18. - The Cole Brothers Circus yesterday filed suit in Superior Court, Room 5, requesting that the state be required to return \$4,493.09 which the circus had paid in unemployment compensation assessments in 1939.

The circus alleged in the complaint that the money had been paid in error because the company was not legally required to make unemployment benefit payments.

The law requires organizations employing eight or more persons for a part of a day in each of 20 different weeks of any calendar year to pay the tax.

The circus said it had not operated in either 1938 or 1939 long enough to come under the state law requirements.

[The News-Sentinel, Friday, October 18, 1940]

COLE BROS. CIRCUS ROUTE

Oct. 21 - El Centro, Calif.
Oct. 22 - Phoenix, Ariz.
Oct. 23 - Tucson, Ariz.
Oct. 24 - Bisbee, Ariz. (matinee only)
Oct. 25 - El Paso, Texas
Oct. 26 - Las Cruces, N.M. (matinee only)
Oct. 27 - Albuquerque, N.M.

[The News-Sentinel, Friday, October 18, 1940]

COLE BROS. CIRCUS ROUTE

Oct. 28 - Vaughn, N.M.
Oct. 29 - Roswell, N.M.
Oct. 30 - Clovis, N.M.
Oct. 31 - Lubbock, Texas
Nov. 1 - Amarillo, Texas
Nov. 2 - Pampa, Texas
Nov. 3 - Borger, Texas

[The News-Sentinel, Monday, Oct. 21, 1940]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS PLANS TO REBUILD HERE DURING 1941

In a long distance telephone conversation with Zack Terrell of the Cole Bros. circus from El Centro, Calif., yesterday, a representative of a group of business men of this city was advised that the circus would not return to Rochester this winter.

While Mr. Terrell stated that the recent proposition made to the circus family by a group of local business men was acceptable to the circus officials, the proposal was made too late to attempt to rebuild adequate quarters at the Rochester site this winter.

The circus, it was stated, will use several heated buildings at the Louisville Fair Grounds, contracts for which have already been signed. Mr. Terrell stated these buildings were secured for a nominal fee and that Cole Bros. would move into the quarters on November 7th.

May Build Next Summer

Immediately upon getting the stock and equipment established in the Louisville quarters, Mr. Terrell will come to Rochester where he will confer with a group of local business men for the purpose of securing winter-quarters property here and the erection of two large new buildings during the summer season.

One of the buildings to be erected here if satisfactory details can be worked out, will be a spacious, heated structure for the housing of menagerie stock, elephants, and the like, while the other huge barn would be for the housing of horses and equipment. From preliminary arrangements on the proposed re-building project it is believed certain that the circus people will re-establish their quarters in this city.

Mr. Terrell stated that Cole Bros. circus has been enjoying an exceptionally good run of business for the past several weeks and that the season, as a whole, had been most satisfactory.

[The News-Sentinel, Tuesday, October 22, 1940]

FAMED CIRCUS PUBLICIST DROPS DEAD IN CHICAGO

Chicago, Oct. 25. - Beverly Taswell White, 65, whose activities as a publicist of circuses for the last 30 years made him famous among performers of the "sawdust and three rings" world, dropped dead yesterday in a downtown tavern.

White, one-time police reporter for the old Chicago Record and Chicago Tribune, became press agent for the Ringling Brothers in 1910. Later he worked for Barnum and Bailey and Cole Brothers. At the time of his death he was publicist for the Jam Strates show of New York.

[The News-Sentinel, Friday, October 25, 1940]

CIRCUS WOMAN DIES

Funeral services were conducted in Chicago yesterday for Mrs. Lauretin Tucker, a former circus performer and wife of Ernest Tucker, well known circus man. The Tuckers formerly lived in both Peru and Rochester.

[The News-Sentinel, Thursday, November 14, 1940]

TERRELL PURCHASES MRS. ADKINS' STOCK IN COLE BROS. SHOW

Louisville, Ky., Nov. 27. - Announcement was made here today by Zack Terrell, for the past six years one of the co-owners of the Cole Brothers Circus, that he has purchased the interest held by Mrs. Jess Adkins. This automatically makes Mr. Terrell the sole owner of the big show, one of the two largest in the world. The show is wintering at the State Fair Grounds in Louisville, Ky.

Mr. Terrell stated that when the present season closed at El Reno, Okla., November 5th, Mrs. Adkins expressed her desire to dispose of her half interest in the circus, and, in consequence, an agreement satisfactory to both was quickly reached at a recent conference held in Indianapolis a few days ago. The price involved was not made public.

Founded In 1935

Cole Bros.-Clyde Beatty Circus

Mrs. Adkins expects to engage in business for herself in the near future. She and her two children, Patricia and Tommy, remained with the circus following the death of Mr. Adkins, who, along with Mr. Terrell, founded the Cole Bros.-Clyde Beatty Circus in 1935, and were partners until his unexpected death while on the road with the circus last summer.

Mr. Terrell also stated here today that the policy of the Cole Brothers show would not be changed and that plans are now under way for next years' edition which will be modernized throughout, all new, and built along the lines of a circus extravaganza thus allowing a wealth of innovations new to circus patrons.

Drafting 1941 Program

Along these lines, stated Mr. Terrell, current plans call for several expert producers, composers and designers from Hollywood and New York, to meet at the circus headquarters in Louisville next month to discuss and formulate plans for next season's show. A new opening pageant embodying modernistic ideas away from the time-worn circus spectacle is to be one of the outstanding 1941 features, as well as a tuneful musical background which is calculated to prove a radical departure from the conventional circus band score, yet retaining all of the age-old sawdust and spangle atmosphere so necessary toward the success of America's greatest tradition, the circus.

Helen Ainsworth, one of Hollywood's foremost artist scouts and a productive genius, will be one of the number at the Louisville meeting, as will Henry Russell, noted arranger, formerly with Horace Heidt; Earl Franke, costume expert who designed the costumes for the Aquacade and the Goldwyn Follies, and Larry Cebellos, the well known director of stage and screen spectacles.

New electrical effects never before used in circus performances will be utilized and each display will be given an elaborate presentation, said Mr. Terrell.

[The News-Sentinel, Wednesday, November 27, 1940]

CIRCUS UNIT LEAVES

A unit of the Cole circus consisting of twelve acts including menage horses, elephants and seals left the winter quarters in Louisville, Ky. today for Cleveland, Ohio where they will appear in a winter circus sponsored by the Shrine. Some of the acts are new ones which will appear in the circus this summer. Mr. and Mrs. Zack Terrell went to Cleveland with the unit and will then go to New York, N.Y. where they will view a number of other acts which may be signed for the 1941 edition of the Cole circus.

[The News-Sentinel, Saturday, February 1, 1941]

BRYDONS BUY BASS LAKE LAND FOR LARGE PARK

Plans for the building of an amusement park at Bass Lake, Indiana near Knox were announced in Elkhart yesterday following the purchase of the park by Mr. and Mrs. Ray M. Brydon, of Indianapolis.

Mrs. Brydon, formerly was the wife of the late Jess Adkins, part owner of the Cole Bros. Circus, who died last June 20 at Gardner, Mass. while the circus was on tour after leaving the winter quarters here on May 3.

Mr. and Mrs. Brydon bought the Bass Lake land from Harry Reynolds. The land is located along Road 10 on the south side of the lake. The Brydons expect to open the amusement park this summer.

[The News-Sentinel, Wednesday, February 5, 1941]

TODAY IS ANNIVERSARY OF COLE CIRCUS FIRE

Toddy, February 20, marks the first anniversary of the most disastrous fire in the history of Rochester at which time the Cole Brothers Circus winterquarters were gutted by flames which, before they were brought under control, caused damage estimated at \$250,000.

The fire started in the circus workshop which was located in the northeast corner of the winterquarters buildings. The flames, fanned by a high northwest wind, quickly spread through the winterquarters soon making the building a roaring inferno.

Cole Bros.-Clyde Beatty Circus

The fire is thought to have started from a defective switch which had been installed in the workshop only an hour before the blaze was discovered.

Animals Suffocated

In the fire a number of rare and very valuable wild animals including two elephants, a hippopotamus, lions, tigers, buffalo, llama and monkeys with a number of rare tropical animals were suffocated to death before their keepers could reach them, so quickly did the fire spread.

During the excitement a number of elephants, horses, and a few monkeys escaped and roamed about Rochester, much to the consternation of local residents, until their handlers were able to round them up.

Excitement caused by the fire is believed to have hastened the death of Jess Adkins who with Zack Terrell founded the Cole Brothers Circus in Rochester in 1935. Adkins had a heart ailment which caused his death June 20, 1940, while the circus was on tour at Gardner, Mass.

Circus Must Go On

Despite the great handicap caused by the fire the Cole Brothers Circus carried on in true circus tradition and were able to go out on the road from Rochester on May 3 on their twenty-five car train. The circus was unable to rebuild its winterquarters here in the summer of 1940 and so have been spending the winter in temporary quarters at the Kentucky State Fairgrounds near Louisville, Ky.

The Cole Brothers Circus furnished employment to over 100 men and women during the winter months. Many of these people became permanent residents of Rochester and some of them still maintain their homes in this city. The circus and the circus people spent much money in Rochester business houses.

[The News-Sentinel, Thursday, February 20, 1941]

CIRCUS AT INDIANAPOLIS

Announcement was made at Indianapolis yesterday that the Cole Brothers Circus would make their 1941 opening under canvas at Indianapolis on Sunday, May 4. The circus will appear two days at Indianapolis under the auspices of the Twelfth district of the American Legion.

[The News-Sentinel, Wednesday, March 5, 1941]

CLYDE BEATTY TO APPEAR WITH JOHN JONES SHOWS

Clyde Beatty, famed wild animal trainer, whose act has thrilled thousands and who is a former resident of Rochester during the time he was featured with the Cole Bros. Circus, will be with the Johnny J. Jones shows during the coming summer.

The Johnny Jones shows will appear at the LaPorte County Fair, August 19 to 23 and later at the Indiana State Fair at Indianapolis. The signing of a contract between Beatty and E. Lawrence Phillips, owner of the Jones shows, was reported in the current issue of the Billboard. The contract was signed at Ft. Lauderdale, Fla, where Beatty operates his "Jungle Farm."

The news story from the Florida city declared that Beatty will carry five wagons of cages with him and that he will be presented under a 100-foot round top. Two rings will be used, one occupying elephant and other animal acts and the other will be used for Beatty's arena, in which he will work the wild animal act which has brought him great renown.

Phillips said four flatcars have been ordered for addition to the Jones train to transport the Beatty equipment and animals.

[The News-Sentinel, Monday, March 24, 1941]

COLE CIRCUS AERIALIST IS SEEKING DIVORCE

Peru, April 2, - Mrs. Mayme Smith of 273 East Third street, an aerial gymnast on contract with Cole Bros. Circus, filed suit for divorce in Miami circuit court Tuesday afternoon against Melvin Smith, manager for Salley Rand, the famous fan dancer.

Plaintiff alleges that the defendant did not provide support and that he absented himself from her during long periods.

The couple was married October 27, 1935, and separated July 10, 1940. Mrs. Smith was formerly Maime Ward of the famous circus family, The Flying Wards. The Smiths have no children.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Wednesday, April 2, 1941]

COLE CIRCUS PERSONNEL ARRIVING IN LOUISVILLE

Louisville, Ky., April 9. - The personnel of Cole Bros. Circus began to arrive last week and is still arriving, with folks from nearly every division of operation expected in before the advance cars and brigades leave town for the first dates following Louisville. Many of the workingmen and several performers came in with the winter show unit which closed at Lansing, Mich., last Saturday.

The publicity brigade is in, including A. E. Waltrip, Cornwall Spencer and William Oliver, who is contracting press agent on the No. 1 car. Waltrip arrived Saturday and goes to work for the first time with the show. Cornwall Spencer was with the show in 1938. Ora A. Parks, in charge of publicity at quarters during the winter, completes the press staff.

To Broadcast Program

Harry Thomas, big top announcer and radio director, has also arrived on the job and taken over the radio campaign for the opening performances in Louisville. All three local stations are included in the schedule of broadcasts which started this week. Several transcriptions are being made for use ahead of the show.

Training has been resumed on a large scale. Two more noted horses have been purchased by Manager Terrell and are being trained for the menage number. Both are registered five-gaited stallions by the names of Rollin Rose, sired by Black Millionaire, and Silver Stamp, sired by Silver Mack. Wanda Wentz and Ann Sutton, two of the show's expert horsewomen, have been selected as the riders.

Billing has started under the direction of Vern Williams, with a crew of 22 men.

Richard Scatterday, in charge of national advertising, returned from a two months' stay in New York, where he completed his schedule of ads for the season's program.

Leading the array of features this season is, of course, Dorothy Herbert, and supplementing her will be the Reiffenach Troupe, the famous Nelson Troupe, Miss Lucy, equestrienne, the Six Flying Thrillers, and the Rich Sisters, solo aerialists.

Others to arrive are General Agent J. D. Newman and Mrs. Newman; Vic Robbins, bandmaster; Joe Hayworth, legal adjuster, and wife; Art Windecker, Side Show manager, and Gene Weeks, superintendent of concessions.

William J. Lester and P. N. Branson, contractors, were recent visitors for conferences with Terrell and Newman.

[The News-Sentinel, Wednesday, April 9, 1941]

COLE BROS. CIRCUS ROUTE

April 28 - Owensboro, Ky.

April 29 - Evansville, Ind.

April 30 - Vincennes, Ind.

May 1 - Terre Haute, Ind.

May 2 - Lafayette, Ind.

May 3 - Indianapolis, Ind.

May 4 - Indianapolis, Ind.

May 5 - Richmond, Ind.

May 6 - Springfield, Ohio

May 7 - Columbus, Ohio

May 8 - Dayton, Ohio

May 9 - Middletown, Ohio

May 10 - Cincinnati, Ohio

May 11 - Cincinnati, Ohio

[The News-Sentinel, Monday, April 28, 1941]

COLE BROS. HAS 'PACKED HOUSE' AT LAFAYETTE

Cole Bros.-Clyde Beatty Circus

According to reports from various Rochester people who attended the Cole Bros. Circus at Lafayette Friday, the 1941 performance is by far the finest and most spectacular of any ever presented by this organization.

The circus is equipped throughout with new canvas, and the "big top" is arranged and decorated in patriotic designs, with a stream-line, modern styling throughout. The wagons, "epee" displays, settings and costuming have been done in a most elaborate and luxurious manner and the lighting effects were beautifully arranged.

The attendance of the matinee was checked as a two-thirds house, while in the evening the performers were greeted by a packed tent.

The only misfortune to mar the Lafayette booking was an accident which occurred during the evening show to Miss Betty Rich, high trapeze artist. Miss Rich, a Pasadena, Calif., girl who does a "heel catch" while swinging from the top of the "big tent" missed the trapeze bar and plummeted to the ground barely missing the wooden block railing of the center ring.

The aerial star was speeded to the Lafayette hospital where a cursory examination revealed that she had suffered a fractured wrist.

Cole Bros. are showing in Indianapolis today and Sunday. On Monday they are booked at Richmond, Ind., and on Tuesday they swing into Springfield, Ohio.

[The News-Sentinel, Saturday, May 3, 1941]

COLE BROS. CIRCUS ROUTE

May 12 - Marion, Ind.
May 13 - Ft. Wayne, Ind.
May 14 - Toledo, Ohio
May 15 - Canton, Ohio
May 16 - Akron, Ohio
May 17 - Steubenville, Ohio
May 18 - Bridgeport, Ohio
May 19 - Youngstown, Ohio
May 20 - Erie, Pa.
May 21 - Meadville, Pa.
May 22 - Jamestown, N.Y.
May 23 - Bradford, N.Y.
May 24 - Niagara Falls, N.Y.

[The News-Sentinel, Monday, May 12, 1941]

STRAW HOUSE

The Cole Brothers Circus was witnessed by a number of Rochester people Monday and Tuesday when appearances were made in Marion and Ft. Wayne. Tuesday night in Ft. Wayne the crowd was so great that it was necessary to place straw at the ends of the tent for spectators to sit on. It was also necessary to add many chairs in the reserved seat section. The Cole circus this year has more color than any of its predecessors with its spectacles being one of the features.

[The News-Sentinel, Wednesday, May 14, 1941]

COLE BROS. CIRCUS ROUTE

May 25 - Buffalo, N. Y.
May 26 - Buffalo, N. Y.
May 27 - Buffalo, N. Y.
May 28 - Elmira, N. Y.
May 29 - Binghamton, N. Y.
May 30- Scranton, Penn.
May 31 - Wilkes-Barre, Penn.

[The News-Sentinel, Friday, May 23, 1941]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS ROUTE

June 1 - Open
June 2 - Lock Haven, Pa.
June 3 - Altoona, Pa.
June 4 - Butler, Pa.
June 5 - Warren, Ohio
June 6 - Elyria, Ohio
June 7 - Jackson, Mich.
[The News-Sentinel, Saturday, May 31, 1941]

COLE BROS. CIRCUS ROUTE

June 8 - Detroit, Mich.
June 9 - Detroit, Mich.
June 10 - Port Huron, Mich.
June 11 - Saginaw, Mich.
June 12 - Flint, Mich.
June 13 - Pontiac, Mich.
June 14 - Detroit, Mich.
[The News-Sentinel, Thursday, June 5, 1941]

COLE BROS. CIRCUS ROUTE

June 15 - Detroit, Mich.
June 16 - Lansing, Mich.
June 17 - Grand Rapids, Mich.
June 18 - Kalamazoo, Mich.
June 19 - LaPorte, Ind.
June 20 - South Bend, Ind.
[The News-Sentinel, Tuesday, June 10, 1941]

COLE BROS. CIRCUS ROUTE

June 21 - Hammond, Ind.
June 22 - Gary, Ind.
[The News-Sentinel, Wednesday, June 11, 1941]

COLE BROS. CIRCUS ROUTE

June 23 - Joliet, Ill.
June 24 - Peoria, Ill.
June 25 - Moline, Ill.
June 26 - Burlington, Iowa
June 27 - Cedar Rapids, Iowa
June 28 - Beloit, Wis.
[The News-Sentinel, Friday, June 20, 1941]

COLE BROS. CIRCUS ROUTE

July 1 - Mason City, Iowa
July 2 - Sheldon, Iowa
July 3 - Sioux Falls, S.D.
July 4 - Sioux City, Iowa
July 5 - Norfolk, Neb.
July 6 - Omaha, Neb.

Cole Bros.-Clyde Beatty Circus

July 7 - Lincoln, Neb.
July 8 - Fall City, Neb.
July 9 - St. Joseph, Mo.
July 10 - Topeka, Kans.
July 11 - Salina, Kans.
July 12 - Hutchinson, Kans.
July 13 - Wichita, Kans.
[The News-Sentinel, Monday, June 30, 1941]

COLE BROS. CIRCUS ROUTE

July 14 - Wichita, Kans.
July 15 - Enid, Okla.
July 16 - Oklahoma City, Okla.
July 17 - Tulsa, Okla.
July 18 - Joplin, Mo.
July 19 - Springfield, Mo.
July 20 - Rolla, Mo.
July 21 - East St. Louis, Ill.
July 22 - Springfield, Ill.
[The News-Sentinel, Tuesday, July 8, 1941]

REX D. ROSSELLI DIES ENROUTE WITH CIRCUS

Rochester friends late Monday were apprised of the sudden death of Rex D. Rosselli, 65, which occurred in his room at the Broadview hotel, in East St. Louis, Monday. His body was found by hotel attendants and death was attributed to a heart attack.

Mr. Rosselli at the time of his decease was chief press agent for the Cole Bros. Circus and he also designed and presented the "extravaganzas" displays, tableaux and the "spee" arrangements for the circus. The Cole Bros. gave two shows in East St. Louis, yesterday.

During the several years Cole Bros. made their headquarters in Rochester, Mr. Rosselli resided at the Barrett hotel during the winter season and made many friends throughout this community.

Played in Silent Movies

Prior to his employment with Cole Bros. he was press agent for the Wallace-Hagenbeck and Robinson shows for a long number of years. He also appeared in the silent movies with Tom Mix, in western thrillers and later handled the publicity of the famous movie cowboy's numerous circus tours. The deceased resided in Peru for many years and has a wide acquaintance of friends throughout Miami county. Mr. Rosselli, who is said to have been the originator of the use of fireworks in circus shows, is survived by two sons, Lawrence of Washington, D.C. and Hosea. A sister, Mrs. Gertrude Worth, lives at Bloomington, Ill., where funeral rites and burial of the circus man will be conducted.

The Cole Bros. shows are booked for two performances at Bloomington, Ill. on Wednesday, July 23rd, and it is believed funeral services for their business associate will be held on this date. Officials of the circus and friends of the veteran circus publicity agent will attend the services, it was stated. The circus shows in Anderson, Ind. on Friday and Muncie on Saturday of the present week.

[The News-Sentinel, Monday, July 21, 1941]

COLE BROS. CIRCUS ROUTE

July 23 - Bloomington, Ill.
July 24 - Danville, Ill.
July 25 - Anderson, Ind.
July 26 - Muncie, Ind.
July 27 - Dayton, Ohio
July 28 - Hamilton, Ohio
July 29 - Norwood, Ohio

Cole Bros.-Clyde Beatty Circus

July 30 - Covington, Ky.
Aug 1 - Huntington, W. Va.
Aug 2 - Logan, W. VA.
Aug 4 - Charleston, W. Va.
Aug 5 - Covington, Va.
Aug 6 - Staunton, Va.
Aug 7 - Charlottesville, Va.
Aug 8 - Richmond, Va.
Aug 9 - Newport News, Va.
[The News-Sentinel, Monday, July 21, 1941]

COLE BROS. CIRCUS ROUTE

Aug 11 - Norfolk, Va.
Aug 12 - Norfolk Va.
Aug 13 - Portsmouth, Va.
Aug 14 - Petersburg, Va.
Aug 15 - Lynchburg, Va.
Aug 16 - Roanoke, Va.
[The News-Sentinel, Wednesday, July 30, 1941]

CLYDE BEATTY TO APPEAR AT LAPORTE COUNTY FAIR

Once a year many of our readers hie themselves to LaPorte to attend the great LaPorte County Fair. LaPorte county people claim theirs to be "The Nation's Model Fair" and many of our own people are ready to agree with them. It has long been recognized as the outstanding county fair in the state, ranking only second to the State fair.

Featured this year will be a splendid array of class racing. There will also be the largest display of fat steers, sheep, hogs, dairy cattle and agricultural and horticultural displays ever known in the fair's history. A complete program of high grade, free, vaudeville acts will be presented each afternoon and evening, with the famous WLS National Barn Dance artists on Saturday evening.

And last but not least will be the "Million Dollar Midway", presented by the Johnny J. Jones Exposition of rides, shows and diversified entertainment. Featured with this exposition is Clyde Beatty in person, with his menagerie of jungle lions, tigers, elephants and other wild animals. In fact, you'll find everything that goes to make a perfect county fair.

[The News-Sentinel, Wednesday, August 6, 1941]

JACK DEMPSEY TO APPEAR WITH COLE BROS. CIRCUS

The News-Sentinel early Saturday morning received a telegram from Zack Terrell, owner of the Cole Bros.Circus, from Newport News, Va., announcing that the great Manassa Mauler, Jack Dempsey, would make personal appearances with the circus beginning August 18th.

An article confirming the Cole Bros. contract with the former heavy-weight boxing champion which appeared in Saturday morning's edition of the Chicago Tribune, follows:

"Salt Lake City, Utah - Jack Dempsey will join a circus. Joe Dempsey, brother and business manager of the former heavyweight boxing champion, said today Jack would join the Cole Brothers show on Monday, August 18th, to begin a three-month tour refereeing bouts and giving short talks. He will do no fighting.

"The one-time titleholder has been visiting his mother here."

The Cole Brothers show is booked for appearances in the leading cities of Virginia for the next couple of weeks and according to reports from Mr. Terrell, the attendance has been exceptionally good.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Saturday, August 9, 1941]

COLE BROS. CIRCUS ROUTE

Aug 18 - Bluefield, W. Va.

Aug 19 - Pulaski, Va.

Aug 20 - Bristol, Tenn.

Aug 21 - Johnson City, Tenn.

Aug 22 - Knoxville, Tenn.

Aug 23 - Chattanooga, Tenn.

[The News-Sentinel, Wednesday, August 13, 1941]

COLE BROS. CIRCUS ROUTE

Aug 25 - Nashville, Tenn.

Aug 26 - Nashville, Tenn.

Aug 27 - Decatur, Ala.

Aug 28 - Birmingham, Ala.

Aug 29 - Birmingham, Ala.

[The News-Sentinel, Friday, August 22, 1941]

COLE BROS. CIRCUS ROUTE

Aug 30 - Anniston, Ala

Sept 1 - Atlanta, Ga.

Sept 2 - Atlanta, Ga.

Sept 3 - Gainesville, Ga.

[The News-Sentinel, Wednesday, August 27, 1941]

COLE BROS. CIRCUS ROUTE

Sept 4 - Greenville, S.C.

Sept 5 - Gastonia, N.C.

Sept 6 - Spartanburg, S.C.

Sept 7 - Ashville, N.C.

[The News-Sentinel, Tuesday, September 2, 1941]

COLE BROS. CIRCUS ROUTE

Sept 8 - Ashville, N.C.

Sept 9 - Hichory N.C.

Sept 10 - Statesville, N.C.

Sept 11 - Winston-Salem, N.C.

Sept 12 - Burlington, N.C.

Sept 13 - High Point, N.C.

Sept 15 - Charlotte, N.C.

Sept 16 - Greensboro, N.C.

Sept 17 - Durham, N.C.

Sept 18 - Greenville, N.C.

[The News-Sentinel, Monday, September 8, 1941]

COLE BROS. CIRCUS ROUTE

Sept 19 - New Bern, N.C.

Sept 20 - Washington, N.C.

Sept 22 - Raleigh, N.C.

Sept 23 - Wilson, N.C.

Sept 24 - Goldsboro, N.C.

Sept 25 - Wilmington, N.C.

Cole Bros.-Clyde Beatty Circus

Sept 26 - Fayetteville, N.C.

Sept 27 - Florence, S.C.

Sept 29 - Charleston, S.C.

[The News-Sentinel, Monday, September 15, 1941]

GRETONAS TO APPEAR DAILY AT WARSAW FAIR

The Great Gretonas, outstanding high wire performers, formerly with Cole Brothers Circus, will appear twice daily at the Kosciusko County Fair which starts tonight and runs through Saturday, September 27, at Warsaw, Ind. Also featured in the free acts at the fair are Pat and Willie LaVolo, slack wire equilibriants who appeared at the recent 4-H County Fair here.

Performances of the Gretonas, all on Daylight Saving Time, are listed as follows: -----.

[The News-Sentinel, Tuesday, September 23, 1941]

COLE BROS. CIRCUS AGAIN TO WINTER AT LOUISVILLE

Cole Bros. Circus upon the completion of the 1941 engagements will again establish winter quarters at the State Fairgrounds, Louisville, Ky. This information was received today from Zack Terrell, president of the circus corporation, in response to an inquiry made by The News-Sentinel, as to whether or not there was any possibility of the circus re-establishing its winter home in Rochester.

Mr. Terrell stated that due to the fact that the circus did not have sufficient surplus funds to erect needed buildings at the Rochester site, it would be imperative that temporary quarters at Louisville again be utilized.

The message from Mr. Terrell also added that everyone connected with the Cole Bros. show would enjoy coming back to Rochester which, to them, is the real home of the circus, but that this will have to be postponed until they are financially able to erect suitable buildings.

Cole Bros. today are giving two performances at Goldsboro, N.C. Jack Dempsey, former heavyweight boxing champ, is one of the stellar favorites now with the circus.

[The News-Sentinel, Tuesday, September 23, 1941]

COLE BROS. CIRCUS ROUTE

Sept 30 - Columbia, S.C.

Oct 1 - Augusta, Ga.

Oct 2 - Macon, Ga.

Oct 3 - Americus, Ga.

Oct 4 - Montgomery, Ala.

Oct 6 - Pensacola, Fla.

[The News-Sentinel, Wednesday, September 24, 1941]

COLE BROS. CIRCUS ROUTE

Oct 7 - Mobile, Ala.

Oct 8 - Gulfport, Miss.

Oct 9 - Hattiesburg, Miss.

Oct 10 - Meridian, Miss.

Oct 11 - Brookhaven, Miss.

Oct 12 - Hammond, La.

[The News-Sentinel, Wednesday, October 1, 1941]

COLE BROS. CIRCUS ROUTE

Oct 23 - Brownwood, Tex.

Oct 24 - San Angelo, Tex.

Oct 25 - Stamford, Tex.

Oct 27 - Wichita Falls, Tex.

Oct 28 - Sherman, Tex.

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Oct 29 - Paris, Tex.
Oct 30 - Greenville, Tex.
Nov 1 - Palestine, Tex.
Nov 2 - Longview, Tex.
Nov 3 - Home run to Louisville, Ky.
[The News-Sentinel, Thursday, October 23, 1941]

SEVERAL CIRCUS PEOPLE ARRIVE IN ROCHESTER

Several members of the Cole Bros. Circus family arrived in Rochester Friday, following the close of the circus season, and a few are planning to spend the winter season in this city. The winter headquarters for Cole Bros. Circus, according to an announcement made previously by Zack Terrell, owner of the show, will again be situated at the State Fair Grounds, Louisville, Ky. Mr. Terrell states Cole Bros. winter garden circus has completed bookings which will carry them through to the late spring months.
[The News-Sentinel, Saturday, November 8, 1941]

COLE BROS. CIRCUS BOOKS SEVERAL WINTER SHOWS

Zack Terrell, owner of Cole Bros. Circus, who is in Rochester on business, announced today that the bookings for the circus winter garden, grotto and Shrine shows were rapidly being completed. The winter garden season, according to Mr. Terrell, opens at Grand Rapids, Mich., on Jan. 26; on Feb. 2nd begins a two weeks' engagement in Cleveland, Ohio; February 16th two weeks' booking in Detroit and other engagements at St. Paul, Minn., Lansing, Mich., and Syracuse, N.Y. The circus owner stated he has already received an invitation from Mr. G. Hall, manager of the Chicago Coliseum, to open the 1942 road season in that city, but no definite action on this offer has as yet been decided upon. The show is now in winter quarters at the State Fair Grounds in Louisville, Ky.
[The News-Sentinel, Tuesday, December 2, 1941]

ZOPPES LEAVE FOR BOOKINGS IN EAST

The Zoppe family, circus and winter garden bareback riders and tumbling acrobats will leave their winter quarters in Rochester tonight for the State theatre, Harrisburg, Pa., where they will be booked from January 29th to 31st. Other bookings include Howard theatre, Boston, Mass., from February 1st to 7th, and at the Union Stadium, Washington, D.C., from February 9th to 14th. There are nine members of the Zoppe act.
[The News-Sentinel, Tuesday, January 27, 1942]

TOUR COLE BROS. QUARTERS

Members of the Circus Model Builders' and Owners' association, now attending their first annual convention at the Bearss hotel, Peru, were scheduled to make a trip to Rochester this afternoon for a tour of the former quarters of the Cole Brothers circus. The convention started April 1st and will end Saturday night with the annual banquet.
[The News-Sentinel, Friday, April 3, 1942]

GRETONAS SAVE RIVAL PERFORMERS TRAPPED BY HIGH WIRE ACCIDENT

In a news agency release Friday, the Gretona high wire performers and formerly one of the ace attractions of the Cole Bros. Circus came in for a lot of nation-wide publicity through a spectacular rescue of rival high wire performers. The accident occurred at St. Louis where the Gretonas opened their spring booking engagements, this week. The story follows:
"The crowd of 7,000 was spell-bound when the Hastrei troupe of high wire performers came out for their act. August and Franz Hastrei, brothers, rode bicycles and on their shoulders they carried

Cole Bros.-Clyde Beatty Circus

a long board. On top of the board rode a third brother, William Hastrei, and on William's shoulders rode their sister-in-law, Mrs. Alphonse Hastrei.

"In the other end of the big arena another high wire troupe, the Gretona brothers, were putting on a similar act in the big two-ring police circus.

"Suddenly, women screamed and strong men quailed at what they saw. August, on the front bicycle, lost his balance plunged 50 feet to the floor. William tumbled off the plank and the bicycle and board crashed downward but he grabbed the wire with one arm, getting a scissors grip on Mrs. Hastrei and holding her in mid-air while he gripped the tight wire which literally tore the flesh from his hands. Franz, retrieving his bicycle hung on while police rushed into the area with a blanket - the only thing they could find. Meanwhile Mrs. Hastrei had fainted from the shock and hung limp on William's legs.

"Then came the Gretonas - rival performers who terminated their act instantaneously. Stealthily, with the steadiness of years of experience the three of them crept out on the wire. As calmly as if they were flat on the ground they reached down and retrieved the limp body of Mrs. Hastrei. Two of them carried her back, then returned to assist William, who was in great pain. Finally when all of the Hastreis and the Gretonas were safe on the platform, the crowd roared. Veteran arena employees said they had never heard such cheering.

"The injured performer, August, suffered a fractured wrist and other injuries."

[The News-Sentinel, Saturday, April 18, 1942]

COLE BROS. CIRCUS ROUTE

April 28 - Evansville, Ind.

April 29 - Terre Haute, Ind.

April 30 - Anderson, Ind.

May 1 - Indianapolis, Ind.

May 2 - Indianapolis, Ind.

May 3 - Indianapolis, Ind.

May 4 - Lafayette, Ind.

May 5 - Fort Wayne, Ind.

May 6 - Richmond, Ind.

May 7 - Middletown, O.

May 8 - Cincinnati, O.

May 9 - Cincinnati, O.

May 10 - Cincinnati, O.

[The News-Sentinel, Tuesday, April 28, 1942]

COLE BROS. CIRCUS ROUTE

May 13 - Dayton, Ohio

May 14 - Lima, Ohio

May 15 - Canton, Ohio

May 16 - Akron, Ohio

May 18 - Youngstown, Ohio

May 19 - Wheeling, W. Va.

May 20 - Athens, Ohio

May 21 - Portsmouth, Ohio

May 22 - Parkersburg, W. Va.

May 23 - Huntington, W. Va.

May 24 - Charleston, W. Va.

May 25 - Charleston, W. Va.

[The News-Sentinel, Tuesday, May 12, 1942]

COLE BROS. CIRCUS ROUTE

May 26 - Clarksburg, W. Va.

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May 27 - Fairmount, W. Va.

May 28 - Morgantown, Pa.

May 30 - Altoona, Pa.

June 1 - Williamsport, Pa.

[The News-Sentinel, Saturday, May 23, 1942]

COLE BROS. CIRCUS ROUTE

June 2 - Wilkes-Barre, Pa.

June 3 - Scranton, Pa.

June 4 - Binghamton, N.Y.

June 5 - Elmira, N.Y.

June 6 - Niagara Falls, N.Y.

June 7 - Erie, Pa.

[The News-Sentinel, Tuesday, June 2, 1942]

COLE BROS. CIRCUS ROUTE

June 8 - Erie, Pa.

June 9 - Jamestown, Pa.

[The News-Sentinel, Saturday, June 6, 1942]

COLE BROS. CIRCUS ROUTE

June 10 - Meadville, Pa.

June 11 - Mansfield, Ohio

June 12 - Fostoria, Ohio

June 13 - Toledo, Ohio

June 14 - Toledo, Ohio

June 15 - Flint, Mich.

[The News-Sentinel, Monday, June 8, 1942]

COLE BROS. CIRCUS ROUTE

June 16 - Pontiac, Mich.

June 17 - Port Huron, Mich.

June 18 - Bay City, Mich.

June 19 - Saginaw, Mich.

June 20 - Ann Arbor, Mich.

June 21 - Jackson, Mich.

June 22 - Grand Rapids, Mich.

[The News-Sentinel, Friday, June 12, 1942]

COLE BROS. CIRCUS AT SOUTH BEND, JUNE 25-26

Cole Bros. Circus - - - - a two-day engagement at South Bend on Thursday and Friday of the present week. - - - - From South Bend the circus goes to Gary, then to Hammond and into Illinois for several bookings.

[The News-Sentinel, Tuesday, June 23, 1942]

COLE BROS CIRCUS ROUTE

June 24 - Kalamazoo, Mich.

June 25 - South Bend, Ind.

June 26 - South Bend, Ind.

June 27 - Gary, Ind.

June 28 - Hammond, Ind.

June 29 - Joliet, Ill.

June 30 - Peoria, Ill.

Cole Bros.-Clyde Beatty Circus

[The News-Sentinel, Tuesday, June 23, 1942]

ALLEN KING CIRCUS TO BE HERE NEXT MONTH

Rochester is to have the first circus since Cole Brothers made their season's debut here in 1940, it was announced today after a contract was signed yesterday. The Allen King Motorized Circus is to give two performances in Rochester on Thursday, July 9, according to a contract signed yesterday by J. C. Finney, the circus' contract agent, and Tim Baker, owner of the circus grounds on East Ninth street.

Allen King is well-known locally, having been featured with Cole Brothers Circus for several seasons in a wild animal act. He was at the Chicago World's Fair for two years with his animal act sponsored by a large oil company.

The Allen King Circus is the largest motorized circus in the United States; its program is studded with stars of the circus world.

[The News-Sentinel, Wednesday, June 24, 1942]

COLE BROS. CIRCUS ROUTE

July 1 - Rock Island, Ill.

July 2 - Des Moines, Iowa

July 3 - Des Moines, Iowa

July 4 - Atlantic, Iowa

July 5 - Omaha, Neb.

July 6 - Lincoln, Neb.

July 7 - Grand Island, Neb.

[The News-Sentinel, Wednesday, June 24, 1942]

TERRELLS REPORT CIRCUS HAVING GOOD BUSINESS

Mr. and Mrs. Zack Terrell, owners of the Cole Brothers Circus, were guests today of Mr. and Mrs. A. C. Bradley, of this city. Mr. Terrell, whose show is at South Bend today, stated that business thus far this season has been exceptionally good.

The circus plays at Gary and Hammond and then through Illinois into the northwestern states, during the next few weeks. A number of Rochester people attended the show during the two-day run at South Bend.

[The News-Sentinel, Friday, June 26, 1942]

CLYDE BEATTY STOPPED IN ROCHESTER SATURDAY

Clyde Beatty, noted wild animal trainer, stopped in Rochester about noon Saturday while enroute from Gary to Anderson. Mr. Beatty was accompanied by his wife and ten employees of his "Jungle Farm" which is being featured this year by the Johnny Jones Shows.

The "Jungle Farm" is transported in a fleet of five trucks; it consists of 24 lions and two chimpanzees. The trucks were parked on Main street where they soon became the mecca for many children.

Clyde Beatty for a number of years was a featured performer with Cole Bros. Circus and made his home in Rochester. He now resides in Fort Lauderdale, Fla. Capt. Albert Fleet, who was a seal trainer with the Cole circus, was in charge of the Beatty animals.

[The News-Sentinel, Monday, June 29, 1942]

COLE BROS. CIRCUS ROUTE

July 8 - Hastings, Neb.

July 9 - Kearney, Neb.

July 10 - Holdrege, Neb

July 11 - McCook, Neb.

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[The News-Sentinel, Friday, July 3, 1942]

COLE BROS. CIRCUS ROUTE

July 12 - (Sunday)
July 13 - Denver, Colo.
July 14 - Denver, Colo.
July 15 - Pueblo, Colo.
July 16 - Alamosa, Colo.
July 17 - Trinidad, Colo.
July 18 - Las Vegas, N.M.
July 19 - Albuquerque, N.M.
July 20 - Santa Fe, N.M.

[The News-Sentinel, Friday, July 10, 1942]

COLE BROS. CIRCUS ROUTE

July 21 - Raton, N.M.
July 22 - La Junta, Colo.
July 23 - Colorado Springs, Colo.
July 24 - Ft. Collins, Colo.
July 25 - Greeley, Colo.
July 26 - Laramie, Wyo.

[The News-Sentinel, Friday, July 17, 1942]

CIRCUS NOT TO RE-OPEN WINTER QUARTERS HERE

A committee of Rochester business men and owners of the property formerly occupied by the Cole Bros. Circus were formally notified Tuesday, that Mr. Zack Terrell, owner of the circus, had decided not to attempt to rebuild and reoccupy the winter quarters site at Rochester.

The reason as given by the circus official for abandoning plans for returning to this city at the close of the present season's run is outlined in a letter from F. E. Schortemeier, of Indianapolis, an officer of the circus corporation. The correspondence from Mr. Schortemeier follows:

“July 20, 1942

“Committee,

“First National Bank,

“Rochester, Indiana

“Gentlemen:

“I have had some telegrams and correspondence with Mr. Zack Terrell regarding winter quarters for Cole Bros. Circus, Inc., at Rochester, Ind. After much consideration, Mr. Terrell has reached the conclusion that he would be unable to get any priorities to rebuild. It would be inadvisable to undertake to rebuild without priorities, and we have been turned down for priorities of any kind.

“Mr. Terrell and I have finally concluded, much to our regret, and after thorough inquiry, that it is not practical to undertake to restore the winter quarters during the war, and therefore, must leave your committee to take any course it may decide.

“Yours very truly,
F. E. Schortemeier.”

Associates of Mr. Terrell of this city have been advised that the circus in all probability will again winter at the State Fairgrounds in Louisville, Ky. The show has wintered at Louisville since the fire in 1940 which wiped out the major portion of the circus equipment and animals.

[The News-Sentinel, Wednesday, July 22, 1942]

COLE BROS. CIRCUS ROUTE

July 27 - Sidney, Neb.
July 28 - Alliance, Neb.
July 29 - Scotts Bluff, Neb.

Cole Bros.-Clyde Beatty Circus

July 30 - Casper, Wyo.
July 31 - Worland, Wyo.
Aug. 1 - Billings, Mont.
Aug. 2 - Livingston, Mont.
Aug. 3 - Boseman, Mont.
Aug. 4 - Helena, Mont.
[The News-Sentinel, Friday, July 24, 1942]

COLE BROS. CIRCUS ROUTE

Aug. 5 - Butte, Mont
Aug. 6 - Dillion, Mont.
[The News-Sentinel, Thursday, July 30, 1942]

COLE BROS. CIRCUS ROUTE

Aug. 7 - Idaho Falls, Idaho
Aug. 8 - Blackfoot, Idaho
Aug. 10 - Salt Lake City, Utah
Aug. 11 - Provo, Utah
Aug. 12 - Ogden, Utah
The News-Sentinel, Tuesday, August 4, 1942]

COLE BROS. CIRCUS ROUTE

Aug. 13 - Pocatello, Idaho
Aug. 14 - Twin Falls, Idaho
Aug. 15 - Boise Idaho
Aug. 16 - Ontario, Ore.
Aug. 17 - Nampa, Idaho
Aug. 18 - Baker, Ore
Aug. 19 - LaGranda, Ore
Aug. 20 - Walla Walla, Wash.
Aug. 21 - Lewiston, Idaho
Aug. 22 - Moscow, Idaho
[The News-Sentinel, Friday, August 7, 1942]

COLE BROS. CIRCUS ROUTE

Aug. 24 - Spokane, Wash.
Aug. 25 - Spokane, Wash.
Aug. 26 - Wenatchee, Wash.
Aug. 27 - Everett, Wash.
Aug. 28 - Seattle, Wash.
Aug. 29 - Seattle, Wash.
Aug. 30 - Seattle, Wash.
Aug. 31 - Tacoma, Wash.
Sept. 1 - Tacoma, Wash.
Sept. 2 - Longview, Wash.
Sept. 3 - Portland, Ore.
Sept. 4 - Portland, Ore.
Sept. 5 - Portland, Ore.
Sept. 6 - Portland, Ore.
[The News-Sentinel, Saturday, August 22, 1942]

BEATTY NOW FEEDING BIG CATS HORSE MEAT

Cole Bros.-Clyde Beatty Circus

Columbus, Ind., Sept. 2. (INS) - Clyde Beatty's 40 lions and tigers, who eat 500 pounds of meat a week, now are being served horse meat, the famous wild animal trainer said today. Because of the high price of beef which was formerly eaten by the cats, the diet switch has been made, Beatty said.

Now Beatty is wondering what he will do when supplies of horse meat begin to diminish.

[The News-Sentinel, Wednesday, September 2, 1942]

SELLS CALLIOPE

An old calliope which was used for years by many American circuses, the last time with the Robbins Brothers Circus, was dismantled at the winterquarters here during the past week. The calliope was purchased by Alexander Clark, Boston, Mass., who has a private museum and he will add the same to his collection of old circus properties.

[The News-Sentinel, Saturday, September 2, 1942]

COLE BROS. CIRCUS ROUTE

[NOTE: Circus route for Sept. 7 to 14 not located in News-Sentinel. -WCT]

Sept. 15 - Marysville, Calif.

Sept. 16 - Sacramento, Calif

Sept. 17 - Sacramento, Calif

Sept. 18 - Oakland, Calif.

Sept. 19 - Oakland, Calif.

Sept. 20 - Oakland, Calif.

Sept. 21 - Vallejo, Calif.

Sept. 22 - Palo Alto, Calif.

Sept. 23 - Burlingame, Calif.

Sept. 24 - San Jose, Calif.

Sept. 25 - Stockton, Calif.

Sept. 26 - Modesto, Calif.

[The News-Sentinel, Tuesday, September 15, 1942]

COLE BROS. CIRCUS ROUTE

Sept. 27 - Fresno, Calif.

Sept. 28 - Fresno, Calif.

[The News-Sentinel, Tuesday, September 22, 1942]

COLE BROS. CIRCUS ROUTE

Sept. 29 - Visalia, Calif.

Sept. 30 - Bakersfield, Calif.

Oct. 1 - Glendale, Calif.

Oct. 2 - Glendale, Calif.

Oct. 3 - Los Angeles, Calif.

Oct. 4 - Los Angeles, Calif.

Oct. 5 - Los Angeles, Calif.

Oct. 6 - Los Angeles, Calif.

Oct. 7 - Los Angeles, Calif.

Oct. 8 - Los Angeles, Calif.

Oct. 9 - Los Angeles, Calif.

[The News-Sentinel, Tuesday, September 29, 1942]

COLE BROS. CIRCUS ROUTE

Oct. 10 - Los Angeles, Calif.

Oct. 11 - Los Angeles, Calif

Oct. 12 - Hollywood, Calif.

Oct. 13 - Hollywood, Calif.

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Oct. 15 - Venice, Calif.
Oct. 16 - North Hollywood, Calif.
Oct. 17 - Long Beach, Calif.
Oct. 18 - Long Beach, Calif.
[The News-Sentinel, Friday, October 9, 1942]

COLE BROS. CIRCUS ROUTE

Oct. 20 - Whittier, Calif.
Oct. 21 - Pasadena, Calif.
Oct. 22 - Pomona, Calif.
Oct. 23 - San Bernardino, Calif.
Oct. 24 - Riverside, Calif.
Oct. 26 - Phoenix, Ariz.
Oct. 27 - Phoenix, Ariz.
[The News-Sentinel, Tuesday, October 20, 1942]

McMAHAN CONSTRUCTION CO. BUYS CIRCUS GROUNDS

It was announced today that the McMahan Construction Company has purchased the old circus grounds adjacent to the city limits on the northeast side of Rochester. The grounds and buildings will be used for the storage and repair of construction machinery for the McMahan company. The McMahan farms will also use the grounds as a selling center for cattle. For a number of years they have been selling from six to 10,000 feeding cattle per year. The cattle are purchased on western ranges and shipped directly here for distribution to farmers throughout this territory. Last year the McMahan farms furnished 2,000 farmers with feeding cattle. They now have approximately 1,000 cattle on hand.
[The News-Sentinel, Saturday, October 31, 1942]

COLE BROS. ENDS SEASON TUESDAY, NOVEMBER 17TH

Cole Bros. Circus last route card of the 1942 season, was received at The News-Sentinel office today and is published elsewhere in today's issue. The circus will give its finale performances Tuesday evening, Nov. 17 at Pensacola, Fla., and on the following day will enter winterquarters at the Louisville, Ky., state fairgrounds. Word received from Zack Terrell, owner and manager of the circus, advised Rochester friends that the show had enjoyed an exceptionally profitable season. The circus will have traversed a total of 15,223 miles during the '42 season.
[The News-Sentinel, Tuesday, November 10, 1942]

COLE BROS. CIRCUS ROUTE

[NOTE: Circus route for Oct.. 28 to Nov. 9 not located in News-Sentinel. -WCT]
Nov. 10 - Jackson, Miss.
Nov. 11 - Laurel, Miss.
Nov. 12 - Hattiesburg, Miss.
Nov. 13 - Gulfport, Miss.
Nov. 14 - Mobile, Ala.
Nov. 15 - Mobile, Ala.
Nov. 16 - Pensacola, Fla.
Nov. 17 - Pensacola, Fla.
Nov. 18 - Louisville, Ky.
[The News-Sentinel, Tuesday, November 10, 1942]

CIRCUS ADVERTISEMENTS REMOVED TO CITY GARAGE

Evidently the mayor of this fair city does not believe in false advertising for he has had brought to the City Garage, several wooden elephants which have been used for advertising purposes just

Cole Bros.-Clyde Beatty Circus

outside the city limits. The elephant signs were advertisements for the Cole Bros. Circus, which has not been quartered in Rochester since the disastrous fire in 1940. The circus grounds have been purchased by the McMahan Construction Company for cattle and equipment.

There are but a few reminders left on the grounds that indicate a circus was once quartered there. A few faded wagons, long since past their days of usefulness, stand idly about. In their former days these wagons were a grand part of gala parades in every state in the union.

Mayor Minter, feeling that the "elephant" signs at the approaches to the city are misleading, has had all four of them brought to warm winter quarters at the City Garage where the "herd" is piled, in lumber form.

[The News-Sentinel, Wednesday, December 9, 1942]

COLE BROS. CIRCUS HAD MOST SUCCESSFUL SEASON

Jake Newman, purchasing agent and business manager of the Cole Bros. Circus of Louisville, Ky., was in Rochester yesterday where he transacted business with the Barnhart-Van Trump company.

Mr. Newman stated the circus had an exceptionally good season this year, although they experienced considerable difficulty with the labor problem as a large number of their employees either enlisted or were drafted into the service of the U. S. army or navy.

The circus is now established in their winterquarters at the Kentucky State Fair Grounds at Louisville, where rehearsals and other preparations are being made for winter garden show bookings which will start around the first of the New Year.

[The News-Sentinel, Wednesday, December 9, 1942]

TIGER KILLS ATTENDANT, BEAR LATER KILLS TIGER

Fort Lauderdale, Fla., Dec. 14 - A bear at the Clyde Beatty zoo Saturday was given all the attention due a hero after killing a full-grown tiger which a few minutes before had clawed to death a 25-year-old attendant.

The tiger escaped from a pen during the feeding period and pounced upon Wallace Ayers. Ayers was fatally clawed and bitten around the head and shoulders before another attendant, Albert Fleet, could rout the animal with a hoe.

The man-eater then jumped into a nearby pen occupied by the bear which proved to be its master. The bear, crushed the tiger to death in a few seconds.

Ayers was dead upon arrival at a hospital.

[The News-Sentinel, Monday, December 14, 1942]

COLE BROTHERS TO PAY OFF NOTES HELD LOCALLY

Rochester Merchants and business men who experienced considerable loss back in 1939 when Cole Brothers went into bankruptcy received a note of Christmas cheer this week with a notice from the legal department of the present circus corporation that part payment would be made on those old and defunct accounts.

When the old Cole Brothers corporation was wiped out by bankruptcy and it was revealed there were no assets, the local merchants marked their accounts as a total loss. Later, Zack Terrell and Jess Adkins then formed a new corporation and after a long and difficult financial struggle placed a new Cole Brothers show on the road. The two owners then decided that they would do what they could for their many friends here and elsewhere who had given them credit through their trying times and they voluntarily gave each creditor a note for one-tenth of the old and defunct account payable on May 10, 1944.

The legal department has notified the note holders that there is now on hand a limited amount of money and that it will be used to satisfy the note holders if they desire to turn in their notes before the end of the year rather than wait for the maturity date. Those that do will be paid 50 per cent of the face value of their notes. It is understood that quite a number of the local creditors have taken advantage of the offer.

[The News-Sentinel, Saturday, December 19, 1942]

Cole Bros.-Clyde Beatty Circus

WOECKENER TO DIRECT COLE BROTHERS BAND

Peru, Feb. 13. - Eddie Woeckener, circus bandmaster of Peru, has been engaged to direct the Cole Bros. circus band for the coming season and is now working on musical scores for a new spectacle for that circus.

Mr. Woeckener has been bandmaster with the Russell Bros. circus for the past two seasons and was formerly with the Al G. Barnes, Hagenbeck Wallace and John Robinson circuses.

[The News-Sentinel, Saturday, February 13, 1943]

COLE BROS. CIRCUS PREPARES FOR OPENING

Ora Parks, purchasing agent for the Cole Bros. circus, of Louisville, Ky., transacted business with the Barnhart-Van Trump company, Monday. Mr. Parks stated the circus would open the season at Louisville on Tuesday, April 20th.

It was stated that the 1942 season for Cole Bros. was by far the best since it was founded, however, transportation facilities this year are such that the management is hesitant to make any predictions about the coming season. The show will swing into southern and central Indiana cities early in the season, it was stated. Further bookings were not known at this time.

Mrs. Parks accompanied her husband to Rochester and renewed acquaintances with old friends during their brief visit.

[The News-Sentinel, Tuesday, March 30, 1943]

COLE BROS. CIRCUS ROUTE

April 26 - Owensboro, Ky.

April 27 - Evansville, Ind.

April 28 - Terre Haute, Ind.

April 29 - Indianapolis, Ind.

April 30 - Indianapolis, Ind.

May 1 - Indianapolis, Ind.

May 2 - Indianapolis, Ind.

May 3 - Lafayette, Ind.

May 4 - Anderson, Ind.

May 5 - Hamilton, Ohio

May 6 - Cincinnati, Ohio

May 7 - Cincinnati, Ohio

May 8 - Cincinnati, Ohio

May 9 - Cincinnati, Ohio

[The News-Sentinel, Monday, April 26, 1943]

TWO COLE CIRCUS STARS INJURED IN ACCIDENTS

Two Cole Bros. circus star performers were injured during the show's performances at Indianapolis, it was learned here today and both are patients at an Indianapolis hospital.

Miss Jean Allen, who is well known in Rochester, suffered a sprained ankle when her horse slipped and fell on her. She was taken to Methodist hospital and will be confined there for about 10 days.

Miss Grace Hanneford, daughter of "Poodles" Hanneford, famous clown, suffered a broken ankle when she fell from her horse on the curb of the circus ring. The accident occurred when the horse slipped.

The Cole circus has played to capacity crowds at Indianapolis. The show opened Thursday and will close its engagement Sunday night.

[The News-Sentinel, Saturday, May 1, 1943]

Cole Bros.-Clyde Beatty Circus

COLE BROS CIRCUS ROUTE

May 10 - Middleton, Ohio
May 11 - Springfield, Ohio
May 12 - Springfield, Ohio
May 13 - Dayton, Ohio
May 14 - Dayton, Ohio
May 15 - Dayton, Ohio
May 16 - Richmond, Ind.
[The News-Sentinel, Wednesday, May 5, 1943]

COLE BROS CIRCUS ROUTE

May 17 - Kokomo, Ind.
May 18 - Marion, Ind.
May 19 - Fort Wayne, Ind.
May 20 - Lima, Ohio
May 21 - Mansfield, Ohio
May 22 - Akron, Ohio
May 23 - Akron, Ohio
[The News-Sentinel, Tuesday, May 11, 1943]

COLE BROS. CIRCUS ROUTE

May 24 - Butler, Pa.
May 25 - Wheeling, W. Va.
May 26 - Athens, Ohio
May 27 - Portsmouth, Ohio
May 28 - Parkersburg, W. Va.
May 29 - Huntington, W. Va.
May 30 - Charleston, W. Va.
[The News-Sentinel, Friday, May 21, 1943]

COLE BROS. CIRCUS ROUTE

June 1 - Clarksburg, W. Va.
June 2 - Clarksburg, W. Va.
June 3 - Morgantown, W. Va.
June 4 - Uniontown, Pa.
June 5 - Altoona, Pa.
[The News-Sentinel, Saturday, May 29, 1943]

COLE BROS. CIRCUS ROUTE

June 7 - Williamsport, Pa.
June 8 - Wilkes-Barre, Pa.
June 9 - Scranton, Pa.
June 10 - Binghamton, N.Y.
June 11 - Elmira, N.Y.
June 12 - Batavia, N.Y.
[The News-Sentinel, Saturday, June 5, 1943]

COLE BROS.CIRCUS ROUTE

June 14 - Erie, Pa.

Cole Bros.-Clyde Beatty Circus

June 15 - Jamestown, N.Y.

June 16 - Youngstown, O.

June 17 - Canton, O.

June 18 - Tiffin, O.

June 19 - Toledo, O.

June 20 - Toledo, O.

[The News-Sentinel, Thursday, June 10, 1943]

COLE BROS. CIRCUS ROUTE

June 21 - Flint, Mich.

June 22 - Pontiac, Mich.

June 23 - Port Huron, Mich.

June 24 - Bay City, Mich.

June 25 - Saginaw, Mich.

June 26 - Lansing, Mich.

[The News-Sentinel, Saturday, June 19, 1943]

COLE BROS. CIRCUS ROUTE

June 29 - Muskegon, Mich.

June 30 - Kalamazoo, Mich.

July 1 - Battle Creek, Mich.

July 2 - South Bend, Ind.

July 3 - South Bend, Ind.

July 4 - Harvey, Ill.

July 5 - Joliet, Ill.

July 6 - Peoria, Ill.

July 7 - Peoria, Ill.

July 8 - Rock Island, Ill.

July 9 - Des Moines, Iowa

July 10 - Des Moines, Iowa

[The News-Sentinel, Tuesday, June 29, 1943]

COLE BROS. CIRCUS ROUTE

July 12 - Omaha, Nebr.

July 13 - Omaha, Nebr.

July 14 - Lincoln, Nebr.

July 15 - Grand Island, Nebr.

July 16 - Hastings, Nebr.

July 17 - McCook, Nebr.

[The News-Sentinel, Wednesday, July 7, 1943]

BEATTY SHOW AT KOKOMO

Clyde Beatty is appearing with his forty lions and tigers in Kokomo today, with the Clyde Beatty-Wallace Brothers Circus. The show is giving an afternoon and evening performance at the East Markland avenue grounds.

[The News-Sentinel, Thursday, July 15, 1943]

COLE BROS. CIRCUS ROUTE

July 22 - Denver, Colo.

July 23 - Pueblo, Colo.

July 24 - Colorado Springs, Colo.

July 25 - Loveland, Colo.

July 26 - Greeley, Colo.

July 27 - Laramie, Wyo.

Cole Bros.-Clyde Beatty Circus

July 28 - Sidney, Nebr.
July 29 - Scottsbluff, Neb.
July 30 - Casper, Wyo.
Aug. 1 - Billings, Mont.
Aug. 2 - Lewiston, Mont.
Aug. 3 - Great Falls, Mont.
[The News-Sentinel, Thursday, July 22, 1943]

COLE BROS. CIRCUS ROUTE

Aug. 4 - Helena, Mont.
Aug. 5 - Butte, Mont.
Aug. 6 - Dillon, Mont.
Aug. 7 - Idaho Falls, Mont.
Aug. 9 - Salt Lake City, Utah
Aug. 10 - Salt Lake City, Utah
Aug. 11 - Provo, Utah
Aug. 12 - Ogden, Utah
Aug. 13 - Pocatello, Idaho
Aug. 14 - Twin Falls, Idaho
Aug. 15 - Burley, Idaho
Aug. 16 - Boise, Idaho
[The News-Sentinel, Wednesday, August 4, 1943]

COLE BROS. CIRCUS ROUTE

Aug. 24 - Spokane, Wash.
Aug. 25 - Wenatchee, Wash.
Aug. 26 - Everett, Wash.
Aug. 27 - Seattle, Wash.
Aug. 28 - Seattle, Wash.
Aug. 29 - Seattle, Wash.
Aug. 30 - Seattle, Wash.
[The News-Sentinel, Saturday, August 21, 1943]

COLE BROS. CIRCUS ROUTE

Sept. 1 - Longview, Wash.
Sept. 2 - Portland, Ore.
Sept. 3 - Portland, Ore.
Sept. 4 - Portland, Ore.
Sept. 5 - Portland, Ore.
Sept. 6 - Salem, Ore.
[The News-Sentinel, Friday, August 27, 1943]

FAMED ELEPHANT KILLED BY LIGHTNING IN WEST

The story of how Cole Brothers Circus lost one of its most valuable elephants, known by the name of "Pitt," in a peculiar accident has just been learned by The News-Sentinel. The animal was killed instantly when it was struck by lightning. This occurred several weeks ago when the circus was showing in Dillon, Montana.

The elephants were grouped together on the lot when a severe storm approached and Zach Terrell, circus owner, was standing nearby watching them. A bolt of lightning struck Pitt knocking him to the ground. Several of the other elephants were badly stunned but recovered. Mr. Terrell was thrown back and aground by the lightning bolt but managed to stay with the animals.

Pitt was honored with a genuine funeral ceremony attended by most of the circus folks and several bouquets of flowers were placed on the grave. A permanent marker is being made to mark his last resting place.

Cole Bros.-Clyde Beatty Circus

Pitt was originally from the famed herd of elephants owned by John Robinson III of Cincinnati and at one time his circus had the largest number of pachyderms in the world. When Mr. Robinson sold his show he refused to part with his three favorite elephants, Clara, Pitt and Tony, and for years kept them on his farm and the highly trained beasts appeared in indoor shows all over the country. When Mr. Robinson died the elephants were kept by his wife and son, John Robinson IV, but old age and disease took Tony and Clara. Last year Mrs. Robinson presented Pitt to Mrs. Zach Terrell and he performed daily with the show until his unexpected demise.
[The News-Sentinel, Tuesday, September 7, 1943]

COLE BROS. CIRCUS ROUTE

Sept. 8 - Eugene, Ore.
Sept. 9 - Roseburg, Ore.
Sept. 10 - Medford, Ore.
Sept. 11 - Redding, Calif.

[The News-Sentinel, Wednesday, September 8, 1943]

COLE BROS. CIRCUS ROUTE

Sept. 15 - Vallejo, Calif.
Sept. 16 - Oakland, Calif.
Sept. 17 - Oakland, Calif.
Sept. 18 - Oakland, Calif.
Sept. 19 - Oakland, Calif.
Sept. 20 - Palo Alto, Calif.
Sept. 21 - San Mateo, Calif.
Sept. 22 - Santa Cruz, Calif.
Sept. 23 - San Jose, Calif.
Sept. 24 - Stockton, Calif.
Sept. 25 - Modesto, Calif.
Sept. 26 - Fresno, Calif.

[The News-Sentinel, Wednesday, September 15, 1943]

COLE BROS. CIRCUS ROUTE

Sept. 27 - Visalia, Calif.
Sept. 28 - Bakersfield, Calif.
Sept. 29-30 - Glendale, Calif.
Oct 1-2-3-4-5 - Los Angeles, Calif

[The News-Sentinel, Thursday, September 23, 1943]

COLE BROS. CIRCUS ROUTE

Oct. 11 - North Hollywood
Oct. 12 - Pasadena

[The News-Sentinel, Monday, October 11, 1943]

COLE BROS. CIRCUS ROUTE

Nov. 3-4 - Corpus Christi, Tex.
Nov. 5 - Bay City, Tex.
Nov. 6-7 - Galveston, Tex.
Nov. 8-9 - Beaumont, Tex.
Nov. 10-11 - Alexandria, La.
Nov. 12 - Monroe, La.

Cole Bros.-Clyde Beatty Circus

Nov. 13 - Jackson, Miss.

[The News-Sentinel, Tuesday, November 2, 1943]

GRETONNA ACCEPTS JOB OF REPAIRING COUNTY'S FLAG POLE

County Auditor J. Harold Read today announces that Otto Gretonna, head of the Gretonna high-wire act trop of circus and fair performers, who make their home in this city, has volunteered to repair the riggings atop the court house flag pole.

Gretonna is thoroughly experienced in operating at dizzy heights and the task of replacing a pulley and connections at the top of the 70-foot steel pole should not prove baffling to Otto.

The auditor stated Gretonna would make the repairs on the first mild temperature day and it is quite probable Gretonna will have a good crowd around the court house lawn to witness this special "free" aerial act.

[The News-Sentinel, Monday, November 8, 1943]

CIRCUS OFFICIAL REPORT '43 SEASON ONE OF BEST

Jake Newman and Jean Allen of the Cole Bros. circus, Louisville, Ky., arrived in Rochester today, where the former, who is business manager of the circus transacted business with the Barnhart-Van Trump Co.

Mr. Newman stated that the '43 season was one of the most successful ever experienced by the Cole Brothers shows.

The circus will open their winter garden carnival bookings at Grand Rapids, Mich., on January 24th. Other cities included on the winter garden itinerary are Cleveland, St. Paul, Lansing, Mich., Chicago and Cincinnati. Mr. Newman will leave for a business trip to Washington, D. C. on Monday. Miss Allen, equestrienne and elephant star of the circus, will remain in Rochester for a few days visit with friends.

[The News-Sentinel, Friday, December 31, 1943]

ALLEN KING HERE

Allen King of Detroit, former lion and tiger trainer and once with the Cole Brothers circus, is spending a few days here visiting Louis Ninios, proprietor of the Berghoff cafe.

[The News-Sentinel, Saturday, February 5, 1944]

GRETONAS PERFORMING ON CAPITAL CITY STAGE

The Gretona family, Rochester high wire specialists, are featured performers on the stage of Keith's theatre in Indianapolis, for a four-day engagement which began yesterday.

The Gretonas have recently closed a successful season with the Sells Floto Circus.

[The News-Sentinel, Friday, February 25, 1944]

BEATTY SIGNS CONTRACT

Clyde Beatty of Fort Lerdale, Fla., famous wild animal trainer, has signed a contract to appear in the Russell Bros. circus this year. Mr. Beatty was a resident of Rochester for five years and formerly was employed with the Cole Bros. circus.

[The News-Sentinel, Tuesday, February 29, 1944]

COLE BROS. CIRCUS OFF TO AN EXCELLENT START

According to word received from the Cole Bros. circus personnel by friends here the big show made its 1944 debut to a packed tent at Louisville, Ky., Thursday evening, April 20th.

The show which has wintered at Louisville, Ky., ever since fire destroyed their winterquarters at this city, is playing a four-day engagement in the home-town.

From Louisville the circus plays at Greensboro, Ky., and Evansville, Ind., then swings into Illinois with bookings at Decatur, Springfield, Bloomington and Danville. On May 1st, they come back

Cole Bros.-Clyde Beatty Circus

into Indiana with two performances at Lafayette; on the 2nd, they will be at Fort Wayne; 3rd at Muncie, and a four-day engagement has been booked at Indianapolis starting May 4th.

A number of Rochester people are expected to attend the show during its route through this section of the state.

[The News-Sentinel, Saturday, April 22, 1944]

BEATTY ON AIR SUNDAY

Clyde Beatty, noted lion and tiger trainer, will be the featured guest on the Charley McCarthy, Edgar Bergen program Sunday evening, 7 p.m. over a national hook-up. Beatty formerly resided in Rochester during which time he was the top act with the Cole Bros. circus. In later years the big-top celebrity has resided at Sarasota, Fla.

[The News-Sentinel, Saturday, April 22, 1944]

COLE BROS. CIRCUS ROUTE

April 25 - Evansville, Ind.

April 26 - Evansville, Ind.

April 27 - Decatur, Ill.

April 28 - Springfield, Ill.

April 29 - Bloomington, Ill.

April 30 - Danville, Ill.

May 1 - Lafayette, Ind.

May 2 - Fort Wayne, Ind.

May 3 - Muncie, Ind.

May 4 - Indianapolis, Ind.

May 5 - Indianapolis, Ind.

May 6 - Indianapolis, Ind.

May 7 - Indianapolis, Ind.

May 8 - Anderson, Ind.

May 9 - Richmond, Ind.

[The News-Sentinel, Monday, April 24, 1944]

COLE BROS. CIRCUS STAR INJURED AT INDIANAPOLIS

Miss Jean Allen, star performer of the Cole Bros. Circus, was shaken up and somewhat bruised Friday night when she fell from her horse. Miss Allen was giving her final performance of the evening and as the horse reared for the last time, she lost her hold on the saddle and fell backwards to the ground. She was able to walk to the dressing room, and her injuries are not regarded as serious.

It was at Indianapolis and in the same location, that Miss Allen's horse fell with her at a performance just a year ago and she fractured her ankle badly and was on the injured list for more than a month. She had previously stated to friends that she was rather nervous about this Indianapolis performance because last year's accident was still on her mind.

Miss Allen is widely known in Rochester where she has a host of friends. She visited here just recently.

Cole Bros Circus played to sell-out houses on every night during the four days' stand in Indianapolis. After their Sunday night's performance they left for Anderson for a one day's showing.

[The News-Sentinel, Monday, May 8, 1944]

COLE BROS CIRCUS ROUTE

May 16 - Dayton, Ohio

May 17 - Dayton, Ohio

May 18 - Springfield, Ohio

May 19 - Springfield, Ohio

Cole Bros.-Clyde Beatty Circus

May 20 - Columbus, Ohio
May 21 - Columbus, Ohio
[The News-Sentinel, Tuesday, May 16, 1944]

COLE BROS. CIRCUS ROUTE

May 31 - Scranton, Pa.
June 1 - Binghamton, N.Y.
June 2 - Elmira, N.Y.
June 3 - Niagara Falls, N.Y.
June 5 - Erie, Pa.
June 6 - Jamestown, Pa.
June 7 - Meadville, Pa.
June 8 - Youngstown, Ohio
June 9 - Canton, Ohio
June 10 - Akron, Ohio
June 11 - Akron, Ohio
[The News-Sentinel, Monday, May 29, 1944]

COLE BROS. CIRCUS ROUTE

June 12 - Mansfield, O.
June 13 - Lima, O.
June 14 - Adrian, Mich.
June 15 - Monroe, Mich.
June 16 - Flint, Mich.
June 17 - Pontiac, Mich.
[The News-Sentinel, Thursday, June 8, 1944]

COLE BROS CIRCUS ROUTE

June 20 - Muskegon, Mich.
June 21 - Kalamazoo, Mich.
June 22 - Battle Creek, Mich.
June 23 - South Bend, Ind.
June 24 - South Bend, Ind.
June 26 - Elgin, Ill.
June 27 - Rockford, Ill.
June 28 - Aurora, Ill.
June 29 - Madison, Wis.
June 30 - LaCrosse, Wis.
July 1 - Winona, Minn.
[The News-Sentinel, Monday, June 19, 1944]

COLE BROS. CIRCUS ROUTE

July 2 - Sunday
July 3 - Minneapolis, Minn.
July 4 - Minneapolis, Minn.
July 5 - Minneapolis, Minn.
July 6 - St. Paul, Minn.
July 7 - St. Paul, Minn.
July 8 - Brainerd, Minn.
[The News-Sentinel, Monday, June 26, 1944]

COLE BROS. CIRCUS ROUTE

July 10-11 - Duluth, Minn.
July 12 - Virginia, Minn.

Cole Bros.-Clyde Beatty Circus

July 13 - Hibbing, Minn.
July 14 - Bemidji, Minn.
July 15 - Grand Forks, N.D.
[The News-Sentinel, Tuesday, July 11, 1944]

COLE BROS CIRCUS ROUTE

July 17 - St. Cloud, Minn.
July 18 - Mankato, Minn.
July 19 - Austin, Minn.
July 20 - Mason City, Iowa
July 21-22 - Des Moines, Iowa
July 24-25 - Omaha, Neb.
July 26 - Lincoln, Neb.
July 27 - Grand Island, Neb.
July 28 - Hastings, Neb.
July 29 - McCook, Neb.
[The News-Sentinel, Monday, July 17, 1944]

COLE BROS CIRCUS ROUTE

Aug. 8 - Sidney, Neb.
Aug. 9 - Scottsbluff, Nev.
Aug. 10 - Casper Wyo.
Aug. 11 - Worland, Wyo.
Aug. 12 - Laurel, Mont.
Aug. 13 - Lewiston, Mont.
Aug. 14 - Great Falls, Mont.
Aug. 15 - Helena, Mont.
Aug. 16 - Butte, Mont.
Aug. 17 - Dillon, Mont.
Aug. 18 - Idaho Falls, Idaho
Aug. 19 - Pocatello, Idaho
[The News-Sentinel, Tuesday, August 8, 1944]

COLE BROS. CIRCUS ROUTE

Aug. 21 - Salt Lake City, Utah
Aug. 22 - Salt Lake City, Utah
Aug. 23 - Ogden, Utah
Aug. 24 - Travel
Aug. 25 - Reno, Nevada
Aug. 26 - Marysville, Calif.
[The News-Sentinel, Friday, August 18, 1944]

COLE BROS. CIRCUS ROUTE

Aug. 27 - Modesto, Calif.
Aug. 28 - Fresno, Calif.
Aug. 29 - Bakersfield, Calif.
Aug. 31 - Glendale, Calif.
Sept. 1-7 incl - Washington and Hill sts., Los Angeles, Calif.
[The News-Sentinel, Thursday, April 24, 1944]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS ROUTE

Sept. 18-19 - Long Beach, Calif

Sept. 20 - Santa Ann, Calif.

Sept. 21 - Pasadena, Calif.

Sept. 22 - San Bernardino, Calif.

Sept. 23- Riverside, Calif.

Sept. 25-26 - Phoenix, Ariz.

Sept. 27 - Tucson, Ariz.

Sept. 28 - Douglas, Ariz.

Sept. 29-30 - El Paso, Calif.

[The News-Sentinel, Monday, September 18, 1944]

GRETONAS BACK HOME

Mr. and Mrs. Otto Gretona and children, Enrico and Shirley, arrived home last night after a tour of the east. The Gretona family, aerialists, have entertained at many fairs and army camps during the summer months.

[The News-Sentinel, Wednesday, September 27, 1944]

COLE BROS. CIRCUS ROUTE

Oct. 25 - Harlingen, Texas

Oct. 26-27 - Corpus Christi, Texas

Oct. 28 - Bay City, Texas

Oct. 29-30 - Galveston, Texas

Oct. 31 - Lake Charles, La.

Nov. 1 - Baton Rouge, La.

Nov. 2 - Monroe, La.

Nov. 3 - Vicksburg, Miss.

[The News-Sentinel, Wednesday, October 25, 1944]

COLE BROS. TO CLOSE SEASON SUNDAY NIGHT

The Cole Bros. Circus band will play "Home Sweet Home" in the 1944 closing performance Sunday evening at Millington, Tenn., following a seasonal tour lasting more than 30 weeks and reaching almost from coast to coast for a total of 14,315 miles.

Despite the many transportation problems encountered, and the fact that the show was forced to play many double dates, where ordinarily only a single day would have been necessary, the show's management reports one of the best financial years of record.

Immediately following the closing at Millington the final run will take the show to Louisville and into winter quarters at the Kentucky State Fair Grounds there.

[The News-Sentinel, Friday, November 10, 1944]

FLYING SEABEE EUGENE LECHLER NOW TROUPING

Somewhere in the Pacific - (Delayed) - The Flying Seabee, that mystery weapon of the Pacific, will not be used against the Japanese for some time yet. This is official.

Seabee Eugene Lechler, of 1420 South Main street, Rocester, Ind., who toured Europe and America as a tight wire and trapeze artist with Barnum and Bailey, Cole Brothers, and the Gretonas, had begun a tour of the Pacific as a boatswain's mate second class.

Cole Bros.-Clyde Beatty Circus

His mates have seen him save toil and time by walking across a rope from shore to ship, or by swingly [sic] lithely from deck to deck. They fully expected his appearance on the next beachhead, supporting assaulting Marines, to bewilder and demoralize the Japanese--whose psychology is unshakable anyway.

But Lechler was too good. A USO troupe snapped him up, and now the Flying Seabee will be making the rounds of camps in the Hawaiian islands and elsewhere in the Pacific.

He will fly through the air with the greatest of ease, for men in the service, who are not Japanese. [The News-Sentinel, Friday, December 22, 1944]

CLYDE BEATTY BUYS OWN CIRCUS FOR 1945 SEASON

Friends here have been advised that Clyde Beatty, former star wild animal trainer of the Cole Bros., Clyde Beatty circus of this city, has purchased the equipment and title of the Wallace Bros. circus, and that he will appear in person with that organization again this season.

On his staff, Beatty includes locally known circus folks: Jack Joyce, Jr., ringmaster; Victor Robbins, band director, and R. B. Dean, general agent. A number of past Cole Bros. performers, including Miss Jean Allen, will troupe with Beatty in 1945.

For the past several years Beatty has operated a zoological garden near Fort Lauderdale, Fla., and has been connected during the summer seasons with various traveling organizations. The Wallace Bros. show winters at York, N.C.

[The News-Sentinel, Monday, January 15, 1945]

PLAYING AT ROCKFORD

Two of Rochester's circus troupes are now out on winter engagements. The Gretonnas, high-wire act, are playing at the Palace theater in Rockford, Ill., and the Lamberties, the "Tops for Taps," are booked at a night club in Rockford.

[The News-Sentinel, Monday, January 22, 1945]

CLYDE BEATTY CIRCUS

Clyde Beatty Circus will be the name of the show which will travel over the country this coming season under the ownership of Clyde Beatty, noted wild animal trainer and former resident of Rochester. Mr. Beatty recently purchased the Wallace Bros. Circus, a truck show, Has given it a new name and will feature it as the "All New Trained Wild Animal Circus." Ralph Clawson has been named manager of the show. Winter quarters are established at York, S.C.

[The News-Sentinel, Monday, January 29, 1945]

COLE BROS. TO OPEN AT LOUISVILLE ON APRIL 20

Cole Bros. Circus will, according to announcement, open the 1945 season at Louisville, Ky., on Friday, April 20, for a 10-day stand. On April 30 they will take to the road for the usual 30-weeks tour.

All reports indicate a splendid program, interspersed with color, spangles and tinsel. Several big new acts are included on the program. There will be no street parades.

Show dates for Indianapolis will be set following a swing through several Kentucky and southern Indiana cities and will include a week-end stand, as will Cincinnati on the following Saturday and Sunday. From Cincinnati, the show will doubtless tour the industrial East.

[The News-Sentinel, Wednesday, March 21, 1945]

COLE BROS. CIRCUS ROUTE

April 9-22 - Louisville, Ky.

April 23 - Owensboro, Ky

April 24 - Evansville, Ind.

April 25 - Decatur, Ill.

April 26 - Springfield, Ill.

April 27 - Peoria, Ill.

April 28 - Champaign, Ill.

Cole Bros.-Clyde Beatty Circus

April 29 - Danville, Ill.

April 30 - Lafayette, Ind.

May 1 - Fort Wayne, Ind.

May 2 - Muncie, Ind.

May 3,4,5,6 - Indianapolis, Ind.

May 7 - Kokomo, Ind.

[The News-Sentinel, Wednesday, April 18, 1945]

COLE BROS CIRCUS ROUTE

May 9 - Anderson

May 10 - Hamilton, Ohio

May 11 - Cincinnati

May 12 - Cincinnati

May 13 - Cincinnati

May 14 - Lexington, Ky.

May 15 - Covington, Ky.

May 16 - Middletown, Ohio

May 17 - Richmond, Ind.

May 18 - Springfield, Ohio

[The News-Sentinel, Tuesday, May 1, 1945]

COLE BROS. CIRCUS ROUTE

May 19-20 - Columbus, Ohio

May 21 - Zanesville, Ohio

May 22 - Athens, Ohio

May 23 - Parkersburg, W. Va.

May 24 - Washington, Pa.

May 25 - Butler, Pa.

[The News-Sentinel, Friday, May 11, 1945]

COLE BROS. CIRCUS ROUTE

May 26 - Newcastle, Pa.

May 27 - Dover, Ohio.

May 28 - Greensburg, Pa.

May 29 - Indiana, Pa.

May 30 - Johnstown, Pa.

May 31 - Punxsutawney, Pa.

June 1 - Altoona, Pa.

June 2 - LockHaven, Pa.

June 3 - Sunday

June 4 - Williamsport, Pa.

June 5 - York, Pa.

June 6 - Lancaster, Pa.

June 7 - Chester, Pa.

[The News-Sentinel, Tuesday, May 22, 1945]

COLE BROS. CIRCUS ROUTE

June 8 - Pottstown, Pa.

June 9 - Pottstown, Pa.

June 10 - Sunday

June 11 - Wilkes-Barre, Pa.

June 12 - Scranton, Pa.

[The News-Sentinel, Tuesday, June 5, 1945]

Cole Bros.-Clyde Beatty Circus

COLE BROS. CIRCUS ROUTE

June 13 - Binghamton, N.Y.
June 14 - Elmira, N.Y.,
June 15 - No. Tonawanda, N.Y.
June 16 - Niagara Falls, N.Y.
June 17 - Sunday
June 18 - Erie, Pa.
[The News-Sentinel, Thursday, June 7, 1945]

COLE BROS. CIRCUS ROUTE

June 22-23 - Akron, Ohio
June 25 - Ashland, Ohio
June 26 - Mansfield, Ohio
June 27 - Marion, Ohio
June 28 - Fostoria, Ohio
June 29 - Findlay, Ohio
June 30 - Lima, Ohio
July 1 - Adrian, Mich.
July 2 - Albion, Mich.
[The News-Sentinel, Wednesday, June 20, 1945]

COLE BROS. CIRCUS ROUTE

July 10 - Muskegon, Mich.
July 11 - Kalamazoo, Mich.
July 12 - Battle Creek, Mich.
July 13-14 - South Bend, Ind.
July 15 - Michigan Cirty, Ind.
July 16 - Joliet, Ill.
[The News-Sentinel, Tuesday, July 10, 1945]

COLE BROS. CIRCUS ROUTE

July 17 - Elgin, Ill.
July 18 - Rockford, Ill.
July 19 - Janesville, Wis.
July 20 - Madison, Wis
July 21 - Portage, Wis.
July 22 - LaCrosse, Wis.
July 23 - Rochester, Minn.
[The News-Sentinel, Thursday, July 12, 1945]

COLE BROS CIRCUS ROUTE

August 5 - Superior, Wis.
August 6 - EauClaire, Wis.
August 7 - EauClaire, Wis.
August 8 - Marshfield, Wis.
August 9 - Green Bay, Wis.
August 10 - Oshkosh, Wis.
August 11 - Fond Du Lac, Wis.

Cole Bros.-Clyde Beatty Circus

August 12 - Sheboygan, Wis.
August 13 - Racine, Wis.
August 14 - Beloit, Wis.
August 15 - Rock Island, Ill.
August 16 - Davenport, Iowa
August 17 - Davenport, Iowa
August 18 - Muscatine, Iowa
August 19 - Sunday
August 20 - Mason City, Iowa
[The News-Sentinel, Monday, August 6, 1945]

COLE BROS. CIRCUS ROUTE

Aug. 23 - Waterloo, Iowa
Aug. 24 - Marshalltown, Iowa
Aug. 25 - Ames, Iowa
Aug. 26 - Sunday
Aug. 27-28 - Des Moines, Iowa
Aug. 29 - Oskaloosa, Iowa
Aug. 30 - Ottumwa, Iowa
Aug. 31 - Creston, Iowa
Sept. 1 - Falls City, Nebr.
Sept. 2 - Leavenworth, Kas.
Sept 3 - St. Louis, Mo.
[The News-Sentinel, Wednesday, August 22, 1945]

COLE BROS. CIRCUS ROUTE

Sept. 10 - Iola, Kans.
Sept. 11 - Fort Scott, Kans.
Sept. 12 - Parsons, Kans.
Sept. 13 - Joplin, Mo.
Sept. 14 - Springfield, Mo.
Sept. 15 - Vinita, Okla.
Sept. 17 - Tulsa, Okla.
Sept. 18 - Tulsa, Okla.
[The News-Sentinel, Monday 10, 1945]

COLE BROS. CIRCUS ROUTE

Sept. 24 - Amarillo, Tex.
Sept. 25 - Clovis, N.M.
Sept. 26 - Lubbock, Tx.
Sept. 27 - Sweetwatr, Tex.
Sept. 28 - Big Springs, Tex.
Sept. 29 - Midland, Tex.
Oct. 1 - San Angelo, Tex.
[The News-Sentinel, Monday, September 24, 1945]

COLE BROS. CIRCUS ROUTE

Oct. 2 - Brownwood, Tex.

Cole Bros.-Clyde Beatty Circus

Oct. 3 - Temple, Tex.

Oct. 4 - Waco, Tex.

Oct. 5 - Austin, Tex.

Oct. 6 - San Antonio, Tex.

Oct. 7 - San Antonio, Tex.

Oct. 8 - Alice, Tex.

[The News-Sentinel, Thursday, October 2, 1945]

COLE BROS. CIRCUS ROUTE

Oct. 18 - Terrell, Tex.

Oct. 19 - Jacksonville, Tex.

Oct. 20 - Marshall, Tex.

Oct. 21 - Monroe, La.

[The News-Sentinel, Thursday, October 18, 1945]

KING BUYS CIRCUS

Floyd King, formerly general agent for the Cole Brothers Circus and who lived in Rochester for a number of years, has purchased the Bud Anderson Circus. This is a truck show with animals, horses and all the equipment that goes with a small show. There are 15 trucks in the outfit. King is now at Shreveport, La., but it is not known where he will establish his winter quarters.

[The News-Sentinel, Saturday, October 27, 1945]

F. KING AND PARTNERS BUY ANDERSON CIRCUS

Floyd King, of Cleveland, Ohio, former general agent of Cole Bros circus was in Rochester today transacting business with the Barnhart-Van Trmp Co.

Mr. King, his brother Howard and Harold J. Rumbaugh, of Everett, Wash., have recently purchased the Anderson's circus and will launch an entirely new, big three-ring circus under the name of King Bros. in April of 1946. Floyd King and his brother owned and operated the Walter L. Main, Gentry Bros., Harris Bros. and the Sanger's European circuses in former years and are thoroughly acquainted with all angles of the big top business.

The new show which will be transported via 20 large especially built trucks will have its headquarters at Hartford, Conn. and much of the equipment, together with a large stock of animals, are already in quarters there.

John D. Foss, well-known circus fieldman has been secured to take over the duties of general agent and L. D. (Doc) Hall will take over the duties of the side show management.

The printing of the circus heralds and much of the smaller circus printed material will be turned out at the Barnhart-Van Trump Co. plant here.

[The News-Sentinel, Tuesday, November 13, 1945]

A MEMOIR OF THE INCOMPARABLE CLYDE BEATTY

Considered Comment

Jack K. Overmyer

In his time, Clyde Beatty's popularity as an American entertainer was equal say, of movie actor Harrison Ford. Beatty had a brief success in cinema but rose to his real fame as a wild animal trainer, quite possibly the greatest in the history of the American circus.

And for three winters at the peak of his career in the 1930s, Beatty trained his lions and tigers in our small town of Rochester. We who then were here felt fortunate to be close to such a famous figure, particularly when he and his strikingly pretty wife, Harriet, proved both congenial and approachable.

Beatty and his animal act had reached prominence with the Hagenback and Wallace and the Ringling Bros. and Barnum and Bailey circuses when in 1934 he was asked by Jess Adkins and

Cole Bros.-Clyde Beatty Circus

Zack Terrell to join the Cole Brothers Circus they were organizing in winter quarters here. He agreed and for the next three seasons. 1935-36-37, Beatty and his jungle cats were the star centering attraction of the renamed Cole Brothers & Clyde Beatty Circus.

Although dead for over 30 years his name still has appeal; a Clyde Beatty-Cole Bros. show is on the road each summer in some part of the nation. Beatty always was magic at the box office and it's little wonder, for he and his act were an irresistible combination. He was young and darkly handsome, of average height with black, curly hair and a lithe, athletic body on a 140-pound frame. His costume of an African safari hunter became his trademark: pith helmet, white breeches and shirt with black boots and belt. He wielded a whip and carried the reinforced chair which he discovered would cause a cat to back away in confusion when confronted with its pointed legs.

He also was fearless, having become celebrated in 1926 when at the age of 23 he put 40 male and female lions and tigers into the cage at one time. That made an exciting show since these jungle cats often got into free-for-all fights while inside with him. Beatty felt that worked to his advantage, since the lions and tigers hated each other more than they hated man.

Clyde grew up in Bainbridge, Ohio, and ran away from home at 17 with Howes' Greet London Circus to become a cage boy for a famous Hungarian animal trainer, Louis Roth. Gradually learning with other shows, he got his own act and began working with four or five polar bears. When one of the bears grabbed him during a training session, Beatty instinctively punched it in the nose. The bear somersaulted backward, so Clyde trained it to repeat the performance every time in his act.

He preferred jungle cats to those born in captivity, which he thought were spoiled, and his courage at working with them became legendary. In 1928 at Kokomo a female tiger landed on top of him only to be killed by a lion in an ensuing 25-minute fight that saved Beatty's life. In 1932 he was seriously wounded when mauled by one of his most powerful lions and for a time lay near death with a fever that peaked at 106 degrees. He recovered to make his 1933 and 1934 dates.

In those years he also became a movie star, of sorts, in two films. The Big Cage in 1933 and The Lost Jungle in 1934. The latter was a serial of 12 parts with a cast that included child actor Mickey Rooney, each episode ending with Beatty in mortal danger until the next week's rescue. I agonized through every one of those dozen episodes at the Rex Theatre on Main Street in today's Ace-Stage block.

Beatty's wife also appeared in a tiger-taming act. In 1937 the Beattys bought the house at the southeast corner of Sixth and Pontiac Streets but lived there only briefly: 1938 was an economically disastrous year for circuses and Beatty left the Cole show after it closed early.

Beatty's popularity brought him continued success. He appeared with other circuses, made special appearances with his act and for a time operated a jungle zoo at Fort Lauderdale, Florida. In 1957 he joined investors in a revived Clyde Beatty-Cole Bros. Circus and with his jungle cats he toured the country one last time. The show set up here at a Wabash Avenue lot and Beatty showed the local folks that at age 54 he still was quick and fearless. He later appeared in circus films and on television until his death from cancer in 1965.

He was an original, worthy of remembrance.

[Rochester Sentinel, Tuesday, September 9, 1997]

COWBOY STAR KEN MAYNARD, THE HOLLYWOOD HOOSIER

Considered Comment

Jack K. Overmyer

Among the notables of the late 1930s who came to Rochester to tour with the Cole Brothers Circus was a famous cowboy movie actor, Ken Maynard.

The circus, formed here in 1934, had a six-year stay at winter quarters established in north side buildings formerly occupied by the Rochester Bridge Company. Its location now is part of E&B Paving's property.

Maynard was a hero to almost every youngster in Fulton County because of the screen heroics he performed regularly astride his beautiful Palomino stallion, Tarzan. Ken's occasional presence in town was a thing of wonder to us all.

Cole Bros.-Clyde Beatty Circus

Maynard had a handsome, lantern-jawed face that in his films always was capped by a tall 10-gallon hat. His dress was impeccable and never got ruffled no matter the difficulty of his riding stunts or his fist-fights with the bad guys. Ken broke into Western films during the silent days of the 1920s and was one of the few cowboy actors to make the transition to talkies successfully.

His peculiar attraction lay in his trick and stunt riding. A supremely talented horseman, Maynard thrilled moviegoers with incredibly difficult leaps, falls and other feats of riding, all done without a double. Unpredictable and innovative, he always came up with the unusual in his films.

Curiously,, this epitome of cowboy derring-do was a Hoosier. He was born and grew up in Columbus and was married to a South Bend girl, Mary Leeper. His brother, Kermit, followed him to Hollywood and later starred in some Westerns of his own.

Ken was considered by his peers as one of Hollywood's most likeable Western stars. He broke into the silents with a bit part in a Buck Jones feature but soon had established his own credentials. Shortly thereafter he made 18 Westerns for First National that because of Maynard's trick riding and daredevil stunts are considered among the best and most exciting of the decade.

Maynard came with Cole as the featured attraction of its Wild West Show, a Cowboys-and Indians exhibition of riding, shooting and stunting performed in the Big Top after the regular circus acts. He did so for two touring seasons, in 1937 and 1938.

It was like a visit home for the Indiana-born actor and he used his free time to visit old friends and acquaintances. One day he was arrested for speeding in downtown Fort Wayne, quickly advised the officer that he would willingly take his punishment and handed over his driver's license.

The patrolman looked at it, gulped and then let the cowboy actor go with a short lecture. No doubt he got an autograph in return.

Cole's 1938 season ended early because of frequent rainouts and poor attendance due to the deepening economic depression. The show got back on the road somehow in 1939 even though it had declared bankruptcy. Maynard, however, chose to concentrate on his movie career in California rather than return. to the tour. Art Mix, a little-known actor and ex-cowboy from Montana, was hired to headline the Wild West Show.

Thereafter, our only sight of the glorious Ken Maynard was on movie screens at the Times or Rex theaters. It had been fun while it lasted, as was the Cole Brothers circus until fire destroyed its quarters and drove it out of town in 1940.

And by the way, Clyde Beatty, famous wild animal trainer who was the subject of a memoir here last week, must be relocated in the Rochester residence he and wife Harriet purchased while performing with the Cole show.

That house was at 716 Fulton Avenue, not at 531 Pontiac Street, as reported before. They rented the Pontiac property before purchasing the one on Fulton. A faulty newspaper account and my misty memory had misled me. I am indebted to Marjorie Halstead Lichtenwalter and to Harold and Ruth Snyder for correcting that bit of trivia in the story of Beatty's career and Rochester connection.

[Rochester Sentinel, Tuesday, September 16, 1997]

1940 FIRE KILLED 122 CIRCUS ANIMALS

By Pam Parmalee

For the Pharos-Tribune

ROCHESTER - In one of the most disastrous fires here in the 20th century, on the evening of Feb. 20, 1940, the Cole Bros. Circus winter quarters was gutted by flames causing an estimated \$150,000 to \$200,000 loss.

One hundred and twenty-two animals perished in the fire.

The blaze was discovered at 5:30 p.m. by C.C. Teeter, tower operator of the Erie & Nickel Plate Railroads. The late Francis Sanders, local author, in his book, "The Cole Bros. Circus," wrote "Looking out the tower window across the street from the circus office building, Teeter saw smoke curling out of the eaves of the building. He immediately called over to the circus quarters and reported the smoke."

Cole Bros.-Clyde Beatty Circus

The circus building originally housed the Rochester Bridge Co. Part of the two-story brick building was partitioned into sections. The first section included the bunk house, the mess hall, paint shop and blacksmith shop.

Fifty circus employees were in the mess hall eating their evening meal when they got the alarm. They lost all of their personal belongings. One worker opened the back door of the paint shop and flames leaped out. The entire shop was on fire.

Realizing it was useless to fight the fire, the workers immediately began moving the animals from the buildings and cages. As the elephants' leg chains were removed, some of the panic-stricken animals headed for the downtown streets.

Lova Powell said she was standing in the kitchen, ironing, and she kept right on ironing. But a friend took her daughter into town to see what was going on, and an elephant ran into her car. The car might have been slightly dented, Powell said, but no one was injured.

Sanders, a juvenile at the time, wrote in his book that he rode his bicycle down to the fire and on his way back home, an elephant came running out of an alley in front of him. A circus worker with his elephant hook was chasing it.

"The worker took one look at me and yelled, "Kid, stay where you are, don't move," Sanders related. "He didn't have to tell me twice, as I was frozen in my tracks. The man finally hooked the elephant, leading it away."

It was at first thought that only one elephant had been burned in the fire, but the charred ruins of the buildings the next day disclosed the second. This elephant was Ding who bolted away from her keeper and returned to the burning building and to her doom.

The other elephants were rounded up and put in Bussert Bros. Garage.

Rumors spread that the circus workers went into the cage blocks and shot all the caged animals that could not be removed. Area farmers helped round up the loose horses and put them into the horse stock cars.

The circus office building and the circus train of from 40 to 50 cars were not damaged by the flames. Many circus wagons stored at the north end of the grounds also were not damaged, but 20 circus wagons which had just been repainted and overhauled and which were in the paint shop and blacksmith shop were lost to the conflagration.

Forty-mile-an-hour winds fanned the flames like a giant furnace. Many businessmen were on top of their buildings, wetting them down and knocking floating embers off their roofs. Not one of these buildings caught fire.

The loss of animals in the fire included: two zebras, valued at \$1,200 each; two llamas at \$350 to \$500 each; 100 monkeys, \$15 each; two tigers, \$1,500 each; two lions two lionesses, two cubs at \$1,000 and one hippopotamus at \$4,000.

Also, two leopards at \$750 each; a sacred cow at \$200; two mouflon, \$800 each; two oudads \$700 each and two elephants, Ding and Katie, \$2,000 each.

One pony survived the fire, only to be killed as it darted from a group of 10 ponies, in front of a car at the junction of Indiana 14 and 25.

Only one employee received an injury and it was minor.

Temporary quarters were set up in a two-story wooden building. Workers were taken to uptown restaurants, for food and local citizens brought the men coats, shirts and other clothing as they had lost everything in the fire.

News of the fire was blasted over WGN radio in Chicago. The next morning, as early as 7 a.m., and all during the week, people came from all over Indiana, Michigan, Ohio and Illinois to view the ruined circus quarters.

How the fire started remains a mystery to this day. Deputy Fire Marshal William Hindle, at the time, believed the fire was not due to arson, but to a short in the building's wiring.

There was no Cole Bros. Circus Show in 1940, but, in keeping with the old adage, "the show must go on," owners Jess Adkins and Zack Terrell were already making plans to put the show on the road the next year. Most of the basic equipment, tents, seats, lights and wardrobe were not damaged, but more animals were needed to replace those that were lost.

Cole Bros.-Clyde Beatty Circus

John North, owner of Ringling Bros Circus, consented to moving the elephants to his quarters in Peru for the winter.

As an aftermath of the Cole Bros. brief residency here, some of the circus families became permanent or winter residents. Sonya Zoppe Loudermilk, retired from the business, and husband, Frank, are raising their family here. Davide Zoppe, world famous for his performing monkeys, wife Susan Sheryll, and recently son Justino, still perform and maintain their home and practice quarters here.

[Logansport Pharos-Tribune, Sunday, May 2, 1999]

COMING DOWN - LAST OF FORMER COLE BROTHERS CIRCUS BUILDINGS

* * * * Photo * * * *

COMING DOWN. The last of the former Cole Brothers Circus barns located in the E&B Paving lot is scheduled to be razed this summer. The barn, originally called the seat-house, housed costumes, tents and other circus apparel. Later the facility housed elephants in the lower portion and a sewing shop upstairs. A fire on Feb. 20, 1940, destroyed the main barn and work shops, a 240 by 320-foot structure.

[The News-Sentinel, Monday, January 10, 2000]

HUGH A. BARNHART

By Hugh A. Barnhart

One day in 1934 a friend from Peru, Jess Murden, came into our office and introduced me to his companion named Zach Terrell. He was looking for a suitable place in the northern Indiana area to locate winter quarters where he could build a circus. I showed them the empty brick factory buildings in northeast Rochester owned by the Rochester Bridge Company until it ceased operations. Terrell had an animal act show at the Chicago Century of Progress which would be a nucleus of his circus. A group of 40 interested citizens motored to Chicago to witness Mr. Terrell's lions and tigers put through their act by Allen King. Estrella Nelson, of a famed family circus act, also turned a countless number of back handsprings on a very small table. The animal act was described by an announcer who dwelt on the power of the feline performers and compared it to the power of Standard Oil gasoline. Later Mr. Terrell and Miss Nelson were married. About this time Jess Adkins, a life-time circus man, joined the organization.

Active businessmen were enthusiastic about locating the winter quarters here. A C. Bradley, owner of the Colonial Hotel and Pavilion, and I purchased the Bridge factory building and grounds from the receivers and in due time transferred the ownership to the Hoosier Corporation, formed by Mr. Terrell. At the end of the Chicago Century of Progress in the fall of 1935, the animals, cages and equipment were brought to Rochester and set up in the new quarters. An office was established and soon management men and actors from other circuses began moving into Rochester. A main show, side show, menagerie, cook tents, parade wagons, and all other required equipment were purchased and shipped in.

Steel railroad cars, pullmans, day coaches, baggage, and freight cars appeared on sidetracks in the northwest area of the Erie and LE&W crossing. During the winter most passenger cars located on an indoor sidetrack had their interiors torn out and rebuilt to properly house personnel. Women were busy in the wardroom making costumes for the actors.

Meanwhile several top circus performers of the Barnum & Bailey & Ringling Brothers Circus as well as other circus stars signed contracts to be with their long time friends Terrell and Adkins. Clyde Beatty, lion trainer, became the main attraction. Ken Maynard, handsome cowboy, was featured in the concert performance. In mid April, 1936, the circus train was loaded and pulled to Chicago where the Cole Brothers Circus opened for a successful two weeks stay in the Coliseum. It was brought back to Rochester with all new costumes for the season opener with a big Main Street parade and two sell-out performances. Then followed several years of good and bad seasons with the winter quarters becoming well known over the Middle West. During the winters visitors flocked to the grounds to see the animals and the actors rehearsing for the next summer's show. The circus brought fame to Rochester.

Cole Bros.-Clyde Beatty Circus

The ups and downs of Cole Brothers Circus through the years is a complete story in itself. It prospered or suffered according to the economy in the area in which they showed. 1938 was a bad year and at the end of the season the show had barely enough money to meet the final payroll. At the height of its glory there were over 800 employees and the task of feeding, sheltering, picking up, and moving what was practically a small town every night was amazing the way it was done. Personnel included management, performers, boss men, roustabouts, trainmen, cooks, sideshow freaks hawkers and many others. A cook tent was the first one up on the grounds and first down each night. The circus had a reputation for serving good food and plenty of it which attracted many down-and-out laborers who helped with the tents. Some of these regulars spent the winters here where they were paid a small sum weekly but had sleeping quarters and three square meals a day.

After the poor season mentioned above, the businessmen of Rochester came to the rescue and signed notes to the amount of \$30,000 to see them through the winter. When the circus burned later, the insurance money was used to pay off the note signers in full. Another summer found the circus running out of money in midseason as attendance at the daily shows were extremely light. Through the help of Jess Murden a large sum was borrowed from The Associates Investments Company, South Bend, to keep them on the road. Ernest Morris, founder and president of Associates, liked horses as did his daughter, so his corporation loaned the money. They placed name plates of ownership on every piece of circus property and sent a representative to join the show who checked the day's "take" every night after it was counted. He had a compartment in the owner's private car and spent most of his time in the "Red Wagon" where all the money was turned in from admissions, concessions and the side show. Then he collected the amount agreed upon to pay daily on the debt principal and interest.

This unhappy situation ended late in the season when the circus showed at Logansport. Associate officials, Mr. Terrell, Mr. Adkins, Mr. Murden and myself met in a small tent. The accountants made a final check of transaction and stated that \$35,000 would pay the balance of the note in full. Thereupon Terrell and Adkins excused themselves, and a short time later came back with a suitcase which they turned over to the accountants. Enclosed were bundles of cash which was the correct amount, whereupon the note was torn up and the owners were back in business on their own. Fortunately for the rest of the summer business was good.

Then tragedy struck. On the night of February 20, 1940, a short circuit in the main switch instantly turned every electric wire red hot. Flames broke out all over the quarters and pandemonium reigned. The 18 elephants were let loose, escaped and later turned up all over the city. Most of the wild animals survived but several were killed. In two hours most of the winter quarter buildings were in ruins. Rochester people felt surely this would be the end of Cole Brothers Circus. But not Zach Terrell and Jess Adkins. Every season they had fought to show in towns or cities ahead of Barnum & Baileys & Ringling Brothers Circus and the two rivals were continually trying to out advertise each other. But the next morning after the fire the owners were on the phone with Ringling circus management at Sarasota, Florida, and were assured they could buy all the animals they needed and pay later. That night Adkins left for the Florida city and within a few days several carloads of beast as well as needed equipment were on their way to Rochester. Training resumed in the buildings that were still standing and the circus made their Chicago dates as usual. However, the problem of rebuilding the winter quarters proved to be too costly and the owners found a winter home in the Louisville fairgrounds. A couple of years later Jess Adkins died. Mr. Terrell bought out Mrs. Adkins and managed the show a few more seasons. Then it was sold and the Terrells retired to Owensboro Kentucky, his boyhood home. However several circus performers and their families continued to live in Rochester and some reside here today.

[Hugh A. Barnhart, *Fulton Co. Folks, Vol. 1*, Willard, p. 213]

JOHNNY ZOPPE FAMILY

The Zoppe family came to America in 1936 and performed with the Cole Brothers Circus, which had winterquarters in Rochester 1935-40. After the circus fire in 1940 the Zoppes had to go into business for themselves and split up, each developing his own act, booking it in shows and

Cole Bros.-Clyde Beatty Circus

traveling all over the U.S. Their circus acts varied from trick horseback riding to dog and monkey acts, juggling, clown acts, balancing ladders, to trapeze and rope acts performed high in the air. Truly talented artists, the Zoppes have given great pleasure to millions of circus fans. The Zoppes are among the most famous of the "Fulton County folks."

(from taped two-hour interview Dec. 29, 1977.)

Giovanni (Johnny in English) Zoppe was born in Milan, Italy, Apr. 12, 1910, the third son born to Francisco and Gilda (Bale) Zoppe. Francisco Zoppe was a townsman who married a circus girl and traveled with her. Gilda (pronounced Jilda) was at least the sixth generation of Italian circus performers. She was a bare-back rider. Gilda and Francisco had four sons: Secondo, Rafael (nicknamed Bobo), Giovanni (Johnny) and Francisco. Secondo means "second" in Italian and is usually the name given to the second son. This might indicate that there was a baby that died ahead of him but as far as Johnny knows, there wasn't. Maybe he was named after someone such as a friend or famous person.

After her husband's death, Gilda Zoppe married a circus performer named Armando Zavatta and had two more children: Olge and Aurelia, the only daughter. Zavatta was a trainer of zebras, elephants, and horses and was a really good trainer. The zebras were not ridden but used in a Liberty Act (that means no riders or lines connected to the trainer). Zebras are mean; some ride them but they are hard to ride. Zavatta was head animal trainer for the Klutski Circus that traveled all over Europe. Zavatta was a real smart man, according to Johnny. The family act was sometimes called the Zavatta Troupe and sometimes billed as the Zoppe-Zavatta Act. Different acts went by different names. Armando Zavatta died in the 1920's and Gilda never came to America but stayed in Europe. She died around 1937.

While traveling with the Klutski Circus, Secondo married a Polish girl, Diana. Their first son, Orazio "Joe" Zoppe, was born in Czechoslovakia while on tour with Klutski Circus. This was a big show with 40 to 45 elephants, 200-300 horses, three-ring tent - the biggest circus in Europe. It was like Ringling Circus in the U.S. except that Klutski Circus had more animals.

Rafeal (Bobo) also married in Europe and had two daughters born in Czechoslovakia, but Bobo left his family over there when he came to the U.S. His wife never wrote to him. The two girls had a bicycle act in Europe, then came over here with Ringling Brothers Circus. While here Bobo heard that they were his daughters and he went to see them but the circus kept going and he was not able to locate them. They had a beautiful act using bicycles and unicycles on the ground. After so many years of never hearing from his wife, Bobo figured she had another person and got a divorce. He took a wife in the U.S.: Verna Hoffman.

The Zoppe-Zavatta family was in Spain when the Spanish Civil War came in 1936. They were under contract with a circus in Spain and wanted to sign for another year. The circus gave them a contract but they didn't sign because they were afraid they couldn't stay and would be sued. As the Civil War got bad, the Army wouldn't let anyone leave or come into the country so the Zoppes had a hard time getting out. Sister Aurelia had influential Arabian friends who helped them get out of Spain. They left at 6 p.m. when the sun was going down; the friends contracted to take them out and transport them to the U.S. by Italian ship, *Conte di Savoilla*. Four or five days before they left Spain one brother, Bobo, fell down and broke his foot on the side; and then another brother, Secondo, fell off a horse and broke the tendons in his back. So when they arrived in the U.S. they were in bad shape to work, but they got their first job at the Chicago Stadium. There they met Mr. Zack Terrell of Cole Bros. Circus and signed with him and came to Rochester, Ind. Aurelia was sick (inflammation of the tubes in her head) and with several hurt or sick, the Zoppes couldn't open until two weeks later.

They traveled all summer, 1936, with Cole Bros. Circus to every big city in many states and in Canada and closed the show on Thanksgiving. And then they came into winterquarters at Rochester.

The Zoppe-Zavatta troupe performed a riding horse act and an unsupported ladder act in which the whole family (five brothers and one sister) participated either by actually riding and performing tricks or by helping set up for each performance and making costumes. They had five or six ladders on stage at once and it was beautiful.

Cole Bros.-Clyde Beatty Circus

Clyde Beatty was with Cole Bros. Circus when the Zoppes joined the show. Beatty had just quit producing movies in California. He did a lion and tiger act and his wife Harriett did a lion act. Beatty had a boxcar himself and as soon as his act was over, he changed clothes and loaded up and left while the show was still going on; he was off to another show.

Circuses traveled by train then. Each family had a boxcar to live in. The animals traveled in a separate section of the train. Zoppes just had horses at that time when traveling by train with Cole Bros. Circus.

Tom Mix, the cowboy movie star, was with the circus at Rochester for a while. Buffalo Bill worked with Cole Bros. Circus for a while too, and after a few years, Ken Maynard, another cowboy movie star, came. Then the circus was called "Ken Maynard - Clyde Beatty - Cole Bros. Circus" (sign on the train).

Buffalo Bill didn't stay in Rochester but came in to go on the road with the show to get it going. He had a beautiful wagon with glass all around. He did tricks, shooting at thrown objects. Buffalo Bill put on an after-show act of all cowboys. He had four horses with him, but no buffalo. At that time Cole Bros. Circus put on its show in Rochester in a vacant lot on the northeast corner of Madison and 18th streets.

[NOTE: Col. William "Buffalo Bill" Cody died on January 10, 1917 at the home of his sister, May Cody Decker, who lived at 2932 Lafayette Street, Denver, Colorado. -- Henry Blackman Sell and Victor Weybright, *Buffalo Bill and the Wild West*, New York, Oxford University Press, 1955, p. 256. Obviously the Buffalo Bill of this article was an actor portraying the real Buffalo Bill. -- Wendell C. Tombaugh]

Tom Mix did shooting and roping. Ken Maynard did the same thing. They would throw a rope and catch a man on horseback. Their acts did not include any singing. Buffalo Bill was a real nice-looking man. His name was a good drawer of crowds. Ken Maynard was here just one season, and Buffalo Bill just part of one season. Ken drank a lot. Ken always asked the watchman to bring him a "kiss of beer." So a wagon would come with beer for him. Tom Mix drank a lot too, in fact, even more.

The Big Depression caused hard times for everyone, especially for circuses. Many circuses went broke and Cole Bros. was having a rough time. In 1938, Cole Bros. Circus went broke and didn't pay the performers. They gave each performer two packets of dimes, each worth \$10. They gave Johnny's sister the \$20 for the whole Zoppe family and that's all. Zoppes tried to sue the Cole Circus, got a lawyer, but found out that the circus didn't belong to the same owners anymore. Zoppes had to pay \$300 to a lawyer to find this out. (The financial status of Cole Bros. Circus was complicated and no doubt, many rumors went around that it went broke. However, the circus actually continued to operate for several more years, finally ceasing to exist in 1942. The circus had indeed changed ownership several times before it finally closed.)

A real disaster struck: a fire Feb. 20, 1940, destroyed the Cole Bros. winterquarters in Rochester, killing many animals, and many of the train cars and wardrobe were burned. Elephants and other animals were set free to escape the fire, and they roamed the streets of Rochester.

When the fire broke out, the Zoppes were not in the circus building, but their wardrobe trunks were there and were destroyed. Zoppes were living in a house at 531 Pontiac Street, where Clyde Beatty used to live. Someone had let the animals loose so they got away and were all right.

After the fire, Zoppes stayed with Mr. and Mrs. Cleve Kindig while looking for a job. They got a few one-day jobs in Chicago but nothing steady.

So each Zoppe brother formed his own act and they went their separate ways. Johnny made a dog act. Francisco did a ladder and comedy act. Johnny also did a comedy and ladder act, but they did not travel together. Secondo and his son Joe did a riding act. They had no money and no hay for the horses after the circus fire, so Wilby Evans, who lived where the Wood Butcher lives now, sold them hay on credit. Evans let Johnny have \$300 worth of hay and he could pay when he could. Myron Berkheiser had a grocery store on Main Street and let them have groceries amounting to \$500 on credit. Zoppes did not have to sell their horses.

Jorgen Christiansen taught Johnny to train dogs when Johnny left the family act and was looking for his own act. Johnny went to Jorgen and asked him for a job, saying he liked animals. Jorgen

Cole Bros.-Clyde Beatty Circus

trained animals at his home in Fulton before and after being in Cole Bros. John Smith, Johnny and Jorgen did the Liberty Horse act for Mr. Terrell. Terrell said he wanted to have 24 horses in one ring for the Chicago Stadium and 12 horses in each side ring, making 48 horses all together. Jorgen called Johnny one day and said he wanted Johnny to train 12 horses and he would help him. Jorgen would train the 24 horses for center ring, and John Smith with train the other 12. So they worked most all winter at the winterquarters in Rochester. When they left Rochester the horses were working beautifully but when they got to Chicago on opening day, everhthing was crazy and confusing. They had trained the horses in a small place and the Chicago Stadium was a hugh open area. So when they took the horses out for the show, some went into the wrong rings and Jorgen had 30 horses instead of 24 horses because of people shouting, noise and music.

So the next day they practiced in the Stadium and everything went all right. Then Johnny began his dog act. Jorgen had dogs too, big dogs.

Johnny had an act with a little dog that jumped and turned a somersault on a little table. It was beautiful but it didn't go over well. One day the manager said, "People feel sorry for the dog. Is there some way you can make him do it on the floor instead of the table?" Johnny complied, and the dog performed within the spot drawn on the floor.

The Zoppes could not speak English when they arrived in the U.S. Otto Gretona took them to a restaurant and explained to them how to get something to eat. The Great Gretonas was a high wire act. There were four men in the act Otto Gretona, Eugene Lechler, Franz Heinzman, and Willie Lamberti; and two women: Margret Gretone and Clara Lamberti. The Gretonas came to America in 1929. They worked in the Chicago Stadium when the Zoppes worked there and had a beautiful act. That summer the Gretona Troupe split up and Franz Heinzman got a sway pole act of his own. Franz was killed when the sway pole broke in Pueblo, Colorado, in 1950. After the Gretona Troup split up, Otto made his own act with his family of two daughters and one son: Enrico, Shirley and Gloria. After Otto died on May 10, 1943, the two daughters quit show business.

Johnny Zoppe married Sara Ellis, a circus performer born in America. Sara did an aerial act on trapeze with her sisters and her brother, the Ellis family: Genevieve, Nancy, Arzetta, Sara, and Joe Ellis. Joe did acrobatics.

Ethel Kindig babysat for Johnny Zoppe's kids - David, Johnny and Sonja - and for Enrico and Joe Zoppe after the circus fire.

After the circus fire Cleve Kindig came and said, "Boys, don't worry we got enough place over here, come on down. We ain't gonna send you away." These people were just like a mother and father to the Zoppes; they took them in, gave them room to stay and food to eat, made a family together. When the family split up with separate acts, they got their own houses too. Johnny bought the lot where he built his house a half mile north of Rochester on the east side of Old 31. Cleve said, "Johnny, don't worry. A little at a time you buy the lumber and I'll build the house." Johnny built two rooms at Kindigs, then moved it to the lot. Aurelia and her husband, Mel Hall, built the house next door to the south. Olge built the next house south of that, the little red Mediterranean style house.

After the Cole show nearly went broke, that's when Clyde Beatty started his own show. He received little or no money so he took lions and wagons and stuff as payment and started his own circus. Zoppes didn't travel with a big circus again after the Cole Show. They traveled with small shows, Isuch as Shrine Circus. Zoppes worked in Madison Square Garden in New York City with the Cole Bros. land the Ringling Circus. They had traveled with Ringling but not for the whole season.

Aurelia Zavatta married Mel Hall, whom she met on the road. Mel did a unicycle act, one of the best. They have four children: Jimmy, Ervin, Carmen, and Jeanine (called Nene). Jimmy wanted to get out on his own and started a bear act with his cousin Yolanda. One bear rode a motorcycle and one rode a high bicycle. Carmen and Jeanine got out on their own too with baboon acts. Ervin does a unicycle act like his father.

[Johnny Zoppe Family, Shirley Willard, *Fulton Co Folks*, Vol. 2

FULTON COUNTY INDIANA
HANDBOOK

Cole Bros. Clyde Beatty Circus

By

Wendell C. and John B. Tombaugh

Limited Printing

Copy No. ____ of 6

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Rochester, Indiana

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