

NEW YORK WORLD'S FAIR CONTINENTAL CIRCUS



BOMAR

SOUVENIR PROGRAM and MUSEUM GUIDE

50c

Meet your friends at the Coca-Cola Tower



At the Fair and everywhere

things go
better
with
Coke





JOHN RINGLING NORTH
Presentation
NEW YORK WORLD'S FAIR
CONTINENTAL CIRCUS

- Welcome to the Continental Circus at the World's Fair.
- Here is a new concept of Circus presentation designed especially for the Lake Amusement Area of the World's Fair where the flow of visitors is not timed to a definite schedule.
- Circus performances usually are presented "two a day" but in order to conform to YOUR plans at the World's Fair, we established this new policy. Whenever you visit our beautiful Continental Circus Arena and Ringling Museum of the Circus, you will see a complete show.
- We have assembled hundreds of Circus performers, animals, artifacts and memorabilia into one great pool which makes possible the rotation of more than one company of performers on different days. And the Circus Museum is always open during and between Circus shows.
- We sincerely hope that you enjoy our Circus and will tell your friends of it's many Wonders. There's the whistle! It's Circus Time!





George Washington Bridge Approaches



Bronx Whitestone Bridge



St. Lawrence State Park



Throgs Neck Bridge



Niagara Power Authority



Verrazano Narrows Bridge



Van Wyck Expressway Extension

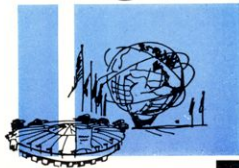


New York World's Fair 1964-1965



Flushing Meadows Park Restoration

THE CIRCUS AND THE FAIR



BY ROBERT MOSES

President of the New York World's Fair 1964-1965

I CANNOT COMPETE with such famous lingo slingers and makers of superlatives as Hemingway, Sherwood, Steinbeck, DeMille, Buchwald, Crosby and Durante. I can only echo their sentiments of nostalgia and childish delight about the Circus. They sound like the famous lines in "Rock Me to Sleep":

*"Backward, turn backward, O Time in your flight,
Make me a child again just for tonight!"*

Continental, my eye! The Circus band, like the drumbeat of the British Empire in the old days, following the rising sun and keeping pace with the hours, circles the whole world with the unbroken strains of the martial airs of the greatest show on earth.

I have been a Circus aficionado all my life and have viewed the acts through knotholes, slits in the canvas, bleachers and boxes. My ambition at one time was to be an elephant oiler. Exciting mysteries and whodunits provide another dimension but only the Circus lifts us bodily from this vale of tears to the world of make believe. I have built zoos and run them, but a zoo, which holds the mirror up to nature, is not a Circus which is fantasy.

The Russians have one kind of Circus. We have another. Their clowns are trained, subdued, subtle and ingenious. Ours are clumsy, sad independent,

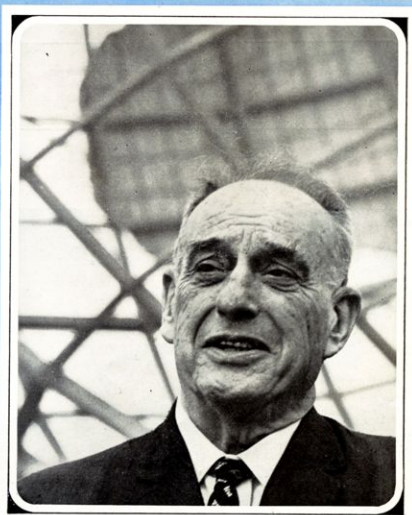
ROBERT MOSES is President of the New York World's Fair 1964-1965 Corporation. In that capacity, he directed the construction of the first billion dollar International Exposition which is expected to attract 70 million visitors.

As Chairman of New York's Triborough Bridge and Tunnel Authority, Mr. Moses has been responsible for the construction of seven bridges, two tunnels, the New York Coliseum, East Side Airlines Terminal and miles and miles of City, State and Federal Expressways, Parkways and Highways. His Authority is presently constructing the 320 million dollar Verrazano-Narrows Bridge, linking Brooklyn and Staten Island.

The reclamation project for the old Corona dumps resulted in Flushing Meadow Park, site of the 1939-1940 New York World's Fair and the present Exposition. The proposed post-Fair improvement program for the restoration and development of Flushing Meadow is proof of the vision, dedication and determination of Robert Moses.

What a Man! We salute him.

The Editor



humorous and, like Scaramouche, born with the gift of laughter and the sense that the world is mad. Their bears skate, ride and drive like madmen. Ours behave like accidents who have lumbered in from the forest, act in character and expect to escape any minute.

I recall that abortive anniversary of "Around the World in Eighty Days," a party for 18,000 miscellaneous guests thrown by Mike and Elizabeth Todd in Madison Square Garden. It was probably the biggest and certainly the worst turkey in show history. The prizes were stolen. Admirable disorder reigned. It was like the Donnybrook or Mullingar. Some of you will recall the lines:

*"McCarthy gave a party
Down in Mullingar
And eyes and ears and noses
Were like marbles on the floor."*

I recall only one happy scene in that Madison Square fiasco. It still sticks in my crop—Emmett Kelly with the bulbous nose, sad expression, baggy pants and big feet, sampling the huge two-story cake by using the back of his hand like a trowel to pick up a slab of icing which covered it like plaster of Paris,

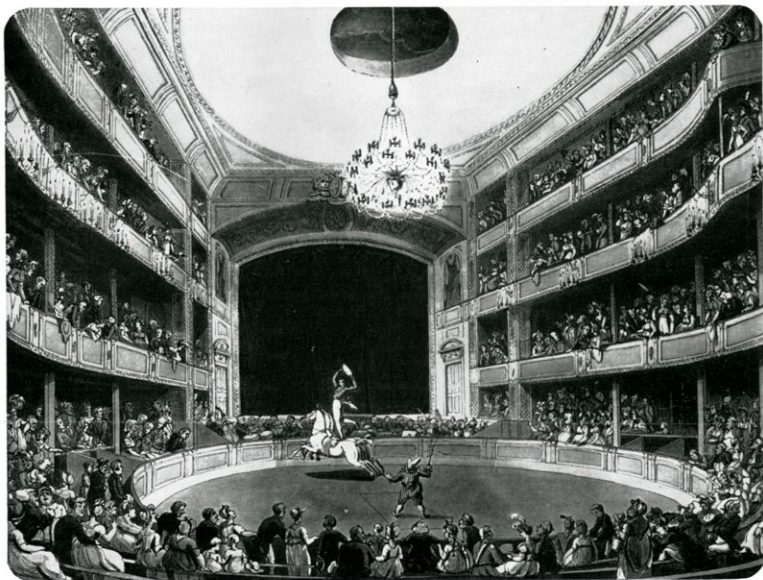
and then licking the goo off with his fingers. So far as I was concerned, Kelly, the greatest of all clowns, saved the day.

There have been endless hassles and wrangles over the fields of human endeavor which should be covered at the Fair and the relative space given to each—science as against art, culture as opposed to pageant and fun, business as compared to religion, theoretical versus applied research. All hands, however, agreed without a dissenting vote that a Circus, one ring at least, was absolutely indispensable. The base fellow who does not love the look, texture and smell of a Circus is fit only for treason, stratagems and spoils and should not be trusted in any capacity. The Roman politicians beguiled the mob with bread and circuses. If they had been forced to choose one of the two, they would have picked the circuses and gone hungry.

Anyhow, John Ringling North, with tradition heavy upon him, is to be at the World's Fair with the big tent, sawdust, lemonade and an exotic, gargantuan, death defying troupe beyond the dreams of Barnum and the brush and pencil of Hieronymus Bosch. He needs no barkers, shills and con men. His mousetrap will bring the world to his door, and millions of kids, old and young, will rush to call him blessed.

BIGGER and BETTER—AND NEVER AGAIN

By John Ringling North



Reproduction of an Aquatint in the Ringling Museum of the Circus of the Philip Astley Amphitheatre in Lambeth Borough of London (circa 1808) from which the Modern Circus emerged

SOME 25 YEARS AGO Grover Whelan asked me to produce a show for the New York World's Fair and I answered, "No." Of course, I appreciated the estimable Mr. Whelan's confidence in my then young self but told him that I was far too occupied with operating "THE GREATEST SHOW ON EARTH" to find time for extracurricular activities. That "No" of mine proved to be most ephemeral and highly qualified and in a matter of days it had become an enthusiastic "Yes" and

I was happily and hectically embarked on the production of the "CAVALCADE OF THE CENTAURS"—a super colossal spectacle planned to present horses and horsemen from all over the world and one extravagantly famous horsewoman—"LADY GODIVA."

My show in its original concept was buffeted about a bit but it finally emerged from the morass of Flushing Meadows as did all the wonders and
(continued)

glories of that first World's Fair. Lady Godiva made at least one historically authentic and uncensored appearance right behind Mayor La Guardia in the inaugural parade—the Mayor was looking straight ahead!

"THE CAVALCADE OF THE CENTAURS" hasn't come thundering through the years as an example of unparalleled showmanship but it was a lot of fun and excitement and I have never regretted the experience nor my association with the organizers and producers of that Fair; however, I did promise myself "Never again! No more Fairs!"

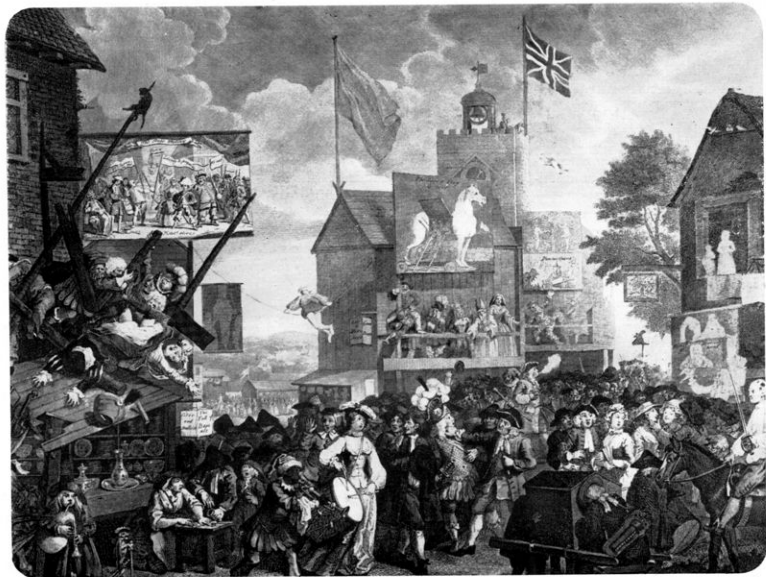
And I stuck to my decision for a whole quarter of a century—right up until Mr. Robert Moses invited me to produce another show for this New York World's Fair.

This time, however, though I admit to directing

a few nostalgic glances back down the years for a chance glimpse of "LADY GODIVA" of my salad days, I decided to produce a show for those children of all ages who have kept our turnstiles spinning since Barnum and Bailey got together in 1871 and my Ringling uncles founded our family Circus in 1884.

My intention is naturally not to compete with our great three-ring Circus now on tour for the 94th season, but to rather afford visitors to the Fair the opportunity to see the type of European Circus from which our great American Circus draws its talent. The very best of everything but in capsule form.

I hope you will find joy in it as I have in its production—but, of course, I will never do another New York World's Fair show—until the next one.



Some antecedents of Modern Circus Acts as they appeared at the Southwark Fair in the Southwark Borough of London from an engraving by William Hogarth in 1733



THE FAIR'S WORLD

THE INVENTIONS, ARTS, SKILLS and aspirations of the peoples of the world are woven together into the Fair theme, intended to provide unity and direction to a sprawling display of free enterprise, freely expressed. The 646-acre New York 1964-1965 World's Fair is dedicated to the promotion of "Peace Through Understanding." Robert Moses, Fair President, has called it an Olympics of Progress in which countries enter their best products and scientific devices, for examination, competition and entertainment.

The Fair's symbol, the 12-story Unisphere (R) in the center of the Fairgrounds, is a constant reminder of the interdependence of all nations in an expanding universe. As with London's Crystal Palace, the Eiffel Tower and other such famous landmarks left by Fairs, the United States Steel Corporation presented this stainless steel sphere as a permanent monument to remain in Flushing Meadow Park after the Fair closes in October 1965.

The Fair's "main tent" is a gigantic showcase of the finest achievements of mankind in our time. Some 200 separate pavilions and structures, over 500 exhibitors and 113 individual restaurants capable of seating over 30,550 people at one time offer

something for everyone, whatever the visitor's age, background or interest.

A gay carnival, as well as a classroom, the Fair's educational facilities are all ingeniously entertaining as well. The opportunity to span millions of years from the dawn of history to the world of tomorrow awaits visitors to the Fair's 69-acre Transportation Area, where the story of people and products on the move will be presented—a story told from the beginning of time through the present and finally, into the not-too-distant future with its dramatic probabilities.

Visitors who normally would take their full vacation time to see only one or two points of interest in the country, can make a "Tour of America" in the Federal and States Area of the Fair. Here, the U.S. Government Pavilion, dedicated to the theme, "Challenge to Greatness," stands eight stories high and covers more than a city block. Twenty-four state exhibits present a cavalcade of American progress as they feature their cultural and recreational attractions, their regional cuisine, their indigenous industries and resources.

Within the numerous pavilions of the Industrial Area, visitors are offered a gigantic showcase of the accomplishments of American industry and its vision for the

future. Included are examples of Walt Disney's startling audio-animatronic figures, fashion, magic and puppet shows, model homes and home furnishings, live theatrical productions, motion pictures, slides, shows and more exciting rides.

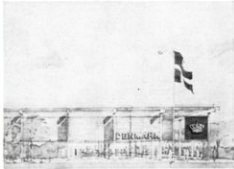
Typifying the slogan of John Ringling North's Continental Circus, the Fair's Lake Amusement Area will truly be a lure to "children of all ages" as indeed, is the entire exposition.

Without crossing an ocean, a short walk from the Circus over Meadow Lake Bridge, visitors can embark on an instant world tour in the Fair's International Area. More than 50 nations will be on display with exhibits of culture, art, industry, handicraft and tourism in either government-sponsored exhibits or under private auspices. Food indigenous to the nations and the performances of native dancers, singers and musicians will heighten the illusion of a trip around-the-world.

Here are a few highlights of the pavilion presentations:

The African Pavilion features primitive art on loan from leading European museums and authentic music recorded among the various tribes of the continent.

Austria's Pavilion stresses its scenic beauties and timber re-
Continued



THE FAIR'S WORLD (CONTINUED)



sources while the Belgian Village presents Flemish folk dancers, rare sand paintings and artisans engaged in the country's typical industries such as lace-making and glass-blowing.

The colorful Pavilion of the Caribbean features calypso singers and limbo dancers against a background of handicraft typical of the region and emphasized at the Central American-Panama Pavilion is the unity of the Central American Common Market and its economic goals.

The exquisitely detailed Pavilion of the Republic of China houses a fabulous collection of ancient bronzes, porcelains, jades and calligraphy while the Danish Pavilion appeals primarily to younger children, featuring in its Tivoli Gardens Playground such unusual play equipment as carved animals, birds, sculpture slides and butterflies and a glass mosaic labyrinth, fashioned by the country's outstanding sculptors and artists.

Greece has replicas of ancient sculpture along with contemporary works and the famous Ballet Troupe of Guinea performs in a Pavilion which also features native craftsmen at work in typical traditional huts.

The noted Hu troupe stages scenes from traditional Chinese operas in the Pavilion of Hong Kong and India's past and pres-

ent are illustrated in a Pavilion which has as its theme, Progress in Democracy.

Young boys and girls perform in a unique festival of dance and music in the Pavilion of Indonesia which also exhibits a display of the country's famed puppet dolls. Ireland features its cultural contributions with recorded readings by the country's foremost actors of excerpts from the works of Irish authors, an art collection on loan from the National Gallery of Dublin, examples of Ogham stones and performances by pipers and accordionists.

The American-Israel Pavilion recreates the world of the Old Testament with dioramas and priceless artifacts; Japan presents an unusual cinema program and offers instruction in flower arrangement and tea pouring ceremonies; Jordan displays the priceless Dead Sea Scrolls; there are folk dance performance in the Korean Pavilion, and Lebanon will exhibit archeological treasures fashioned from the country's famed cedars.

There are film programs in the Pavilion of Malaysia, Mariachi bands and strolling musicians and dancers in the Mexican Pavilion, and theater performances in Morocco's Pavilion.

Pakistan presents a troupe of instrumentalists, singers and dancers in its Pavilion which will also house archeological exhibits as well as examples of modern industrial progress. The Philippine Pavilion contains scale replicas of Bataan and Corregidor as well as a history of the country in paneled wood carvings, and the Polynesian Pavilion will include a lagoon for pearl diving and na-

tive musicians and dancers.

Spain offers a gala festival of the arts. Singers, dancers and musicians have been recruited from each of its 53 provinces to participate in a fiesta revue which will be highlighted by guest appearances of such celebrated performers as Andres Segovia, Victoria de los Angeles, Pilar Lopez, Rosita Duran's troupe of flamenco dancers and the Ballet Gallego. The Pavilion will also feature Spain's famed art including El Greco's "Burial of the Count of Orgaz."

The Pavilion of Sudan offers motion pictures and native entertainment; Sweden's Pavilion presents displays of the country's advanced industry and research and the Swiss Pavilion will display a variety of clocks and watches.

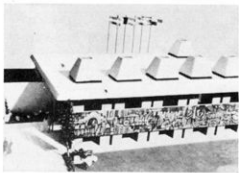
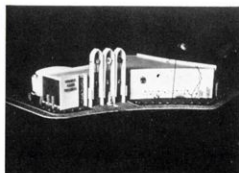
The Pavilion of Thailand, a replica of the Mondop of Saraburi, exhibits ornate ancient weapons and other artifacts, and treasures from the tombs of the Valley of Kings will be on display in the United Arab Pavilion.

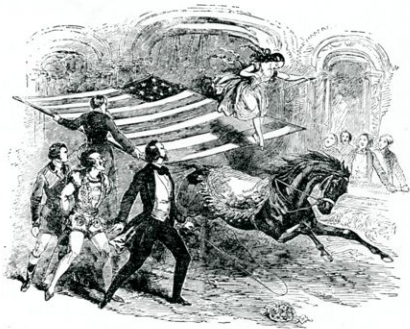
Venezuela has several exhibits of Pre-Columbian and Colonial folk art as well as works by contemporary artists. Another featured attraction is the golden gem-encrusted sword of Simon Bolivar.

All told, eight pavilions reaffirm the Fair's theme of Peace Through Understanding with exhibits arising out of faith in God.

Some dozen other nations are represented in the International Plaza.

Functioning as a self-contained community, the Fair has its own post office, bank, bus service, police and fire departments and a modern, operational hospital.





THE CIRCUS MUSEUM

...Where Every Day
is Circus Day

THERE MUST BE A GENERATION or two of now-grown boys and girls who can still recall the splendid sight of a Circus Parade. For them none of today's modern jet age phenomena can compare with the exciting clatter of the 6-, 8- or 10-horse teams as one of these gilded caravans rumbled in all its flashing brilliance down the main street of their home town, to proclaim officially the start of "Circus Day," an extra-special midsummer holiday that, along with Christmas and the Fourth of July, somehow made the year seem worth living. Of course, there are many more "children of all ages" who can remember joining the inquisitive throng out on the showgrounds, in the dew-filled early hours, to watch straining teams haul the great red wagons into place, where they would soon disgorge their mysterious cargoes. The scent of frying bacon on the morning breeze, the rat-tat-tat of stakes being driven earthward, the muffled sounds of restless jungle beasts within the canvas-shrouded cages and the smell of new-mown grass, trampled in the summer sun, are a few memories of the Circus often recollected more vividly than the "big show" itself.

This exciting past is recalled in the historical exhibition presented by the Ringling Museum of the Circus at the entrance to the World's Fair Continental Circus, where a nostalgic wonderland of calliope music and glittering bandwagons, a photographic essay recreates a day in the life of the horse-and-buggy Circus. Here Circus lovers will literally walk through the pages of history—from Rome to Ringling—in this colorful Museum which is housed in a gay, candy-striped pavilion.

Mel Miller, Curator of the Ringling Museum of the Circus located in Sarasota, Florida, planned this nostalgic-laden historical show with all the flavor of the Circus amid a kaleidoscopic setting of spangled costumes, colored tanbark, dazzling sunburst wheels and calliope music. The goal of the Ringling Circus Museum is to present an entertaining yet fundamentally educational prelude to the John Ringling North's presentation of the World's Fair Continental Circus.

Sarasota has long been known as the Capital of the Circus World.
(Continued)



THEATRE-ROYAL
PLYMOUTH.



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AMBURGH
LIONS, TIGERS, LEOPARDS, &c.

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— THE OLD —

YANKEE ROBINSON

GRAND 25-CENT SHOW

RINGLING BROS'

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CIRCUS

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ONLY 25 CENTS

SEATING CAPACITY 2000

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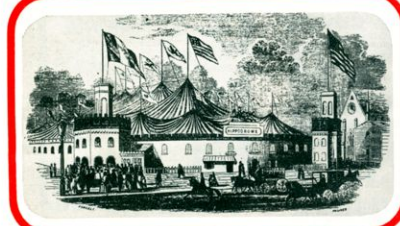
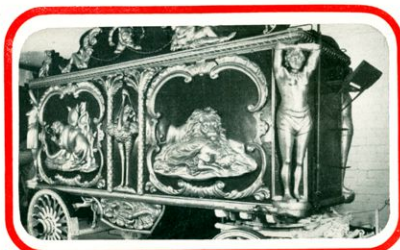
FREE SHOW

STREET PARADE

15 CENTS



Miniature Circus Parade Diorama and Posters from Ringling Museum Collection



since the fabulous showman, John Ringling, established the winter headquarters of the "Greatest Show on Earth" there in 1927. Since that time, the area has become home to a dozen or so Circuses and to thousands of workers, performers and executives of the sawdust clan.

Ringling's nephews, John Ringling North, then and now President of Ringling Bros and Barnum & Bailey Circus, with his brother Henry, gave the Museum two handsome antique parade wagons to establish the wagon collection, which now numbers over 40.

The Ringling Circus Museum, the first institution of this type in America, was established by the state of Florida in 1948. It operates under the direction of the John and Mable Ringling Museum of Art and is located on the grounds of the Art Museum in Sarasota.

The Ringling Museum of Art houses one of the greatest Baroque art collections of the world and was John Ringling's cultural legacy to the people of Florida.

A wealth of Circus antiquities, from the Florida State-owned institution are included in the Museum. Rare documents, prints, posters and priceless old Circus parade wagons—resplendent in gilt carvings—help illustrate the birth of the Circus and its growth and development through the years.

The Museum tour begins by commemorating Tarquinius Priscus who, in the 6th century B.C., built the Circus Maximus for the people of Rome. The popular appeal for chariot racing, triumphant spectacles and trained animal presentations are shown in prints and sculpture from the Ringling Museum of Art.

The modern Circus emerged when Philip Astley in 1770 combined the ancient performing arts of rope-dancing, juggling and acrobatics with trick riding, which was then currently in vogue in England.

The museum exhibition next tells of the introduction of the Circus to early America and its rapid growth in the 19th century. Here a miniature diorama of an old-time Circus Parade built and presented to the Ringling Circus Museum by John P. Yancey of Newport News, Virginia, will bring back childhood memories to a good many now-grown boys and girls.

Three antique and elegant parade wagons form a silent but dazzling procession in the

center display of the historical Museum pavilion. These glittering survivors of the horse-drawn era recall the days when elaborate parades rumbled through the streets of America to herald the arrival of the Circus.

A realistic reproduction of a Circus "backyard" setting, with life-size figures, provide a glimpse into the private world of the Circus. Costumed performers are shown awaiting their entrance cues, amid the outlandish myriad of props and rigging used in Circus staging.

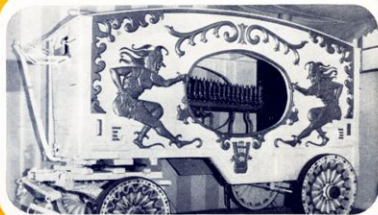
The goliath world of Barnum & Bailey is recalled through the exhibition of flamboyant posters, documents and fascinating photographs from the turn of the century era.

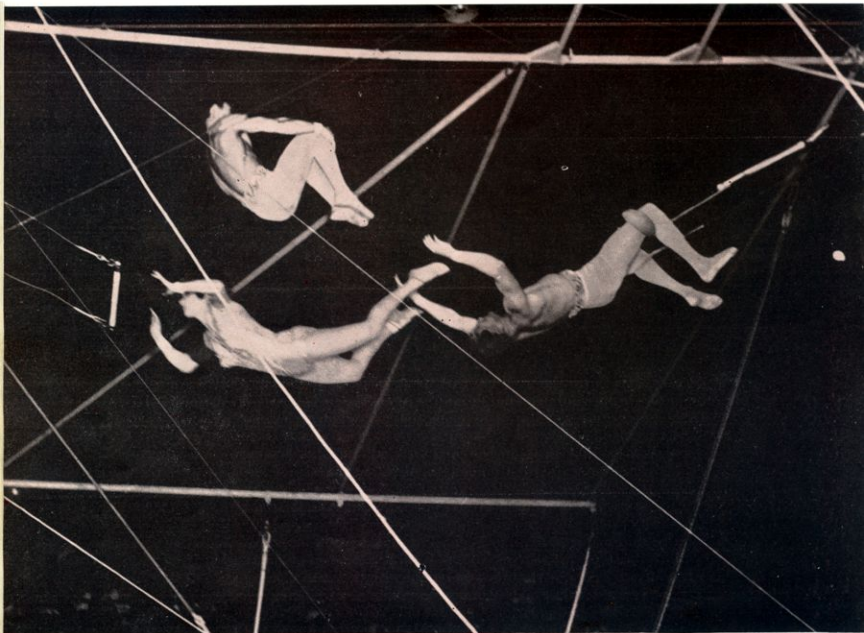
Further on, the incredible rise of the fabulous Ringling Brothers unfolds, in rare handbills, lithographs, posters and photographs, leading to their eventual acclaim as "Circus Kings" of all time. This pictorial exhibition was assembled from the Museum's F. W. Glasier collection of Circus photography comprising over 1300 negatives.

The exhibition then projects the viewer into the twentieth century to the streamlined shows of today. As the last chapter brings this nostalgic adventure to a close, it also sets the mood for the exciting climax that follows, for now the unmistakable sounds of the Circus band tingle the visitor's ears. As it weaves its magic spell, it beckons him out of the past and into the living arena where the living Circus awaits him—the John Ringling North presentation of the World's Fair Continental Circus.

Here, in capsule form, through the exhibition of documents, posters and wagons that trace the history of the "ring show" and tell of its growth and development, the Ringling Museum of the Circus hopes that its visitors might learn more of the strange and fascinating world of the Circus, and be better able to understand the magic allure that keeps it alive today in the hearts of millions of Americans.

When you make your next trip to Florida—as so many millions do each year in a perennial pursuit of the Fountain of Youth—there is one guaranteed memory-laden rejuvenative cure awaiting you when you visit the Ringling Museum of the Circus... where every day is Circus day.

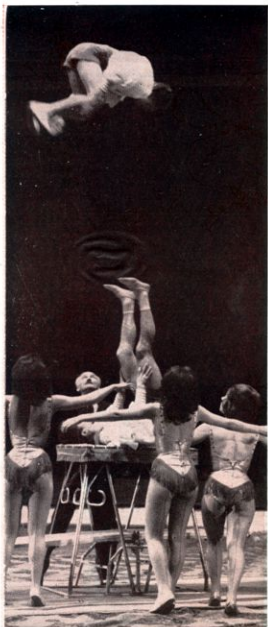




The Alexanders—They Fly through the Air with the Greatest of Ease.

Producing a Circus is a paradox in Show Business. A Stage Show or a Motion Picture takes from two to four hours to develop and unfold a theme or a plot. In the Circus every act is a Show in itself—it has a start and a finish and must complete its presentation in a few minutes. The secret of producing a Circus Performance is in the selection of the acts and performers. The Continental Circus has combed the world for outstanding and exciting acts. Elephants, Educated Horses, Bears, Dogs, Ponies and Chimpanzees make up the Royalty of the Animal Kingdom; the Flying Trapeze, the Jugglers, the Equilibrists, the Wire Walkers, the Swinging Trapeze—and of course, not forgetting the Clowns. It's Continental Circus Time at the New York World's Fair—Sit back and enjoy yourself.





The Berosinis



Mister Sensation



Anita Vargas



Blinko—Oh Those Eyes



Whitey the Bear



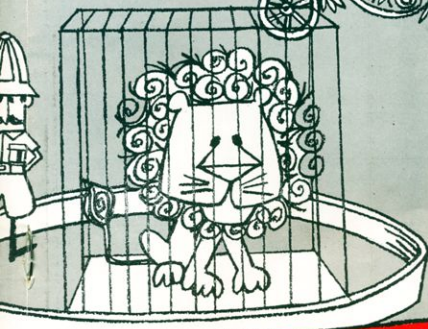
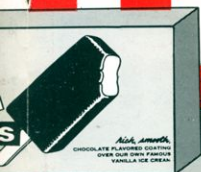
Maria and her Pet Chimp

Star attractions for



Insist on the Sealtest arm
at the circus and i

for every occasion!



array of quality products
and in your home!



The Original Hanneford Family—World Famous Trick and Comedy Rider

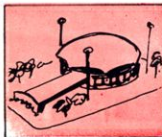


The Stephensons—Playing follow Master



Astronauts? — The Flying Alexanders

In some Circuses on the European Continent, Horses are sometimes featured to the exclusion of a well balanced program. The trick riding on Percherons or "Resinbacks," known around the world as "Voltige," is an art in daring and precision, especially the somersault from Horse to Horse. The ring curb in which the riders perform must be a predetermined size. The speed of the Horse, the Rider and the exact time spent in the air almost becomes a mathematical formula.



Hop On
The **Bondwagon**
For **Bond** Hamburger
& Frankfurter Rolls



Sold
Exclusively
at the
NEW YORK
WORLD'S
FAIR

**CONTINENTAL
CIRCUS**

Better By Far





The Leap for Life—Bow-wow fashion



The Berousek Chimp Version of the Beatles



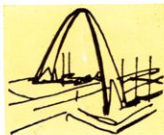
Miss Diane juggles aboard Dolly Dapple



The Origin of the Twist—in Mid-Air



The Flying Trapeze is one of the Greatest Thrills of the Circus. It was first attempted in France less than a hundred years ago. It became an American standard Circus act after being perfected by such famous "flyers" as the Cadonas, the Clarknonians and the Concellos. The Continental Circus is proud to present the greatest of modern flying trapeze artists, The Alexanders, who perform regularly in one of the companies.





Meet the New Yorker at the Hall of Magic

For more fun and excitement, take the family to the General Cigar Company's Hall of Magic. And while you're there, meet the New Yorker... a most extraordinary cigar, created in honor of the World's Fair.

Here is a big cigar for the big moments and the big pleasures. A cigar that's the very essence of New York, and the great new Fair. Yet, the New Yorker's unique blend of case-aged tobacco gives you both mildness and

flavor—flavor you don't have to inhale to enjoy.

Compare the White Owl New Yorker with any cigar you can buy—particularly cigars costing two for 25¢ and up. You'll see, quickly, that this newest White Owl does full justice to its name—and to your smoking pleasure.

So, come "Meet us under the smoke rings." And meet the White Owl New Yorker in the striking new Royal Red and White box and five-pack.



It is all in the timing



Alfredo's Mischief Makers—Mike, Nino and Victor



Even Elephants get a shave—the "hot" way



Clowns, Clowns, Clowns. Little Ones—Big Ones. Some motion picture featured a song "Be a Clown!"—but what makes one want to be a Clown. They say that the Life of a Clown is a merry one and also a sad one. True enough, but never a gloomy Clown. Every Clown has his own make-up which is also his trademark. It has been known that Clowns leave their "faces" to friends or offspring. Here we call them "Joey's"—in Europe they are "Merry Andrews."



Enjoy 'em here...enjoy 'em at home

HYGRADE'S STADIUM FRANKS

The only franks served at Continental Circus



100% MEAT!
*Great for
Grilling!*



Plump, juicy Hygrade's Stadium Franks are **all meat** — extra-fine quality meat, slow-smoked to taste absolutely delicious. Available at your supermarket, too. If you like hot dogs, you'll love Stadium Franks.





Albert Rix and One of the World's Largest Bears



Geronimo—Jump NOW



I'm dressed. Let's go!

Don't let Bears beguile you. Great for "Teddy" Bears but watch out for Circus Bears. They seem to be affable but they are the most dangerous animals in the Circus. They are sly and cannot be relied upon in spite of their seeming affection for their trainer. They seem to walk naturally on their hind legs, they are easy to train and they love to learn new tricks. Bears are almost human in handling food with their front paws and they love their drinks sweetened.



**“Boy, the
cotton
candy is
great.”**

**“Natch,
it’s pure
Jack Frost
cane sugar.”**





The Woodcocks and their Pyramiding Pachyderms



Alf Landon, the Rain Chaser



Anna and Jakob Stanic

The Elephants symbolize the Circus—it just wouldn't be complete without them. Elephants play at their work but they also love to work. They are nature's contradiction—and if they only knew their strength. Their stealth is amazing and while intelligent, they sometimes marvel at their own stupidity. But they crave attention like babies do. Their keepers are devoted to them and are rewarded by love in a huge way. Like race horses—they love to have small animal mascots around them. Could it be their ego?





ALL ABOARD THE PLANTERS PEANUT-GO-ROUND

Everyone's enjoying all these crispy, crunchy Planters Peanut favorites: New Dry Roasted Peanuts (and Cashews and Mixed Nuts, too)—Dry Roasted using absolutely no fats or oils that add calories—Available in jars or cellophane bags. Planters Cocktail Peanuts—the most famous nuts on earth—in vacuum

cans. Salted Peanuts in handy cellophane bags wherever snacks are sold. Jumbo Block Bars—America's favorite peanut candy treat. They're all delicious—and they're all from . . .

PLANTERS® —the name for quality.



Princess learns the "ins" and "outs"



The Stephenson Sisters work as a Team—not forgetting Blanco



William trains the Elephants



... Barbara rides them



So you want to be an animal trainer? Why, because your astrology chart shows you to be dominant. Well, it takes more than a chart. Just wanting to be a trainer is not enough. First you must have a complete lack of fear—then the instinct to cope with immediate danger. And of course you must love animals and have a compassion for these helpless beasts. Don't forget that in the Circus they are far away from their jungle habitat. The formula for becoming a trainer is very simple—just work at it.



*A fine
new beer
from
Schlitz*



Maybe you've tried it; maybe you haven't. Depends on where you come from.

Old Milwaukee is the remarkably light beer that's making a name for itself in 32 states.

If you like a good light beer, you'll taste Old Milwaukee and go back home hoping it comes to your town soon! And no doubt it will—because it's on the way to many parts of America to win a million more enthusiastic fans!

Old Milwaukee... America's Light Beer



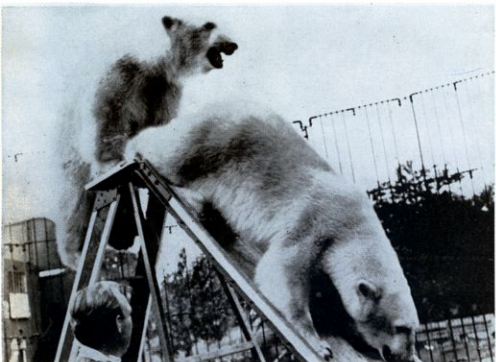
Looks easy



... but don't forget



... I'm only a puppy



Polar Bears wish the Slides were made of Ice



Loni Van Vooren—Educated Legs



Let's have some fun. Like playing follow master, jumping in and out of baskets, sliding down chutes or perhaps a little juggling. They all look simple but don't go home and try it out on the clothes-line—or foot juggle the parlor lamp. Yes, it's doing things the hard way in the Circus and it takes years and years of practice and especially patience. So if you think up a new routine, perfect it—and "come up and see us sometimes"—in a year or two or three or four or more.





COUNT NICHOLAS

THE CONTINENTAL CIRCUS is geared to the shrill blast of a golden whistle and its proud possessor is Ringmaster Count Nicholas. The treasured whistle was presented to the Count by Producer Cecil B. de Mille during the filming of the Academy Award winning Motion picture, "The Greatest Show on Earth".

The Ringmaster is responsible for the performers making entrances and exits during the Circus performance which must be run on split second timing.

CONTINENTAL CIRCUS, INC.

- LLOYD MORGAN.....General Manager
- WAYNE LAREY....Performance Coordinator
- WILLIAM W. PERRY.....Assistant Manager
- CHARLES KARDASEN.....Musical Director
- COUNT NICHOLAS.....Ringmaster
- THOMAS SHEEHAN.....Technical Director

Performers appearing in this Circus are members of AGVA, The American Guild of Variety Artists (AFL-CIO).

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Blinko and Maran—Baloonarama



Chimps playing Wheelbarrow



Princess Tajana, Indian Goddess of Flight



Dutchess takes a flight—upstairs



Who says the Circus must always be the biggest and the greatest? What about the little fellows—the doggies and the chimps and the ponies? They may be little but they surely have their big day at the Circus. Give these doggies a chance—they'll do anything—at least try—skipping rope, climbing ladders, walk on their hind legs. And the Chimps—you name it and they'll do it—sometimes better than humans. Say, what do you think of our Beatles?





**BAR CANDY DISAPPEARS
IN A FEW BITES...**



**BAG CANDY DISAPPEARS
IN A FEW GULPS...**



**BUT CHEWY CHEWY
TOOTSIE ROLL LASTS
A LONG TIME!**



*
Tootsie Roll is the Official Circus Candy



Ford Mustang Hardtop

A PRODUCT OF

 MOTOR COMPANY

New Ford Mustang—\$2368* f.o.b. Detroit



Now that the secret's out, admit it: when you first saw the new Ford Mustang on the street, you probably overestimated its price . . . and missed its birthplace by the breadth of an ocean, because there has never been an American car quite like Mustang. (Mustang is so strikingly handsome that it is the first automobile ever to be honored with the Tiffany & Co. Gold Medal Award for Excellence in American Design.)

*Its price: just \$2,368 f.o.b. Detroit. That's the suggested retail price for the Mustang Hardtop. It does not include, of course, destination charges from Detroit, options, state and local taxes and fees, if any. Whitewalls are \$33.90 extra.

It *does* include, at no extra cost, these luxury features that are either not available, or are available only at extra cost in most other makes of cars: bucket seats; wall-to-wall carpeting; all-vinyl upholstery; padded instrument panel, and full wheel covers.

It also includes, as standard equipment, a 3-speed manual transmission with floor shift; sports steering wheel; cigarette lighter; two automatic courtesy lights and glove box light; front arm rests; a 170-cu. in. Six and many, many more.

That's the Mustang Hardtop—and with its four-passenger roominess, and surprisingly spacious trunk, it will be the perfect car for most people. Yet, the *Mustang is designed to be designed by you*. For added luxury, choose such options as air conditioning,

push-button radio, vinyl roof covering, 3-speed Cruise-O-Matic, power brakes, power steering—you name it.

Or, for sports-car performance add the big 289-cu. in. V-8 engine (the same basic V-8 that powers the Cobra!), 4-speed stick shift (synchro in all forward speeds), and Rally Pac (tachometer and clock).

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