

# LAUGH, CLOWN, LAUGH!

By JOSEPH W. LABINE

Three months ago a spangled crop of circus performers hit the sawdust trail amidst promises of the biggest season since 1929. Today, many of them are hoping to get home without selling the tent.

The circus season has hit rough waters; in some parts it has flopped altogether.

At Scranton, Pa., a few weeks ago, the "Big One," Ringling Brothers, Barnum and Bailey, folded its tent in a sea of mud and headed back to winter quarters at Sarasota, Fla. Strikes, poor attendance and rainy weather was responsible.

This thing wouldn't have happened in the days of old P. T. Barnum or John Ringling, peers of the circus world. But it happened this year, for the first time in 54 seasons; it happened in a profession whose followers traditionally carry their banner through mud, water, starvation and payless paydays. We recall something about that old bromide, "The show must go on!"

Maybe the performers aren't doing their part, but that isn't likely. Maybe the audience is to blame, for the circus has won popular approval more than half a century with the same elephants doing the same tricks and the same clowns turning the same somersaults, year after year.

## Time Passes, Customs Change.

These past 20 years have been fraught with change in the entertainment field. "The Perils of Pauline" on the silent screen gave way to talking pictures; chautauqua expired as a popular pastime, because people no longer cared for that kind of culture; the radio came along and made provincial America cosmopolitan.

Through it all came the circus, unchanged. Whenever a progressive manager suggested adopting a new technique there was always someone to object, because the circus is one kind of entertainment that thrives on pure sentiment. It's always been a ballyhoo game, a loud-mouthed bag of tricks which everyone knows to be phoney but enjoys for that very reason. It's never been bigger than the man in the checkered suit and derby hat who yells "Right this way!" out of one corner of his mouth, the other corner being preoccupied by a cigar stub.

So maybe the audience is to blame for the Ringling recession. Maybe father's getting tired of sitting on a hard bench year after year, eating undigestible peanuts and watching the elephants. Perhaps America is now revolting against the old-time circus just as it revolted against chautauqua.

## They Call It "Collegiate."

But you can't make the old time sawdust-trail followers believe that. If the "Big One" never hits the road again, veteran circus men will always insist that it died because John Ringling North tried to mod-



ernize the show this year and thereby destroyed its charm.

That's a fruitless argument because John Ringling North, grandson of "Old John" Ringling, insisted he was only trying to regain a bit of the old Ringling touch by arranging new costumes and hanging for the circus this year.

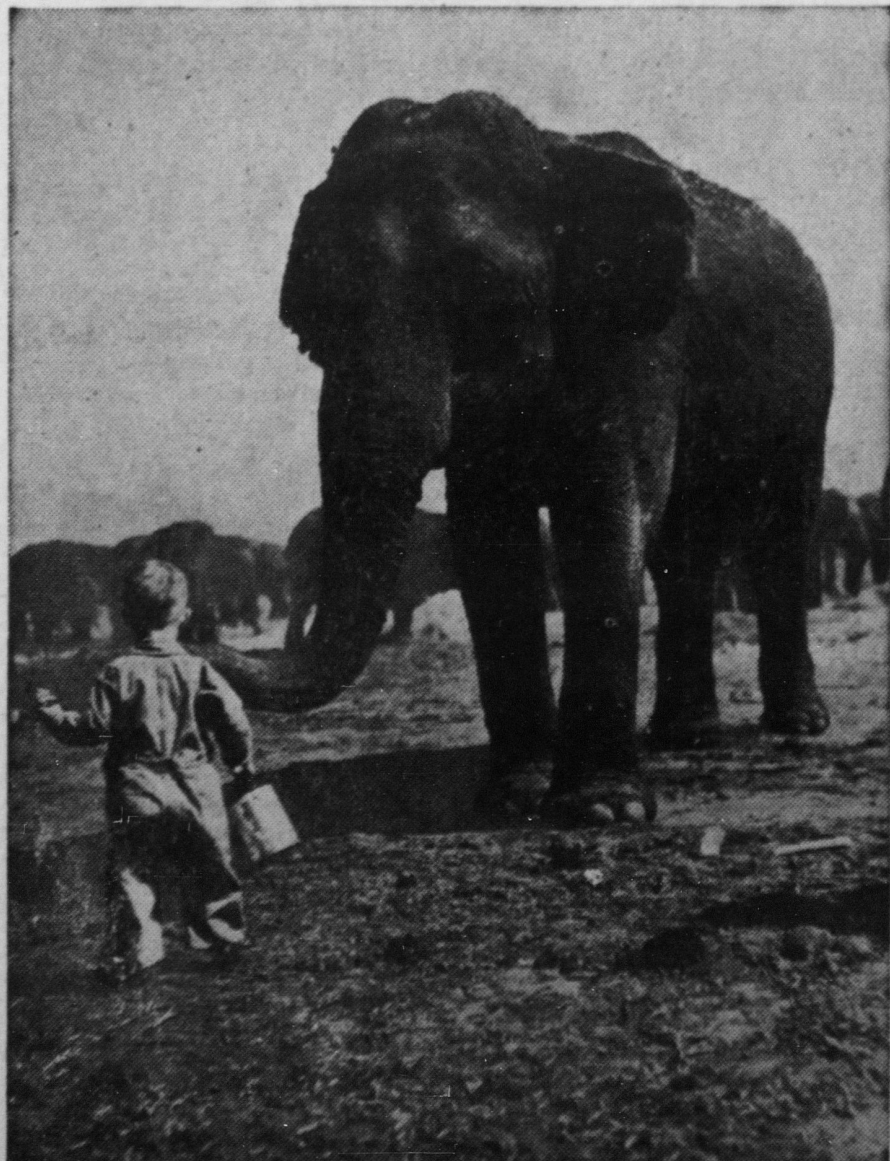
## Under the Smaller Tops.

North is a Yale man and there were mutterings last spring that the circus was going collegiate. Perhaps it was collegiate to import a giant gorilla, "Gargantua the Great," and set him up for exhibition in an air-conditioned cage, enclosed in steel bars and shatter-proof glass. Perhaps other minor innovations were collegiate. But it will be hard for John Ringling North's critics to put their wagging fingers on the exact reason why his circus failed this year.

Maybe it was the entertainment;



**THE HARD WAY**—It's bad enough to merely stand on a tightwire but Hal Silvers, veteran big top aerialist, chooses to jump through a stick held by his two hands. It's a good constitutional, says Hal.



**BIG AND SMALL OF IT**—This youngster feeds his "elfunk" friend some peanuts at winter quarters, Peru, Ind.

maybe it was the public; maybe it was the management.

Fortunately the Ringling recession has not made itself felt so acutely among the lesser circuses. Probably it's because these smaller units play largely to non-metropolitan audiences who haven't felt bad business conditions so acutely. Certainly there's no drought so far as numbers are concerned; the current season boasts six railroad shows (two of them brand new) and 16 to 20 truck shows. Add to that more than 150 carnivals and hundreds of fair and celebration units, and you have a picture of the 1938 circus field.

Tim McCoy of motion picture fame is reviving the days of the 101 Ranch and Buffalo Bill. Clyde Beaty and his cats frolic with the Cole Brothers circus, which has a second show on the road under the name of Robbins Brothers. Then comes Al G. Barnes-Sells-Ploto circus and the Hagenbeck-Wallace show. Most of these are railroad shows with 20- to 30-car trains.

This year's experience in the circus industry only goes to prove you should never count chickens before they hatch. Last April the boys in winter quarters said it was going to be a bigger year than 1929, which somebody is forever dragging out of the closet for purposes of comparison. They looked at the greatest advance demand for bookings since the present crop of sawdust was an acorn, and they looked back on two preceding seasons that were the best in years.

From George A. Hamid of New York, one of the biggest eastern bookers of acts for circuses, fairs, carnivals and celebrations, came reports that the demand for new and unusual acts far exceeded the supply.

"We could book hundreds more if we could find them," he said. "The demand for acts for celebrations, such as those around the Fourth of July, is three times what it was last year."

## Circus in Retrospect.

Old P. T. Barnum, were he alive today, might say the industry has become so big and complex that it's collapsing. The man who started out many years ago with a combined museum-menagerie-circus might scoff at the huge institution his successors now tote around so painfully on special trains.

Certainly it's a far cry back to the night of April 22, 1793, when George Washington watched John Bill Ricketts leap through a hoop from the back of his galloping horse, regain his footing and do a dance on the saddle. That was one of the simple joys of a simple people, yet circus showmanship today is substantially the same, merely augmented.

It can be recalled that even in the earlier days the circus was a humbug proposition. P. T. Barnum, an old man when he reached the prime of circus life, chortled with inward glee at being called the "greatest humbug of his time." He knew the value of advertising and was a genius at getting his name in the paper.

It's interesting to speculate what will become of the dainty French equestrienne and the almond-eyed maid from Tokyo, the Hindu mystic and the rosy-cheeked English athlete, all of them members of the Ringling circus, all of them temporarily out of a job now that the "Big One" has closed shop for the year.

For old followers of the open road this will be a catastrophe. It will be summer, with no circus tent to move night after night, no blaring midway. Just summer with green grass, birds and free air, a phenomenon many of them have never before seen.

This summer you're apt to find some top-rank circus talent filling out the season with smaller shows, anxious to make a living however they can.

And next fall they'll find the road that leads back to winter quarters and home, or wherever they spend the cold months. Many of them will shake their heads and mutter: "Never again—I'm through."

But next spring they'll be around again and somebody will remember the bromide:

"The show must go on!"

# WHAT to EAT and WHY

C. Houston Goudiss Recounts

## The Miracle of Milk

Noted Food Authority Explains Why It Is the Cheapest and Most Nearly Perfect Food

By C. HOUSTON GOUDISS

6 East 29th Street, New York City.

OF ALL the foods known and used by man, milk is supreme. It is a miracle of perfection—a veritable elixir of life.

Milk has powers possessed by no other food. It builds sturdy bodies for infants; strong bones and sound teeth for growing children; helps to maintain vitality in adults; and to delay the onset of old age.

It contains a greater assortment of nutritive materials than any other single food. It is the foundation of every balanced diet. Considering the services it performs for mankind—from infancy to old age—it is the cheapest food we have.

Milk is so many-sided that I always think of it as the Benjamin Franklin of foods.

It is a vast treasure chest of nutrients—the most complex product of nature's chemistry. It contains nearly every chemical element of the body itself, in proportions adapted for quick and easy assimilation.

Milk fulfills six essential requirements of a perfect diet.

First: It supplies carbohydrate and fat for heat and energy.

Second: It furnishes protein that is suitable for building new tissues and repairing the millions of cells that are worn out daily.

Third: It yields minerals which build bones and teeth and regulate the subtle internal processes of the body.

Fourth: It contains every known vitamin in some degree and is abundantly supplied with the vitamins that are necessary to growth, to the smooth running of the body machine, and to the prevention of many types of infection.

Fifth: It contains water, to act as a solvent, a carrier and regulator.

Sixth: It is easily digestible. This brief summary helps to explain the unique place of milk in nutrition. Think of it! In one food, we find protein of the highest type; carbohydrate and fat; all the vitamins; every one of the minerals demanded by the human body; water; and an easy digestibility that readily changes these ingredients into vigorous life.

## The Biggest Food Bargain

We occasionally hear the charge that milk is too high in price—that it is a luxury to afford enough of this master food to supply a quart daily for every child—at least a pint for each adult. That is ridiculous! The cost of milk is much cheaper than the cost of illness. And milk is not a luxury, but an indispensable necessity.

I contend that no homemaker can afford not to buy milk in adequate amounts—that if she desires health, efficiency and longevity for her family, she must provide a sufficient amount of milk before she purchases any other food.

**A Food for Children and Adults**  
Humankind needs milk as the flowers in the garden and the grains in the field need the blessing of rain.

Deprived of milk, children develop a multitude of ills. They become thin and weak; their resistance is low; they fall easy victims to the germs of disease; there is small hope of their reaching normal manhood and womanhood.

Nor is milk only a food for children. It is likewise essential for adults who desire to live longer, happier, and healthier lives—to fortify their bodies against the assaults of disease—to retain or regain mental and bodily vigor. It is indeed a Fountain of Youth!

**Milk for Pep and Power**  
A quart of milk daily supplies from two-thirds to three-fourths of the total calories required by a

year-old child. For a five-year old, it provides about half the day's fuel requirements, and for a ten-year old, one-third. Even a moderately active man could obtain one-fourth of his energy requirements from a quart of this precious fluid. It is also interesting to note that five-eighths cup of milk is equivalent in energy value to one and one-third eggs, or two and one-fourth ounces of lean beef.

A quart of milk yields more than an ounce of pure protein of the highest quality. Moreover, nutrition authorities hold that under normal conditions, it is the most completely digested and absorbed of all food proteins.

## Milk for Minerals

As a source of calcium, milk is indispensable. Without milk, it is practically impossible for the body to obtain enough of this captain of the minerals for normal skeletal development.

It has been estimated that when the calcium requirement is met through the use of milk, the need for phosphorus will also be adequately provided.

Though milk is not as good a source of iron as of calcium and phosphorus, the iron is present and in a form that can be easily utilized by the body.

## Milk for Vitamins

Milk is so rich in vitamins A and G, that the addition of a quart

Send for This Free Chart

Showing which Foods are **ACID** and which **ALKALINE**

One of the principles in planning a balanced diet is to include at least enough alkaline, or base-forming foods, to balance the acid-forming foods.

To help you distinguish the foods that belong in each group, C. Houston Goudiss offers to send a free chart listing the principal acid-ash and alkaline-ash foods. Address C. Houston Goudiss, 6 East 29th Street, New York City.

of milk daily to a good mixed diet practically guarantees against a deficiency of either of these precious substances which promote growth, help build resistance to disease, prolong the prime of life, and help to ward off old age. It also furnishes a considerable amount of vitamin B, which promotes appetite, aids digestion and helps to prevent a nervous disorder.

Milk contains a relatively small amount of vitamin D, but this can be remedied in both bottled and evaporated milk by irradiation, or the addition of a vitamin D concentrate. It is less dependable as a source of vitamin C than any other vitamin, as the amount it naturally contains varies with the diet of the cow and is reduced by pasteurization or evaporation. This deficiency is easily made good, however, by adding to the diet fresh fruits and fruit juices and raw leafy vegetables.

## In Praise of Milk Producers

As milk is man's finest food, the men who are occupied with its production are engaged in the world's most important pursuit. They labor to provide the nation with a pure, safe, clean supply of the food that makes life worthwhile for children and helps to prolong life for adults.

Let no one say that milk is expensive. Rather let every homemaker come to realize that this magnificent food would be CHEAP AT ANY PRICE!

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## Designs for Sheer Cottons



ling for little girls! It's so simple and yet it has loads of style, with its very puffed sleeves, very full skirt, and little round collar. Notice how short the bolero is—that's the smart new kind. Make this up in dotted swiss, dimity, organdy or batiste, and trim it with ricrac, irish edging, or linen lace.

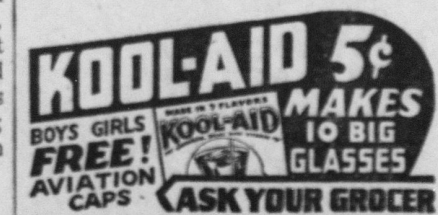
## The Patterns.

1505 is designed for sizes 4, 6, 8, 10 and 12 years. Size 6 requires 2 1/4 yards of 35 inch material for dress alone. Three-eighths yard for bolero; 1/4 yard for contrasting collar, if desired. Two and three-eighths yards is required for trimming bolero and collar.

1545 is designed for sizes 12, 14, 16, 18 and 20. Size 14 requires 4 1/2 yards of 35 inch material. Three yards of lace edging for neckline and sleeves. One and one-fourth yards ribbon for belt.

Send your order to The Sewing Circle Pattern Dept., 247 W. Forty-third street, New York, N. Y. Price of patterns, 15 cents (in coins) each.

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