DEFICIT GROWS

The most profitable subsidiary that Mattell, Inc. has, says Tom Cable, business editor for the San Diego (Cal) Tribune, is the Ringling-Barnum Circus. Last year, he adds, Mattell lost $25 million, while the circus was filling its coffers with money.

Mattell is off to another bad year, according to Cable, for they lost $17.33 million for the six month period ending Aug. 4, 1973. The loss is attributed to several causes, yet sales amounted to some $128.31 million, an increase of 8.9% over the same period in 1972.

The circus had annual sales of $8 million when it was taken over by the Felds. In 1969 their sales reached the $16 million mark while reports indicate the show had a profit of $5 million on sales of $26 million last year. They've operated in the black ever since Felds took over.

Mattell purchased the circus in 1971. Now plans are underway to (Continued on Page 5)

new arena package

A new touring unit was put together this month by Ian Garden, the Toronto producer, for several Canadian dates. The show, called "Wonderful World of Animals" opened at Hamilton, Ont. on Sept. 20th and will remain out until Oct. 6th.

Featured in the show are the Smaha Family and their horses; Baptiste Schreiber's chimps; Salvadori's seals and Billy Orwell's Bird Fantasy.

FAIR SHOW

Visitors to the Georgia State Fair (Macon) will again be able to enjoy a free grandstand show, says Fair manager J. Pelham Fuss. The show will be produced by Eddie Zachina, he adds, and will be presented at 6:30 and 8:15 p.m. nightly.

The line-up of acts includes:
- Gina's Uncaged leopards
- Francaro - balance/juggling
- Jeno's chimps
- Frank & Estrelita - trapeze
- Royal Hungaria Troupe - acrobats
- Neil Hutton comedy MC
People

RALPH RODGERS, CMB, will have his model show at the Los Angeles County Fair again this year.

BOB MATTHEWS would enjoy cards and letters. Write him at Hollywod Community Hospital, 6245 DeLongpre, Hollywood, Calif. - 90028 (Rm. 508)

THE SAUREZ FAMILY is planning to operate their own circus in Mexico next year. They are currently on the Beatty-Cole show.

SWACKO, a unit manager for Foley & Burk Shows, is in a Reno, Nev., hospital after being attacked by local youths.

CHARLIE CUTHBERT, former band leader on Kelly-Miller, was killed when struck by a car in South Carolina last month.

JOHN HERRIOTT reportedly will have his animals on the Hoxie Bros. Circus next year.

THE FLYING DEL STEELES will appear with the Texas Shrine dates this month.

THE ROMAS TROUPE is planning to tour their own show in the U. S. during the coming year.

MENDEZ & SEITZ plan to go their separate ways at the end of the year. Mendez is said to be booked.

The Circus Report is published each week by Don Marcks, 525 Oak Street, El Cerrito, Calif. - 94530
Subscription prices: $1.00 for each month; $5.00 for six months; $10.00 for a full year.

Australia Show

The program for the Sole Bros. Circus in Australia, as seen at Rockhampton on June 11, 1973 was featuring:

Joseph Eroni - wild animals
Jenny and Julie - swinging ladder
Joseph Eroni - trick pony
Clowns - the Barber shop
Lindsay Sole - monkeys and ponies
Tommy Hanlon - Boomerangs
Miss Julie - single trapeze
Marcel's wonder dogs
The Lennons - spinning ropes
"Mustard" the football pony
Joseph Eroni - camels and ponies
Great Muldoon - balance act
Eroni's golden palominos
The Lennons - whips
Marveen & Phyllis - juggling
Pantello Troupe - clowns
Satoni & Mai - comedy knockabout
Lindsay Sole - elephants (4)
The Flying Marconis - trapeze
The Finale

Pot-Pourri

The Beatty-Cole Circus will be in Roswell, N. M. on Oct. 6th to give two shows.

The Barnaby Jones TV Show (Sept. 23rd) indicated that the circus has gone out of style. The comment was also made that refugees from the circus were hanging out at a local gym.

Some new shows are expected to bow on the scene for the 1974 season, both on the East and west coast.
BIG N.Y. DATE
by PAT BISSONETTE
A 23 day stand - Sept. 8-30 - was played at the site of the '64-65 New York Worlds Fair by the Miller-Johnson Circus. The show was sponsored by the N.Y. Housing Patrolmen's Benevolent Association with tickets priced at $4.50 for adults and $2.25 for children. Reserves went for $1.00 extra, while a program was being sold for $1.00.

The two hour show, which included an intermission, featured some 20 displays, such as:
The Great Parker - away pole
Pat Anthony - wild animals
The Ralfys - aerial ladder
Ohari-Vari Troupe - acrobats
Simon's chimps
Miss Kim and Michele - trapeze
Great Waskew - wire walk
Naughtins bears
Miss Loni - foot juggler
Benjamin Duo - juggling
Feller Boys & Dodo - wire
The Flying Farias - fling act
Hassan Troupe - tumblers
Ferroni Duo - rola bola
Waskew Duo - aerial motorcycle
Lother and Dante - balancing
Wally Ross, Oscar Cristiani - elephants

There were three merry men in Clown Alley, headed by Don Kirby. Chris Minot and Herb Chambers assist him. New at this spot was Barry Sloane, stilt walker. The program is backed by a three piece band under the direction of Russell Darr.

The show staff includes:

NEW FINE SET
For the third time last month a fine was imposed for the exhibition of a "sored" Tennessee Walking Horse. Dick Peebles, of Moulton, Ala., was fined $500 for violating the Horse Protective Act of 1970, by a District Court at Birmingham.

Charges were filed by the U.S. Dept. of Agriculture when it was discovered that Mr. Peebles had exhibited a horse whose front legs were extremely sensitive to touch and showed signs of having been touched up with a foreign substance. A show veterinarian had disqualified the horse, but Peebles showed the horse anyway.

You don't have to take a wild guess about the show routes when you read The Circus Report each week. Get your subscription in now and be sure of the show dates.

Send $10.00 in cash, check or money order to: Don Marcks, 525 Oak St., El Cerrito, Calif. 94530.

Cliff Vargas - owner
Parley Beer - manager
Sandy Dobritch - ringmaster
Jim McGerrity - operations mgr.
Pual Hudson - Concession supt.
Wally Ross - animal supt.
D. Bayliss - transp. supt.
Ted Zabell - props
Joe Parker - electrician
Dan Hanies - chief rigger
H. Chambers - wardrobe
<table>
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<th>Route 3</th>
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<tr>
<td>Arabia Shrine Circus</td>
<td>Oct. 2-14 Houston, Tex</td>
<td>Oct. 2-14 Houston, Tex</td>
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<tr>
<td>Beatty-Cole Circus</td>
<td>Oct. 1 San Angelo, Tex</td>
<td>Oct. 1 San Angelo, Tex</td>
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<tr>
<td>Diamond &quot;S&quot; Wild West</td>
<td>Oct. 6-7 Branford, Fla</td>
<td>Oct. 6-7 Branford, Fla</td>
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<tr>
<td>Happytime Circus</td>
<td>Oct. 3-7 Ventura, Cal.</td>
<td>Oct. 3-7 Ventura, Cal.</td>
<td>Oct. 3-7 Ventura, Cal.</td>
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<tr>
<td>Hoxie Bros. Circus</td>
<td>Oct. 1 Thomasville, NC</td>
<td>Oct. 1 Thomasville, NC</td>
<td>Oct. 1 Thomasville, NC</td>
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<tr>
<td>Int'l Boys Circus</td>
<td>Oct. 2-4 Rochester, Minn</td>
<td>Oct. 2-4 Rochester, Minn</td>
<td>Oct. 2-4 Rochester, Minn</td>
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<tr>
<td>William Kaye Circus</td>
<td>Oct. 5-8 Orlando, Fla</td>
<td>Oct. 5-8 Orlando, Fla</td>
<td>Oct. 5-8 Orlando, Fla</td>
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<tr>
<td>Emmett Kelly Jr. Circus</td>
<td>to Oct. 8 New York, NY</td>
<td>to Oct. 8 New York, NY</td>
<td>to Oct. 8 New York, NY</td>
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<tr>
<td>Miller-Johnson Circus</td>
<td>Oct. 1 Off</td>
<td>Oct. 1 Off</td>
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<tr>
<td>Ringling-Red Unit</td>
<td>Oct. 2-22 Chicago, Ill</td>
<td>Oct. 2-22 Chicago, Ill</td>
<td>Oct. 2-22 Chicago, Ill</td>
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<tr>
<td>Royal Lipizzan Show</td>
<td>Oct. 3 Syracuse, NY</td>
<td>Oct. 3 Syracuse, NY</td>
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<tr>
<td>Wallace &amp; Rogers</td>
<td>Oct. 1 Twin Falls, Id.</td>
<td>Oct. 1 Twin Falls, Id.</td>
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**CARNIVALS**

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<tr>
<th>Carnival Name</th>
<th>Route 1</th>
<th>Route 2</th>
<th>Route 3</th>
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<tr>
<td>Foley &amp; Burk Shows</td>
<td>Oct. 4-14 Fresno, Cal.</td>
<td>Oct. 4-14 Fresno, Cal.</td>
<td>Oct. 4-14 Fresno, Cal.</td>
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<tr>
<td>Amusements of America</td>
<td>Oct. 8-13 Clinton, NC</td>
<td>Oct. 8-13 Clinton, NC</td>
<td>Oct. 8-13 Clinton, NC</td>
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<tr>
<td>Farrow Amusement Co.</td>
<td>Oct. 1-6 Cleveland, Miss</td>
<td>Oct. 1-6 Cleveland, Miss</td>
<td>Oct. 1-6 Cleveland, Miss</td>
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<tr>
<td>Diamond State Shows</td>
<td>Oct. 2-6 Cherokee, NC</td>
<td>Oct. 2-6 Cherokee, NC</td>
<td>Oct. 2-6 Cherokee, NC</td>
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<tr>
<td>Gene Ledel Shows</td>
<td>Oct. 2-7 Waco, Texas</td>
<td>Oct. 2-7 Waco, Texas</td>
<td>Oct. 2-7 Waco, Texas</td>
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<tr>
<td>Big H Rides</td>
<td>Oct. 1-6 Kingstree, SC</td>
<td>Oct. 1-6 Kingstree, SC</td>
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<td>Capell Bros. Shows</td>
<td>Oct. 3-7 Deming, NM</td>
<td>Oct. 3-7 Deming, NM</td>
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<tr>
<td>Link Shows</td>
<td>Oct. 4-13 Birmingham, Ala</td>
<td>Oct. 4-13 Birmingham, Ala</td>
<td>Oct. 4-13 Birmingham, Ala</td>
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<tr>
<td>Ralph Wagner Shows</td>
<td>Oct. 4-6 Resagio, Tex.</td>
<td>Oct. 4-6 Resagio, Tex.</td>
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<tr>
<td>Bob Hammond Shows</td>
<td>Oct. 3-6 Roseneb'g, Tex.</td>
<td>Oct. 3-6 Roseneb'g, Tex.</td>
<td>Oct. 3-6 Roseneb'g, Tex.</td>
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<tr>
<td>Kissell Bros. Amusements</td>
<td>Oct. 3-6 Radcliffe, Ky</td>
<td>Oct. 3-6 Radcliffe, Ky</td>
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SHOW is a pleaser

When Fisher Bros. Circus came to Peoria, Ariz. (Sept. 6) they had a nice grassy lot, writes Ed Rogers. It was a good show, and one that really makes the visiting fan feel at home, which is very much appreciated.

The show drew half houses at Apache Jct. (Sept. 5) for both of its performances, while three-quarter houses were recorded for both shows at Peoria.

SCHOOL STARTS

A class of 45 novice funmakers start their six week course in the art of clowning today (Oct. 1) at RBBB's quarters in Venice, Fla.

The 38 men and 7 women, ranging in age from 17 to 35, were selected from some 3500 applicants from the United States and some foreign countries. The number of applicants was 850 more than had applied to the school in 72.

The six weeks course covers a variety of subjects relating to clowning, with classes taught by experts in the field of pantomime, professional clowns and circus performers. The school is headed by Bill Bellantine, former clown and writer.

Successful graduates will be offered a contract with RBBB's two units. In the past five years some 200 men and women have graduated from the Clown College and 125 were given jobs with the circus.

NEW CENTER OKAY

A former military base (Camp Parks) at Dublin, Calif., has been approved as the site of a new sport and recreation complex.

Just recently the government gave the 22 acres to Dublin, which city officials called a "bonanza." A spokesman for the city said that a sports complex is badly needed and those sites available were just too costly. The best possible use for the land gift, he added, is to build a recreational facility for our citizens.

The General Services Administration valued the land at $650,000 and now the local district will be investing $771,000 to build fields for baseball, soccer, softball and touch football. A 4,200 seat grandstand and other buildings is also planned.

DEFICIT GROWS (Continued from Page 1)

build a circus park - a total family entertainment center - in Florida. The 600 acre park is expected to be completed in 1975.

In his closing paragraph of a Sept. 12th column, Gable said:

"Whether or not Mattell can generate as much enthusiasm among investors and bankers as the circus subsidiary does among its legions of fans is open to debate. Its shares are changing hands at about $4.25. They have been as high as $52.25 and as low as $1 during the past 13 years. A recovery in earnings, according to most analysts, is still 2 years away."
Late this month (Oct. 20-22) the Nat'l Carousel Roundtable will hold a conference at Sandwich, Mass., the home of a Looff merry-go-round. In addition to visiting local carousels, the group will hold discussions and talks about the preservation and restoration of old carousels, with hopes of setting up a national organization.

The conference schedule includes:

Oct. 20 - Saturday
9 a.m. - Registration
10 a.m. - Open Meeting
11:30 a.m. - Luncheon
1:30 p.m. - "Kaleidoscope View of Carousels - B. Charles"

Oct. 21 - Sunday
10:00 a.m. - Meeting of Committees
11:00 a.m. - Seminar "Identification"
12:30 a.m. - Luncheon
1:30 p.m. - Seminar - Restoration
3:00 p.m. - Workshops - Band Organ, New Construction, Care and Feeding Collections Show and Tell.
4:30 p.m. - Closing Session
6:00 p.m. - Cocktails and dinner

Oct. 22 - Monday
Boat trip to Martha's Vineyard, Motor trip to Crescent Park, etc.*

**ROUTES**

*Holiday on Ice*
Oct. 2-7 Greensboro, N.C.

*Ice Capades*
Oct. 4-7 Fort Worth, Texas

*Ice Classic*
Oct. 3-6 Durham, NC

*Renaissance Fair*
Oct. 5-8 Novato, Ca.

*Rex Humbard(Evangel't)*
Oct. 1 Winnipeg, Can
2 Calgary
3 Edmonton
4 Saskatchewan
5 Regina

*Ventura County Fair*
Oct. 3-7 Ventura, Ca

*Maui County Fair*
Oct. 4-7 Maui, Haw.

*The District Fair*
Oct. 4-14 Fresno, Ca.

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ROBERT A. MILLS' BAND with the Walter L. Main Circus. Standing: E. H. Cruzard; Robert A. Mills, leader; E. J. Ewing, Tom Trevette, Austin Burke, Al Fuller. Seated: George W. Craven, Dave Rowland, Everett Stradley, Carl Johnson, Vance Kinter, Herman Roehnisch.
The Strik Family, bicycle riders with Cole Bros. Circus of 1908. At the top is E. Strik, owner/manager and Baby Ruth. Standing are May, Viola and Irene. Seated is Cliff and Ted.

YEARS AGO


The show arrived here late after playing at Kingston, N.Y., and as a result cancelled their parade. The matinee started at 4 p.m. while the evening show got underway at 8 p.m. Good crowds were on hand for both performances.

They were only just getting the big top up at 1 p.m. and all of the wagons hadn't yet come from the train.

The circus was set up on Elm St. playground, and the horse tops were all on another lot nearby.

The giraffes require special wagons to carry them. They were all made for this purpose.

It started to rain just before the night show so this slowed all the work down. In fact as it grew later the rain came down harder.

Loading got started about 6 p.m. and the big top was down about midnight. Two big electric light plants kept the lot as lighted as if it were daytime.

The first section was loaded and on its way about 11 p.m. The other section wasn't loaded until after day break and all the wagons were lined up along the street, all the way from the lot to the train.

They finally left sometime early in the morning for Boston.
A hard-hitting, plain talking five part story recently appeared in the Bloomington, Ill., newspaper. Written by James Keeran, the series described the life of a working man with the Beatty-Cole circus – where the work never stops and there is no glamour.

Keeran joined the circus about a week before the show came into Bloomington to get his story. He ended up as a $25 a week prop hand, and found he was exhausted before the first day was over, yet had to work on until everything was ready to roll for the next town. You had to conserve energy, he wrote, for you found yourself doing things at a run that you wouldn't normally have done at a walk.

The workmen are dirty, only a few make any effort to be clean, he said. Often they drink themselves to sleep at night, or lay awake in their bunks as the show trucks are bounced down the road to another town. These are the men who keep the show going, he says, yet aren't even spoken to by the performers.

Some of the men are lazy, and others do extra jobs for the added money. Some are cruel and profane, ordering and beating their crews into submission. But they all have just one objective -- get the show up, keep it moving, and get it down and loaded.

It's a nice five part story and makes a fine addition to any collection of circus material.