POOR DOCUMENT

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THE EVENING TIMES AND STAR, ST. JOHN, N B., TUESDAY, NOVEMBER 4, 1919

THE RINGLINGS Interesting Facts About Circuses Past and Present

THE LAST OF

(Toronto Mail and Empire.) Some of our good newspaper friends on the other side of the line resented a the general effect that being next tor to the United States had all the lvantages and disadvantages of living ext door to a circus. To prove that we bink the advantages far outweigh the disadvantages let us direct our minds to circuses this morning, speaking from the text supplied by the death of Alfred T. Ringling. He was not old in years, but as a veteran in achievement, for un lly he and his brothers were the reatest circus men of the present gen-ration. There were seven of them who ongaged in the circus business. They ought up and absorbed Barnum's and orepaugh's, and today it is pfobable hat the circus that is left to the only urviving brothers, John and Charles, de-erves more than any competing organ-tation all the superlatives that Barnum uvented forty years ago to apprise the ublic of the merits of his attractions. 'he Ringlings' success in the circus busi-ess was probably unequalled, and can test circus men of the present gen hess was probably unequaled, and cau unyone point to such another great busi-bess that was built up by seven broth-ers? We believe that if the seven Ring-ings had chosen to exhibit themselves they would have drawn larger crowds then any of the competing attractions. an any of the competing attractions. Barnum, the Showman.

Barnum, the convention Barnum, of course, will be remem-red as the greatest showman in his-ry, and as the author of some epi-ams, the choicest of which "There's a cker born every minute" was not his all but the contribution to literature at all but the contribution to literature of a man known as "Hungry Joe." But Barnum was not originally a circus nan. He was a speculator, and before ne became a showman had quite a rec-ord of ups and downs in other busi-nesses. He went into the show business out because it promised to make him a ortune, and the promise was well ful-lled. The Ringlings went into the cir-cus business because they were circus are. Each of the seven had had circus xperience in various departments be-ore they joined forces in an organiza-ion. It is said that they were circus are form their youth up, and that their rst performance given to other boys

Many users of "ROYAL CORD" TIRES feel there is some magic in these tires that makes them roll along for thousands of miles more than fabric tires; they do not understand the radical difference about the construction of "ROYAL CORD".

Why Royal Cord?

In the so-called fabric tires, the carcass is made up of layers of cross woven fabric. When these tires go into action, the crossed threads see-saw against each other causing frictional heat, the worst enemy of long life for a tire; and second, causing the tires to wear out where they touch each other.

"ROYAL CORD" construction does away with the cross threads. "ROYAL CORD" TIRES are built, one layer after another, of cords. In each layer, the cords lay side by side and run in the same direction. Each cord is thoroughly impregnated with rubber and insulated with rubber, so there is no direct contact of any one cord with any other cord.

first performance given to other boys demanded only pins as admission. It is on record that they began by trading a skiff, of which they had tired, for a pony, and it was this pony and the kin-dergarten tricks they taught him com-prised their first capital. Soon' they had improved enough to ask for coppers in-stead of pins, and from that day, as the saying goes, they never looked back. The Country Circus.

The Country Circus. There are circuses today, scores of them, traveling over the United States and Canada which are never beard of in the large cities. They work through the country and the small towns mak-ing profits for their owners and afford-ing a living for an army of clowns and other performers who lack that shade of "class" that would entitle them to engagements at the great hippodromes, r as it often happens, young men who 1 one day appear "before all the whed heads of Europe," although a n ghty small tent would accommodate all those crowned heads nowadays. The Ringlings had one of these country cir-cuses long before they were heard of in the great cities. In the '80's they had what is called a wagon show, and as it happened there was then a war rag-ing among the great circuses the Ring-lings profited by their tremendous ad-vertising campaigns and steadily pros-pered. The time came when they were able to leave the middle west where they had grown and thrived and invade the east where the "big money" is sup-posed to be and by that time they were quite capable of meeting the giants of the industry on equal terms. A Team in the Family. Luded they had advantage A Team in the Family.

A Team in the Family. A Team in the Family. Indeed, they had no small adyantage. In the first place there were seven of them, and every one was an experienced circus man, beside being shrewd, enter-prising and energetic. What other cir-cus proprietors had to employ other men to do for them, as one newspaper biographer remarks, the Ringlings were able to do for themselves. Each one had a department in which he was quite as expert as was the highest paid em-ploye of any rival concern. They work-d together in perfect harmony, and probably there was less grafting and waste in the Ringling enterprises than in any other great circus of their time. In the days when the competition was keenest they made money, but it is not so sure that all their competitions did So it came about in the course of years as almost inevitable that one circus should absorb the others, and those who had watched the progress of the Ring-lings were never in doubt which would be the eventual absorber and which the absorbed. Thus it is that the names of Barnum and Forepaugh-Sells, the intur-agin a combination of two important enterprises, survive only in smaller type upon the billboards while that of the Ringlings overshadows them. **Great Talents Required.** Great Talents Required.

Great Talents Required. Few people pause to think of the tre-mendous amount of business ability that is required to make a circus a success. For organization skill probably, it can ueach a lesson to even the railroads or the hotels, perhaps the most highly or-ganized of businesses. Bad weather can almost ruin a circus. The performers, like other public stars, are a rather high strung lot, and great tact is necessary in dealing with them. A few accidents may mar a season's work. The adver-

Each layer is placed at such an angle that when all are welded together in the vulcanizer, they make a solid piece which it is impossible to pull or twist apart.

"ROYAL CORD" TIRES require an average of 5 pounds less air pressure than fabric tires. This lower pressure makes them softer and much more comfortable to ride on. They are practically non-skid-they prevent sideslipping-are equally desirable for all four wheels; and experience shows that they are the most economical tires you can use.

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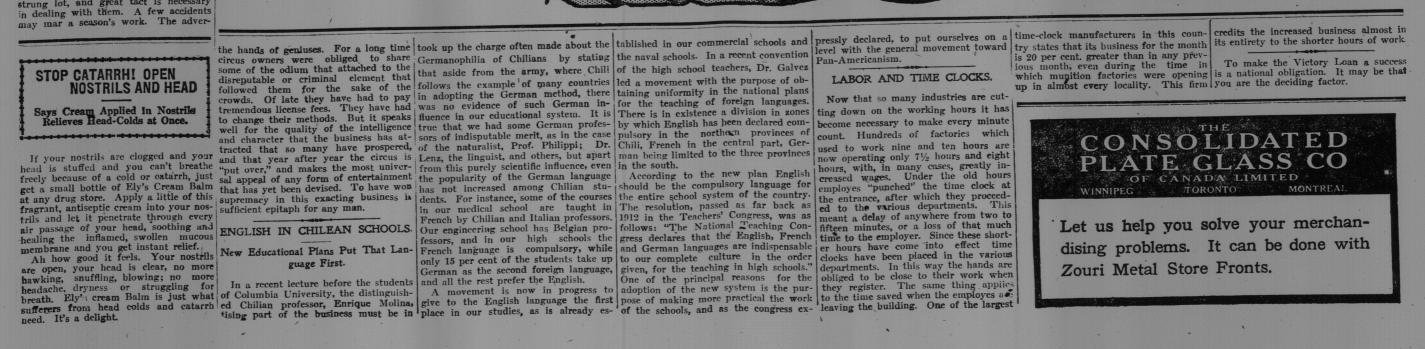
DOMINION TIRES and ACCESSORIES are distributed through DOMINION RUBBER SYSTEM BRANCHES and sold by the Best Dealers throughout Canada.

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