

1949

# Shrine Circus

DAMASCUS TEMPLE  
OFFICIAL  
PROGRAM  
**25¢**

NEW  
YORK  
STATE  
ARMORY



**NOV. 14 to 19** MONDAY *thru* SATURDAY

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## *The* MYSTIC SHRINE

The inception of any great movement is more or less shrouded in mystery, especially one emanating over 75 years ago, and the Ancient Arabic Order of the Nobles of the Mystic Shrine for North America is no exception to the general rule.

Such history as is extant regarding the start of the Mystic Shrine in North America, relates that one William J. Florence, a United States citizen, in his travels among the nations of the Eastern Hemisphere about the year 1870, was introduced into the order, and on his return to the United States was instrumental in establishing Mecca Temple in New York City.

The Mystic Shrine has at this date over 160 Temples, with a total membership of about 600,000.

The origin of an order which has brought so much cheerfulness to the hearts of men is the least thing that need concern anyone.

The purpose of the order is to promulgate the principles of Toleration, Charity, Benevolence and unselfish Friendship, and its members find within the walls of their Temples, as well as without in the world, that solace in companionship which tends to make better and broader men of them.

To make operative the principles and the purposes of the Shrine in lightening the burdens of mankind is the pleasant duty of every member.

The achievements of the Shrine during its brief existence have been many and various. Humanitarian pursuits are continuous throughout the realm of Shrinedom, and publication of the same is not fostered.

Damascus Temple was founded in Rochester, New York, October 21, 1874, and chartered June 7, 1876.



★

**Thrilled . . .**

**at the**

**Monday**

**Matinee!**

★

**T**HIS STRIKING PHOTOGRAPH (which achieved national prominence after it had been snapped at our Shrine Circus of 1948) gives a graphic definition of the reasons that make "Monday Matinee" the most thrilling performance of the week in the minds of many.

★ It's a THRILL for the children and the old folks who attend. It's a thrill for the sponsors. It's a thrill for the committee.

★ "MONDAY MATINEE" is dedicated to underprivileged and crippled children, and groups of older folks from Rochester and vicinity schools, homes and institutions. The full capacity of 3843 seats is underwritten by the CIRCUS DADDIES COMMITTEE, from contributions subscribed by the Nobility and other benevolent individual and commercial sponsors. For several years George C. Lennox has been chairman of this diligent, efficient committee whose work brings joy to thousands. We gratefully acknowledge their splendid efforts.

★ IN A LARGER SENSE, your special attention is directed to our great fraternal charity, the Shriners' Hospitals for Crippled Children, open to worthy applicants, regardless of race, creed or color, whose parents or guardians are unable to pay for hospital service. All Shriners are invited to recommend particular boys or girls for application.

★ IN BRINGING THE SHRINE CIRCUS, Damascus Temple feels that it is presenting the very finest entertainment of its kind. We welcome you to this performance with confidence that it will more than fulfill all of your expectations.

★ WE ACKNOWLEDGE with deepest gratitude the generous support extended to us by the people of Rochester and surrounding communities, the newspapers, the radio, the Nobility, Units and Committees, and all others whose efforts and services have combined to make the 1949 Circus project a success. We are sincerely grateful to you all.

*Past Potentate, ELMER RAITHEL*

*Chairman*

### SHRINE CIRCUS COMMITTEE

GORDON H. WHITE  
WM. G. STAUDENMAIER  
JOHN W. FOTCH  
DR. WARD L. EKAS  
GEORGE C. LENNOX  
CARL LUNDGREN

C. C. HALL  
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*Oriental Guide*



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Equestrian Director A. E. "JACK" KLEIN

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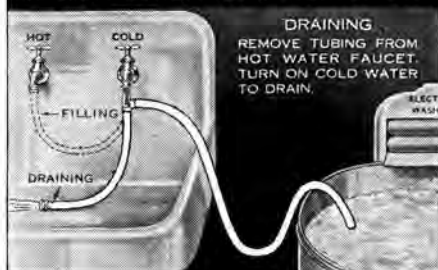
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DISPLAY NO. }

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Meet "Tiff" she'll be happy to  
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Served from 9 P. M. to Midnight

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**"Dacro-Protected"**

Milk + Cream + Cottage Cheese + Buttermilk  
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For Your Pleasure . . . 5c**

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**Westinghouse  
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All new models  
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**DISPLAY NO.**

**3**

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An entirely new trained animal tableau

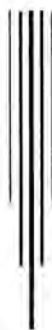
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Nearly all on the list of Damascus circus performers have inherited their strength and skill. They have been literally born to the arena, and some of them represent the third and fourth generations of circus families.

The training of the children begins at their birth, and in the vast majority of cases there is the powerful effect of heredity, which exercises an influence on the child, and helps it to overcome obstacles that would seem well-nigh impossible to others. The chief effort is to create courage and daring, and to develop these qualities, where they already exist. The lungs are expanded by daily exercise, and the muscles are hardened and developed by daily athletic work. And every afternoon, after the matinee, they attend the circus school and recite their lessons.

*Compliments*

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TEA**

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A WEEK!  
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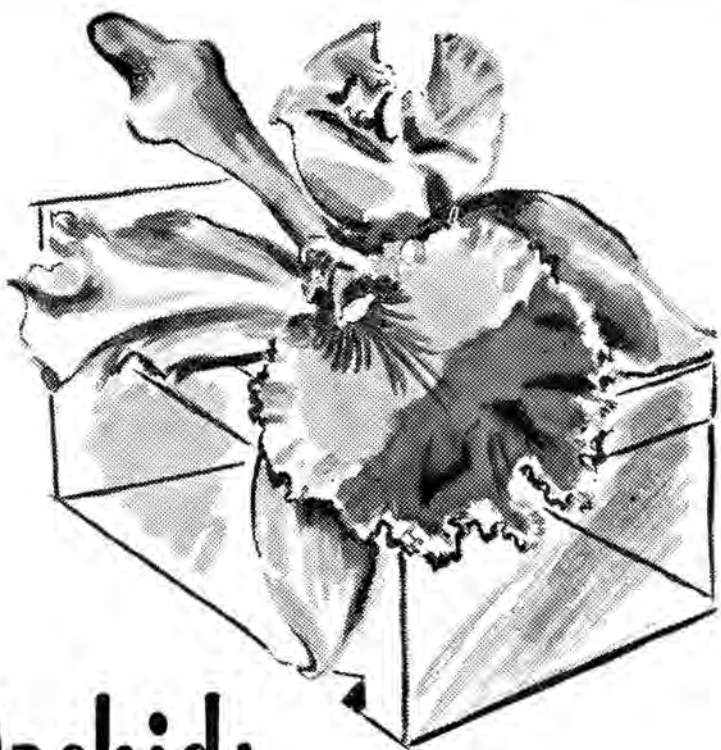
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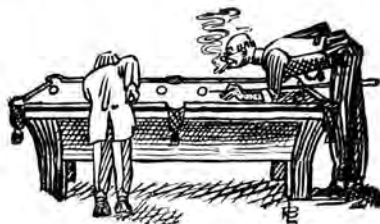


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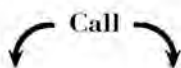
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# ARGOT

For the past couple of weeks it has been our pleasant duty to run through a packet of books and articles, dealing with the history and traditions of the American circus.

A hilarious adventure it proved, too, and the trumpeting of elephants is still in our ears, but we confine ourselves here to a few notes on the King's English as understood and employed in that profession. Words being the tools of advertising, one can never have too colorful an assortment on tap, and the circus has invented several honeys.

The big tent, for instance, is called the rag. To strike the tent for moving is to slough. The men who load and unload are razorbacks. The stake drivers are the hammer gang. Circus managers are gaffers. The ringmaster is always referred to, of course, as the equestrian director. The grand entry is a spec. Towners who throng the grounds to see what they can see gratis are lot lice. Customers are towners, gillies, yaps, rubes or suckers. All circus folk are troupers.

The dressing tent is the pad room. The clown's dressing tent is clown alley. The manager's quarters are the white wagon. A hamburger stand, aptly enough, is a grease joint. Circus programs are bibles. Toy balloons are bladders. Tickets are duckets. Circuses drawn from town to town by horses are mud shows.

Mencken's observation that most picturesque argot is invented by wits, is born out by many other terms. Zebras are convicts. Baby elephants are punks. The pachyderms themselves are bulls or rubber mules. Tattooed men are picture galleries. A novice clown is a First-of-May. The second season clown is a Johnny-Come-Lately. All other buffons are Joeys or white-faces. Acrobats are kinkers.

Then came the meaner and misdemeanor terms of other and headier days: A griffer was a pickpocket, a crooked gambler or a confidence man. Refunding money to a bunkoed townner was called squaring the beef. Trick powder for making pink lemonade was flookum—perhaps the fore-father of hokum. Shortchanging was cutting the strawberry shortcake. Bouncers were—still are—pretty boys. To swindle was to knife. And the fellow with the concession to raid neighborhood clotheslines was a monday-man.

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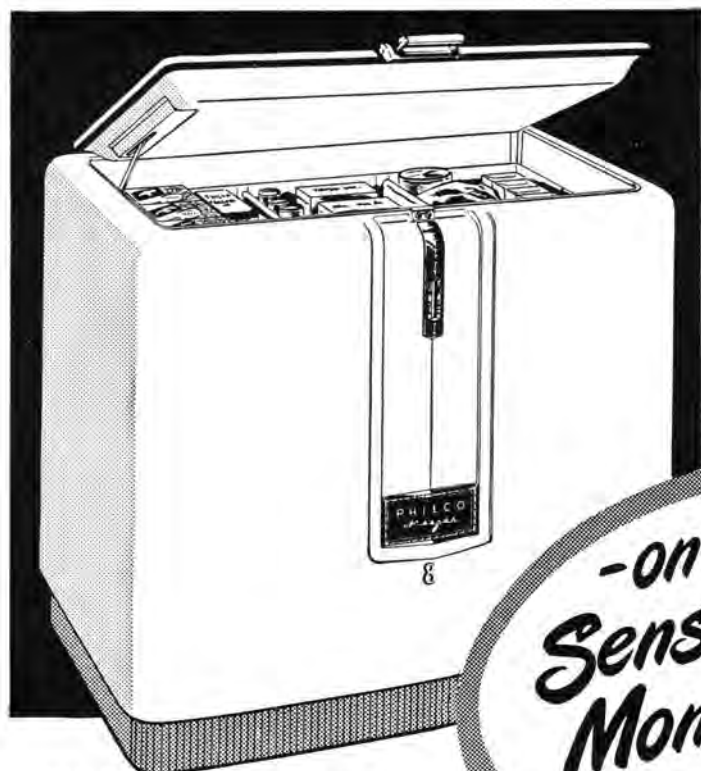
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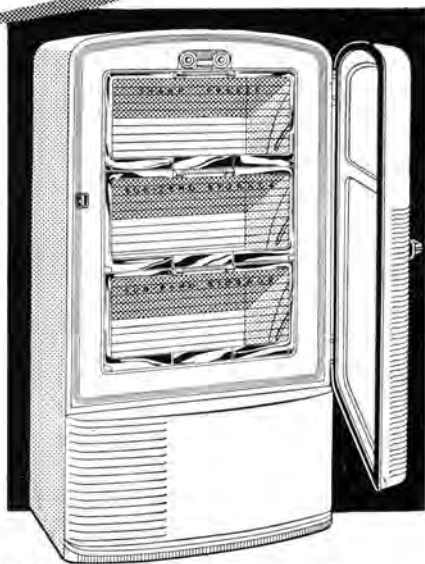
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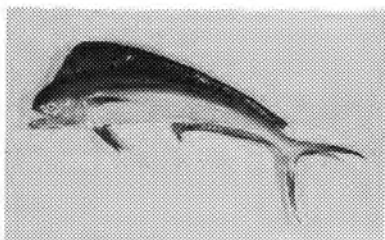


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And that gratitude is a priceless reward. It is your reward for giving back to some crippled child his human right to an equal chance in the race of life.

*When and where was the first hospital opened?* Shreveport, La., September 16, 1922.

*How many hospitals today?* Sixteen . . . representing an investment of over \$10,000,000.

*How many children cured and/or materially helped?* Approximately 35,000.

*Who is eligible for admittance?* Children under 14, of parents unable to pay for treatment—regardless of race, color or religion.

*What is the average stay in hospital per patient?* Approximately 120 days.

*How do you admit a child?* A Shriner by securing an application from the Recorder of his Temple.

*What is the complete operating cost per year?* Approximately \$1,000,000 for operating fifteen hospitals.

*The average cost per patient?* \$286.86. *How much has been spent to date?* \$31,000,000.

*Where did the money come from?* Shriners' dues of \$2.00 annually, income from \$60.00 permanent and voluntary contributing memberships, contributions from sympathetic friends and income from endowments and bequests.

***This Page Contributed by Shriners and Friends of Shriners***





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