

A FULL MILE IN LENGTH OF
GLITTERING, PROCESSIONAL SPECTACLE.

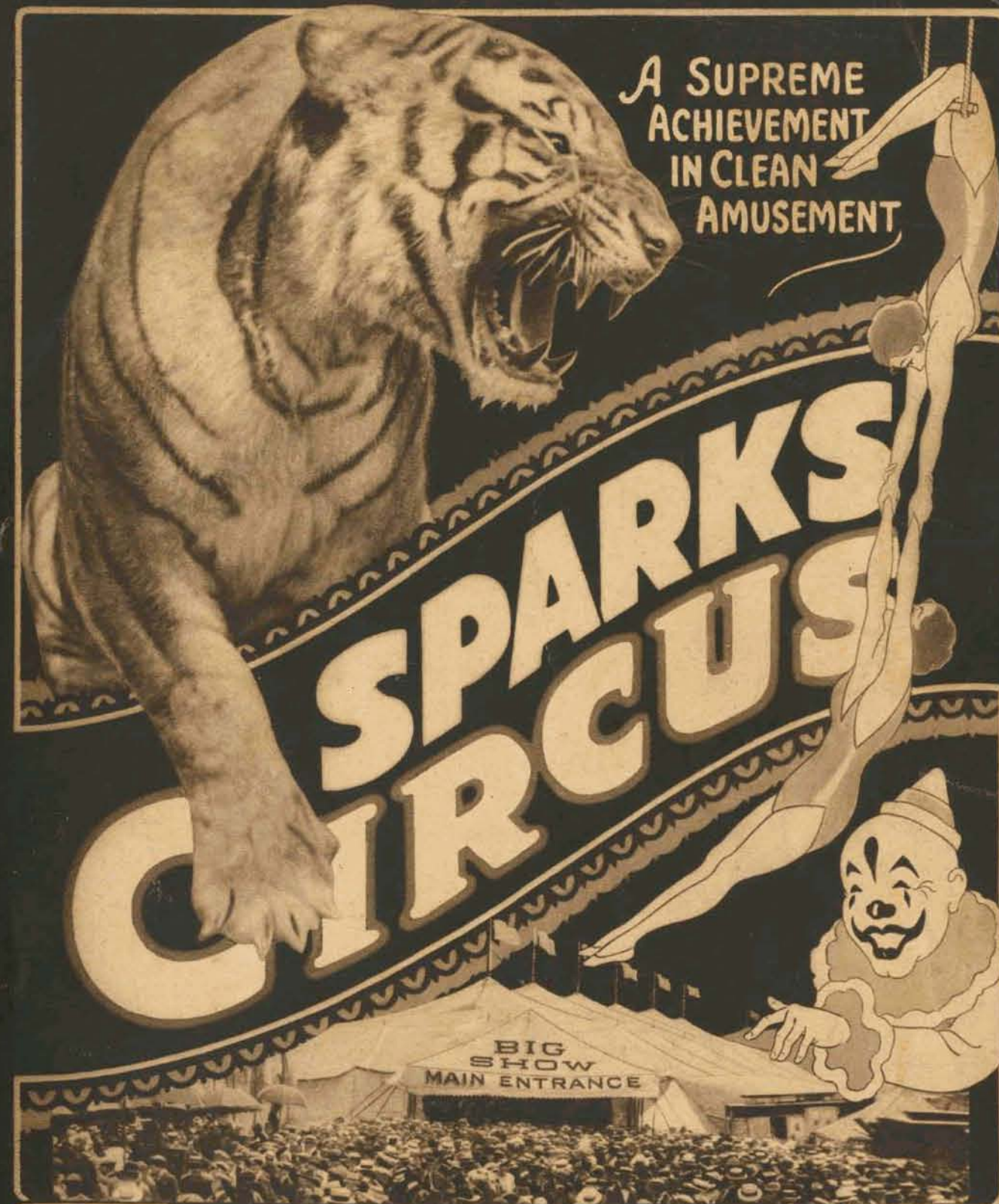
BEAUTIFUL HORSES,
GORGEOUS COSTUMES,
PRETTY LADIES.

THREE BRASS BANDS,
TWO STEAM CALIOPES,
MUSICAL VEHICLES GALORE

MANY OPEN DENS OF FEROCIOUS
WILD ANIMALS.

AN EXCITING SPECTACLE
MORE GLORIOUS THAN ANY CONJURED SCENE
FROM "ALLADIN'S WONDERFUL LAMP."
MORE BEAUTIFUL THAN ANY ENCHANTMENT OF FAIRYLAND.
A SIGHT WORTH GOING MANY MILES TO SEE.

THE GRAND FREE STREET PARADE OF THE SPARKS CIRCUS IS A DAILY FEATURE AT 11:00 A.M. RAIN OR SHINE



A SUPREME
ACHIEVEMENT
IN CLEAN
AMUSEMENT

GORGEOUS
FREE
STREET
PARADE
AT
11:00 A.M.
DAILY~
RAIN OR SHINE

EVER GROWING LARGER IN SIZE, HIGHER IN MERIT
AND STRONGER IN THE PUBLIC'S CONFIDENCE

TWO
COMPLETE
PERFORMANCES
DAILY!
at 2 and 8 P.M.
DOORS OPEN ONE
HOUR EARLIER
FOR RECEPTION
OF PUBLIC IN
MENAGERIE DEPT.

1923



To Our Prospective Patrons

IN PRESENTING YOU THIS BOOKLET, announcing the coming of Sparks Circus to your community in the very near future, it is with great pride and pleasure, as well as truthfulness, that I make the following statement and guarantee, viz: That it is by far the best, largest and most sensational circus performance ever inaugurated under the Sparks banner. Having its humble beginning on a few wagons almost a half century ago, it now requires two long railway trains of double length steel cars for its transportation.

The entire circus equipment—trains, wagons, tents, paraphernalia, costumes and wardrobe, are all new this year. The horses and wild animals of all species and kinds have undergone the most rigid inspection, and only those in the very pink of physical condition have been retained. Every detail and item not measuring up to the highest standard has been discarded, to make room for only the best obtainable. These replacements, together with the vast enlargements in all departments, place the Sparks Circus in the very van of all tented amusements.

The program has been recently augmented by several new and stupendous features, notable among which is the newly imported display of trained wild beasts acquired by representatives of this organization in Europe, at tremendous cost. Wild animal experts all over the world unanimously agree that these groups of jungle beasts are the very finest ever subjugated by man. Fabulous salaries have induced many of the world's greatest arenic artists to affix their signatures to Sparks Circus contracts this season. Truly, our sole incentive in assembling this remarkable performance has been to obtain the best, regardless of expense.

Many new ideas have been adopted, both for the convenience and comfort of our patrons. Wherever attaches come in direct contact with the public they have been schooled in courtesy to the last degree, and the slightest complaint of their being

discourteous results in their immediate dismissal. Comfortable rest rooms (tents) have been provided for ladies and children, where an experienced maid will be in attendance at all times. Arrangements will be made in each city where the circus exhibits for the sale of tickets at one of the leading downtown stores, thus enabling the public to escape the throngs of waiting people at the ticket wagons, and purchase tickets at the same price as charged at the circus grounds.

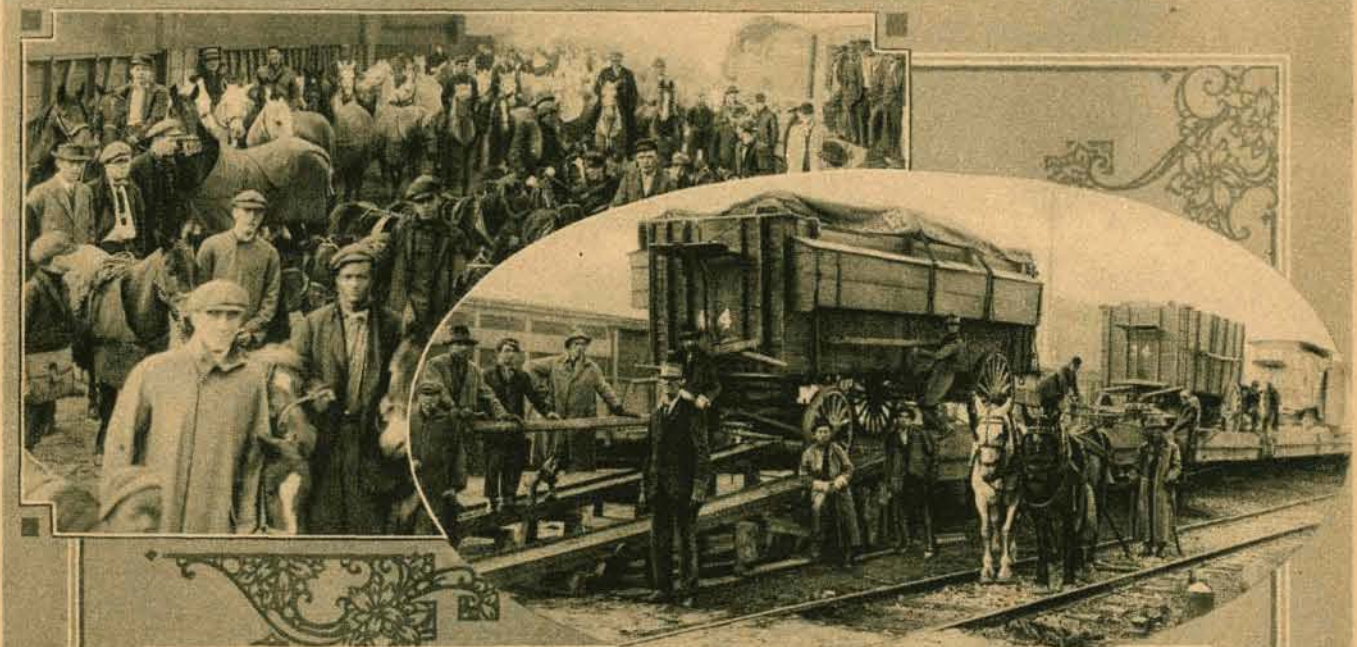
To those who prefer to attend the night performance, I will give my personal guarantee that they will see the identical performance that is exhibited in the afternoon—not one feature being curtailed or omitted. Our tents are brilliantly lighted with a double system of illumination, including both electric and incandescent gasoline equipment, and these beautiful lights add much to the night performance.

During its long and successful career of catering to the public's entertainment Sparks Circus has won its way to the front by its strictly honorable business methods, together with the fact that it has always truthfully advertised itself. Never has it tolerated any of the swindling schemes or catch-penny games so often evident with other shows.

The Sparks Circus has firmly established itself as a noteworthy institution throughout the entire continent, and its motto from the beginning has been "Quality, Honesty and Cleanliness." We have lived up to this motto during the entire growth of our organization, and this season, while the circus has been greatly enlarged, the three words which formed the foundation on which we grew, will be strictly adhered to.

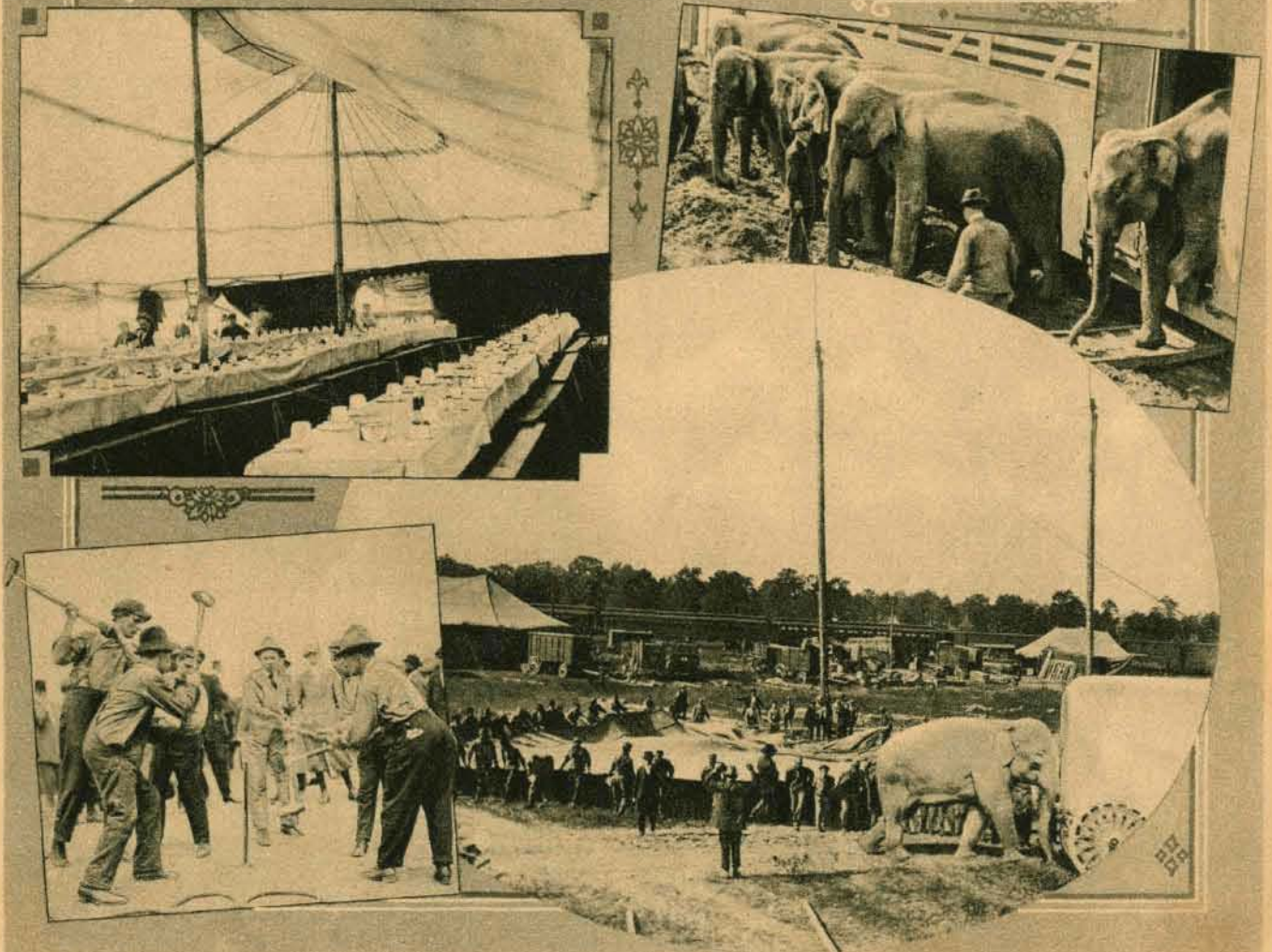
Chas. Sparks
MANAGER.

"The Sparks Circus people were most orderly and well-behaved throughout the entire day."—*Express, Portland, Maine.*



EARLY MORNING SCENES

Following the arrival of the Sparks Circus trains hundreds of horses, elephants, menagerie dens and the entire equipment is rapidly unloaded and on its way to the circus grounds, where a tented city is soon erected. The dining tent is the first in place, where an appetizing breakfast is quickly served to the hundreds of circus people.



The Circus that leaves no bad aftertaste.

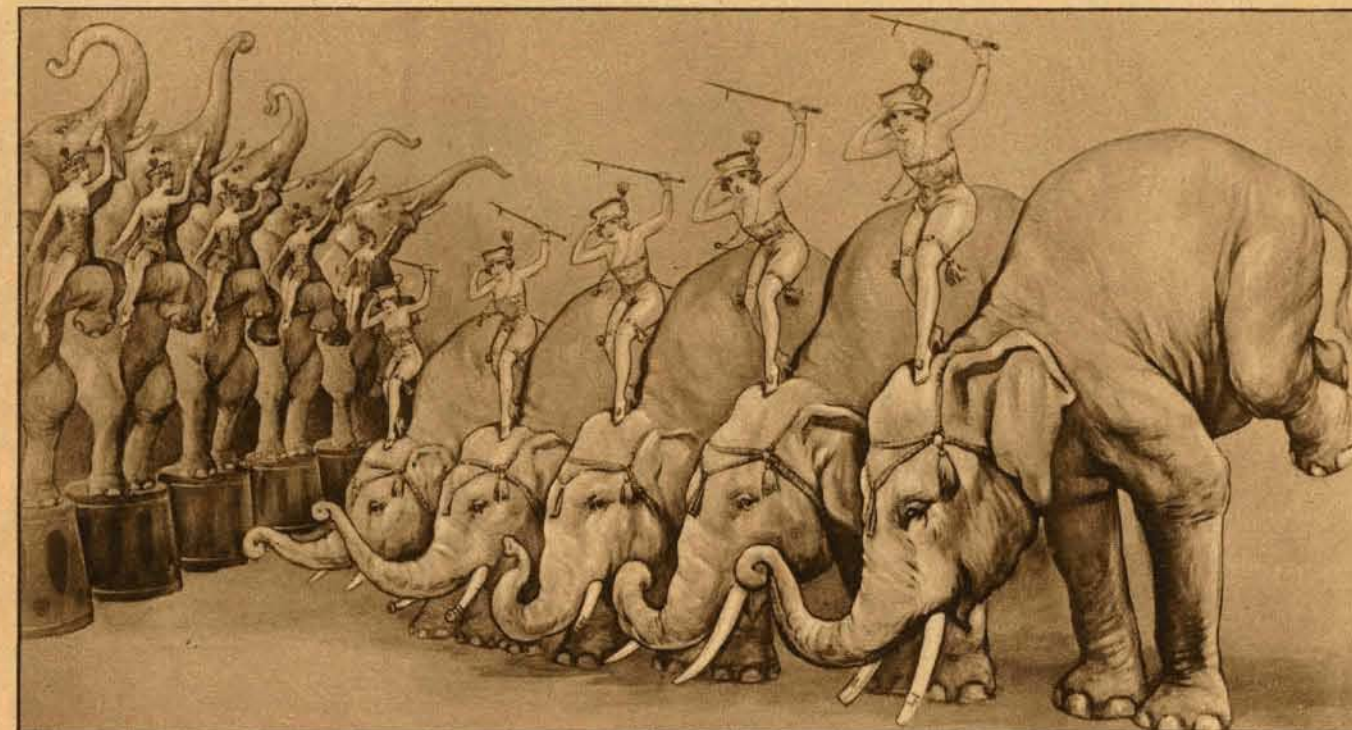
"Altogether the Sparks Circus produced a fine impression in Burlington."—Free Press, Burlington, Vermont.



THE MENAGERIE DEPARTMENT of the Sparks Circus this season is most comprehensive in scope, and fine, healthy specimens of the Wild Animal Kingdom from all sections of the earth are to be seen in this well-selected collection.

The handsome animals attest the care they get.

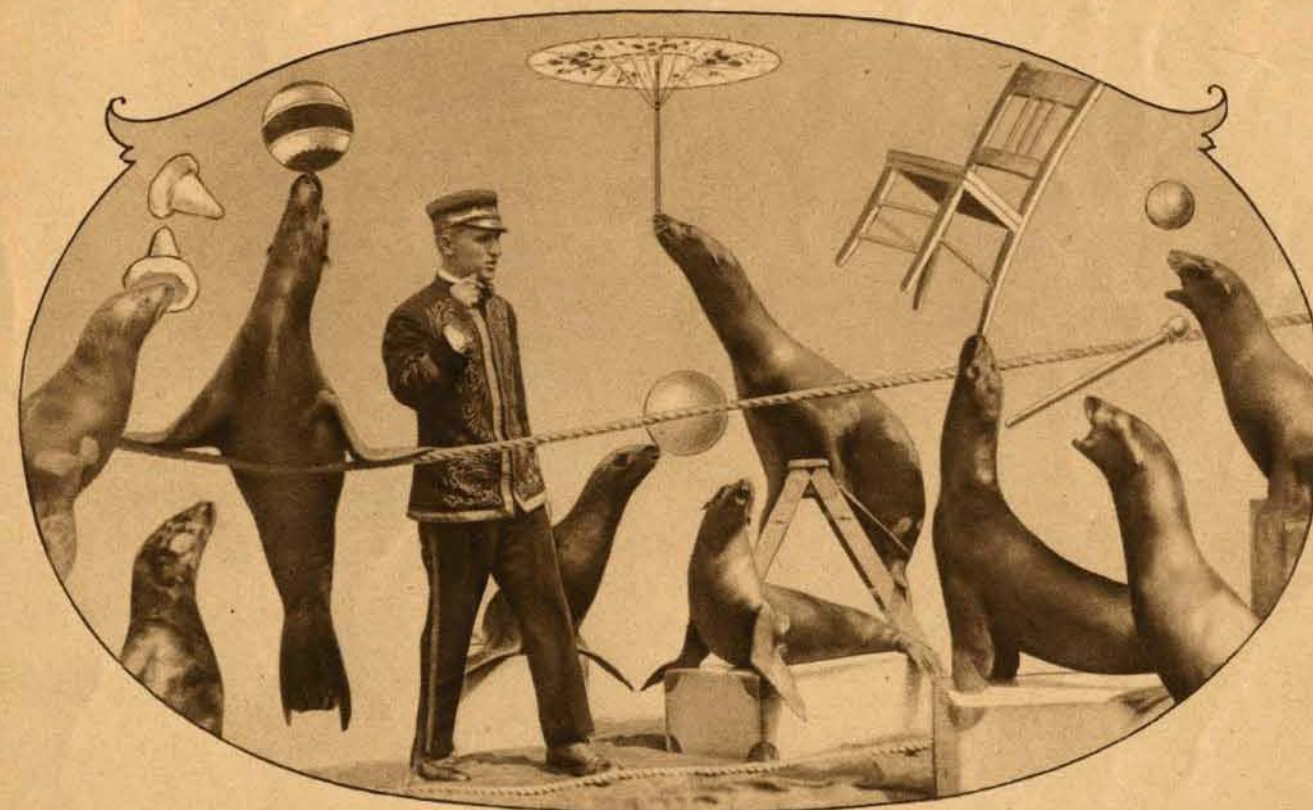
"Every act on the program was good and some of the features were wonderful."—Frank Bowker in Boston Eve. Transcript.



TWO GREAT HERDS OF PERFORMING ELEPHANTS

in many new and surprising feats of a character far superior to all others that have been seen in the past. When presented in New York City last winter they astounded the Metropolis by their almost unconceivable sagacity.

THEIR EQUALS DO NOT EXIST



CAPT. TIEBOR'S EDUCATED SEALS AND SEA LIONS

Performing the most marvelous feats of daring and skill with human-like intelligence. Walking a tight-rope, balancing and juggling brands of fire, umbrellas and balls, while climbing ladders and riding bareback on galloping horses. This wonderful act is the talk of two continents and can only be appreciated after being seen. Cold words and inanimate pictures do not do justice to the accomplishments of these most wonderfully interesting animals.

Almost a half century under same management and ownership.

"The Sparks parade was the most attractive, clean and interesting ever seen here."—*Leader, Corning, N. Y.*



DAINTY JESSICA MARTIN, THE UNQUESTIONED QUEEN OF THE WIRE
A vision of exquisite grace, in a sensational dancing exhibition upon a slender silver thread



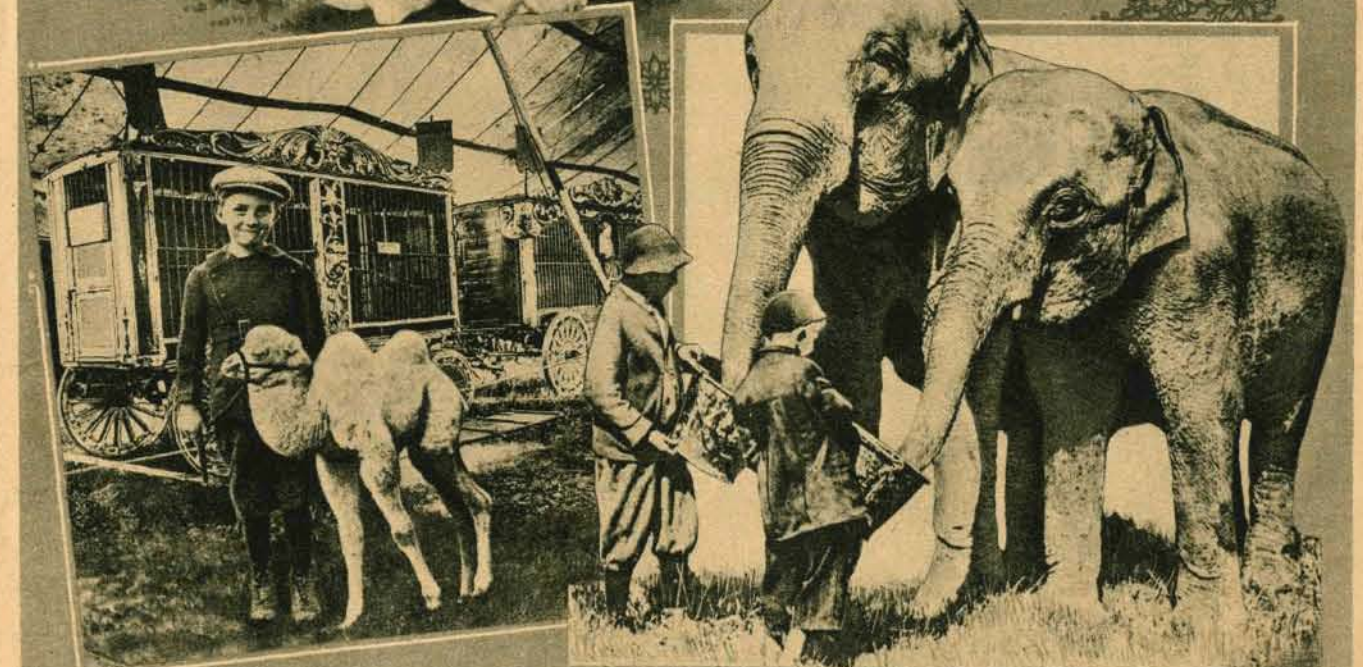
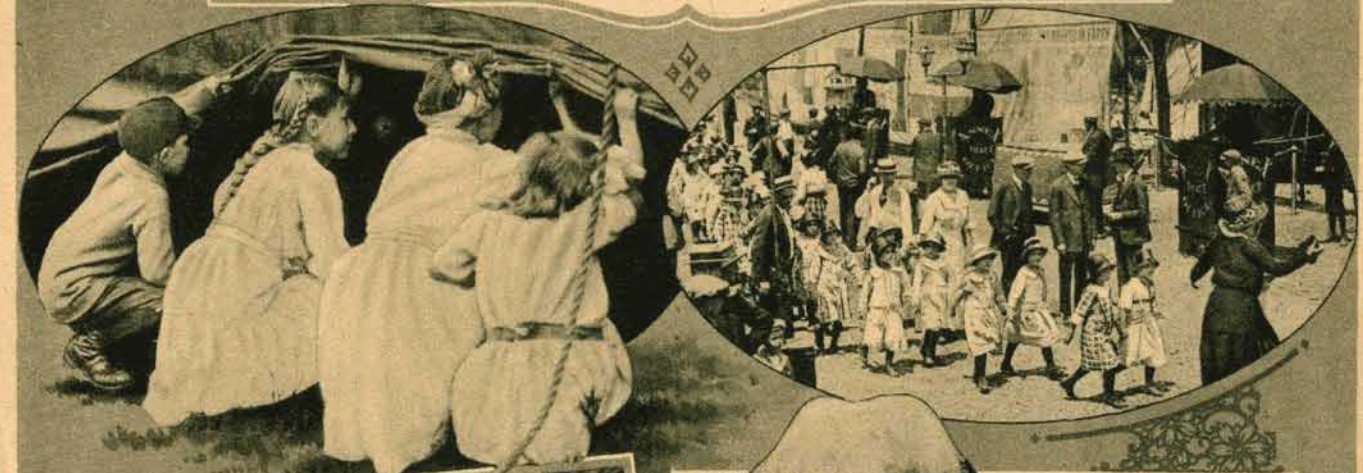
THE FEARLESS FLYING WALTERS
Sensational Aerial Bar Performers in a dumfounding display of daring and comedy at dizzy heights
Sparks Circus motto: "Quality, Honesty and Cleanliness."

"Hosts of clowns with all the newest satires were on hand at all times."—*Star, Wilmington, N. C.*



CIRCUS DAY is as an important event in a child's life as the coming of Santa Claus, and the Sparks Circus particularly adapts itself to the children because of its clean and wholesome atmosphere.

Where have you ever seen the delights and expectancy of children shown more vividly than the photos on this page portray? Take a second look at them.



A Circus that will be delightfully remembered by the Children.

"The Sparks Circus proved a delight and a revelation"—*The Standard, New Bedford, Mass.*



DANGEROUS DENIZENS

Performed by
Europe's Greatest
Wild Animal
Experts



A SENSATIONAL EXHIBITION OF REGAL FOREST-BRED MALE LIONS

fighting their trainers at every performance before they
are reduced to docility, that they may perform the most
wonderful of tricks.



EUROPE'S FINEST GROUP OF SPOTTED LEOPARDS

The most wonderful and perfectly trained specimens ever brought from forest depths
are here displayed for the first time in America

JUNGLE-BRED ROYAL BENGAL TIGERS

Subjugated and trained to perfection's peak
A Brilliant Achievement in the Art of
Advanced Wild Animal Training

Newly Added EUROPEAN WILD ANIMAL CIRCUS

The Most Talented Groups of Ferocious Beasts Ever Assembled

A VERITABLE JUNGLE WONDERLAND ENCIRCLED BY A
SPECIALLY DESIGNED AND DOUBLY RE-ENFORCED

MAMMOTH STEEL ARENA

The Highest Attainments Possible in the Development of the Brute Mind

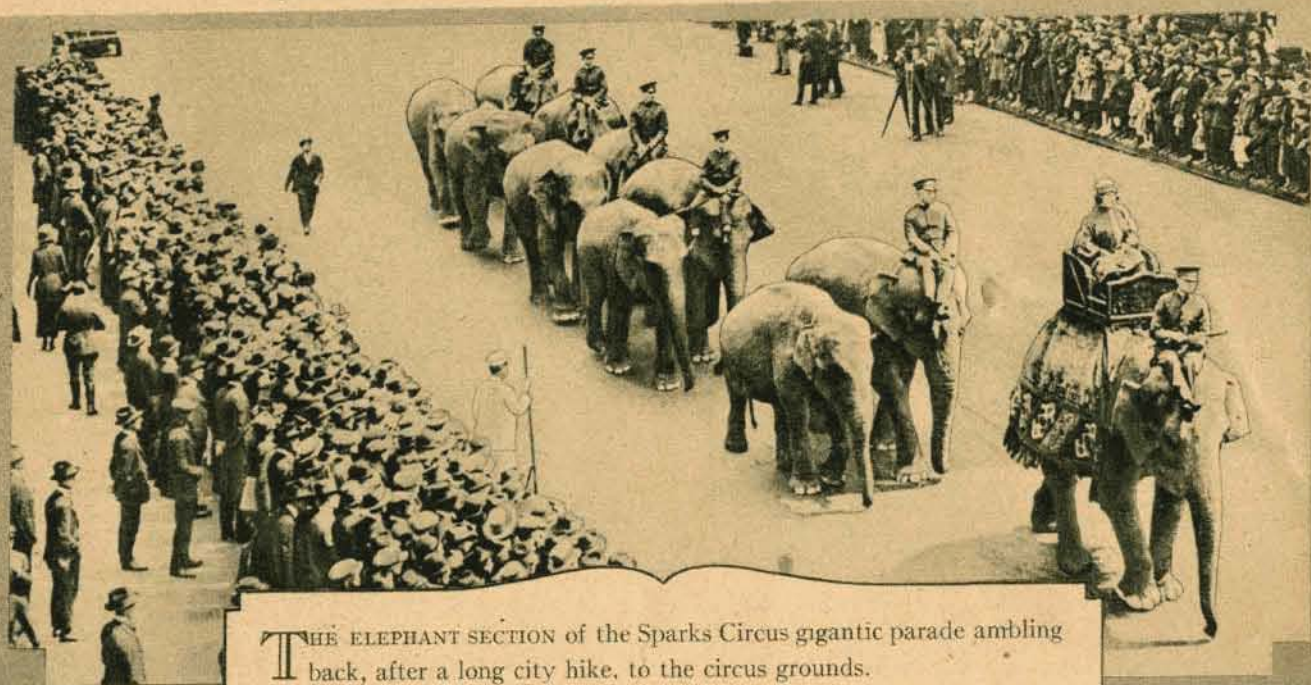
"We've yet to see a better circus than the Sparks show"—*The Herald, Fall River, Mass.*



FEROCIOUS ARCTIC POLAR BEARS, GREAT DANE DOGS and LITTLE
SHETLAND PONIES Performing Together in Perfect Harmony

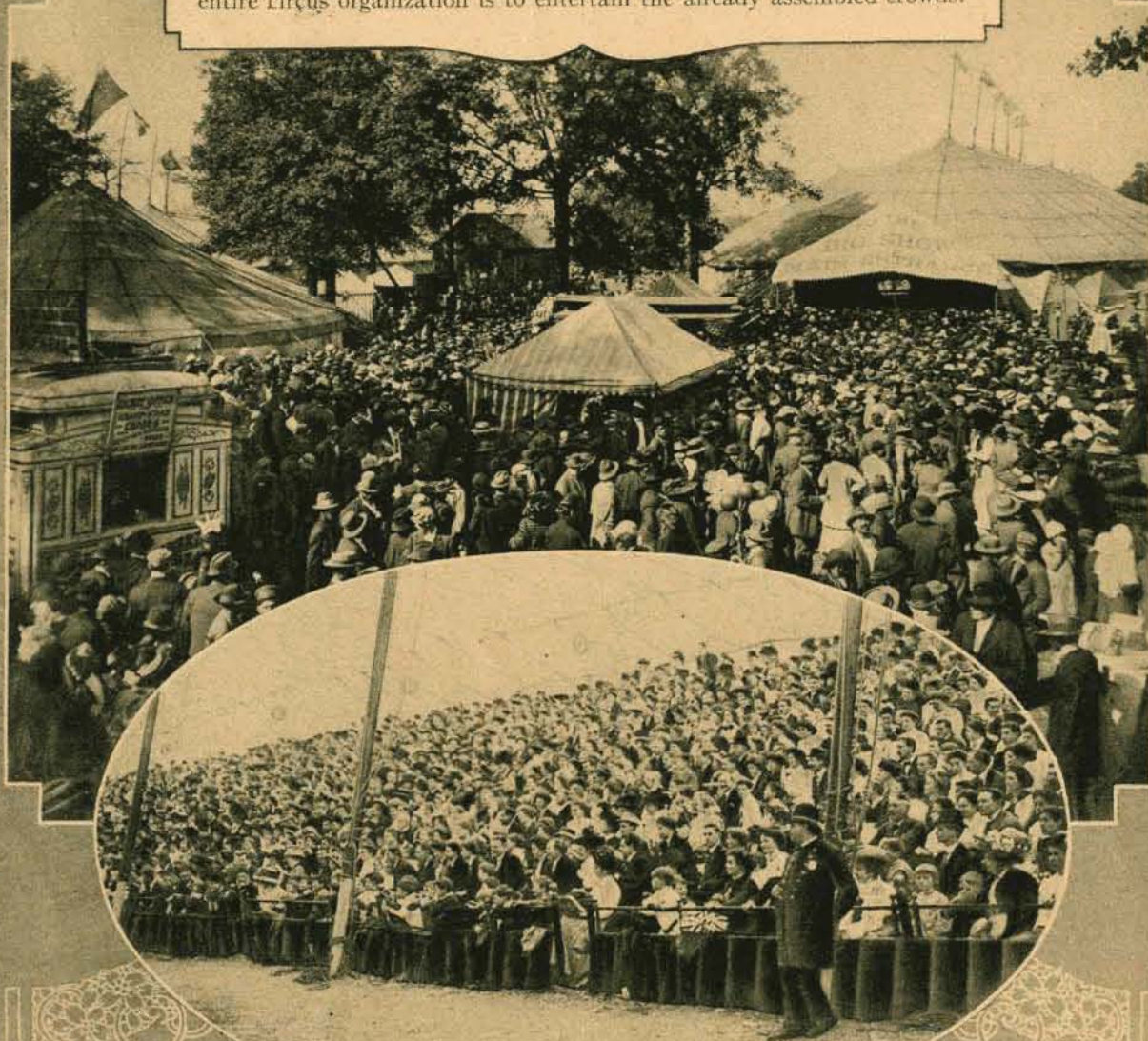
THE GREATEST WILD-
ANIMAL DISPLAY EVER
SEEN ANYWHERE—
AMAZING THOUSANDS
OF SPECTATORS DAILY

"Sparks Circus emphatically made good in Concord."—*Evening Monitor, Concord, N. H.*



THE ELEPHANT SECTION of the Sparks Circus gigantic parade ambling back, after a long city hike, to the circus grounds.

Following the noon-day meal on the lot, the only mission of the entire circus organization is to entertain the already assembled crowds.



Sparks Circus is known and welcomed in every part of the American continent.

"Astonished a rather circus-hardened audience."—*Observer, Raleigh, N. C.*



3SU ARENIC ARTISTS

Gathered from the far-flung Corners of the Earth, and representing almost every nationality. Outstanding among this marvelous collection of artists is the *Wonderful Sir Tahar Troup of Arab Whirlwind Acrobats*. These sons and daughters of the hot Sahara Desert sands present an astounding series of fast acrobatic feats that never fails to arouse the audience to the highest pitch of appreciative enthusiasm.



PROFESSOR BARTLETT'S PERFORMING PIGS

A remarkable demonstration which proves that man's mastery over the brute creation knows no limit. Even the homely barn yard pigs are here shown displaying an unexpected amount of intelligence and perform feats heretofore considered impossible except by the higher order of animals.



"ABIE GOLDSTEIN"

The Clown Cop. Abie is just one of the forty funny fellows. This ex-centric fun maker is loved by all the kiddies and is the innocent cause of many a child missing whole gobs of the circus performance through watching his laugh provoking antics.

Acrobatic stars assembled from all over the civilized world.

"Quite up to what the press agents had promised."—*Evening Banner, Bennington, Vermont.*



The Sparks Circus is noted for its beautiful girls, handsome horses and funny clowns. Please meet on this page just a few of these very interesting people, whose lives are devoted to the one task of entertaining the millions of people who yearly pay a visit to this "masterpiece" of all American Circuses.

An exhibition delightful to all classes of people.

Circus Historical Society, Inc.

"A well-balanced, clean-cut exhibition that lived up to its advertising."—*The Press, Savannah, Ga.*



SINCE the coming of James Poole to this country in 1786, who appeared on Boston Common that year as the very first circus rider to exhibit in America, equestrianism and horses have been the foundation of the circus.

The Sparks Circus Management, in conformity with this principle, has gathered together the world's greatest bare-back stars, both male and female.

The lady riders in particular have attracted wide attention by their daring, grace, youth and beauty, enhanced by magnificent wardrobe.

The Boston Sunday Post of August 14th, 1921, said: "Florenz Ziegfeld, Jr., declares that Louise Royal, with the Sparks Circus, is the most beautiful circus rider in America."

Prettiest ladies and finest horses in the circus world.

"The showing of horses was the best seen in the city in years."—*Georgian, Atlanta, Ga.*

THE SPARKS FAMOUS, HIGH SCHOOL HORSES

The Finest
Array of
Super-Educated
Blue-Blooded,
High-School,
Menage and
Dancing Horses
Ever Exhibited
in America.

These beautiful animals are personally presented under the dim-
of their trainer,

**MISS BOBBY
ANN BROWN**

acknowledged the

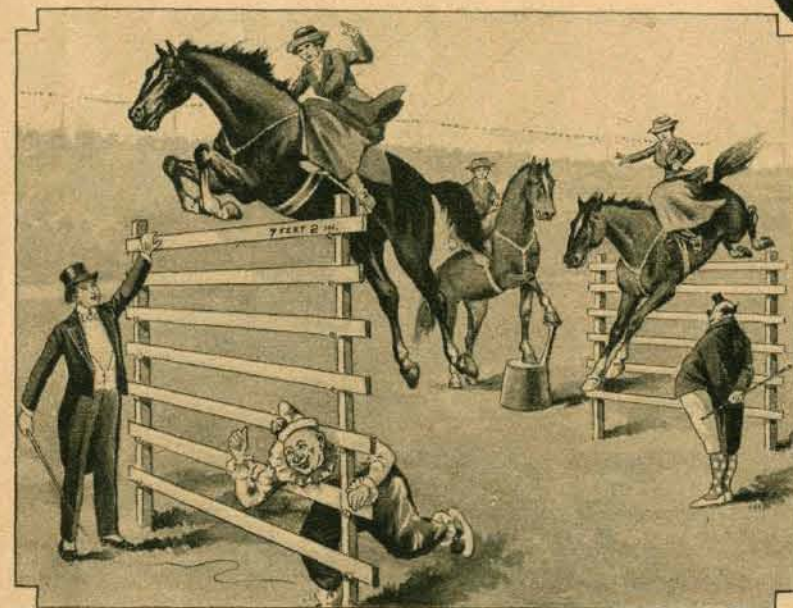
**PREMIER EQUESTRIENNE
OF THE WORLD**

SENSATIONAL

A most realistic
reproduction of this
historical sport in-
troducing the
**'World's
Champion
HIGH-JUMPING
HORSES**
and Packs of
Full-Blooded,
Baying
Fox Hounds.

Whole
Troupes
of Tiny
Prancing
Ponies to
Amuse the
Children

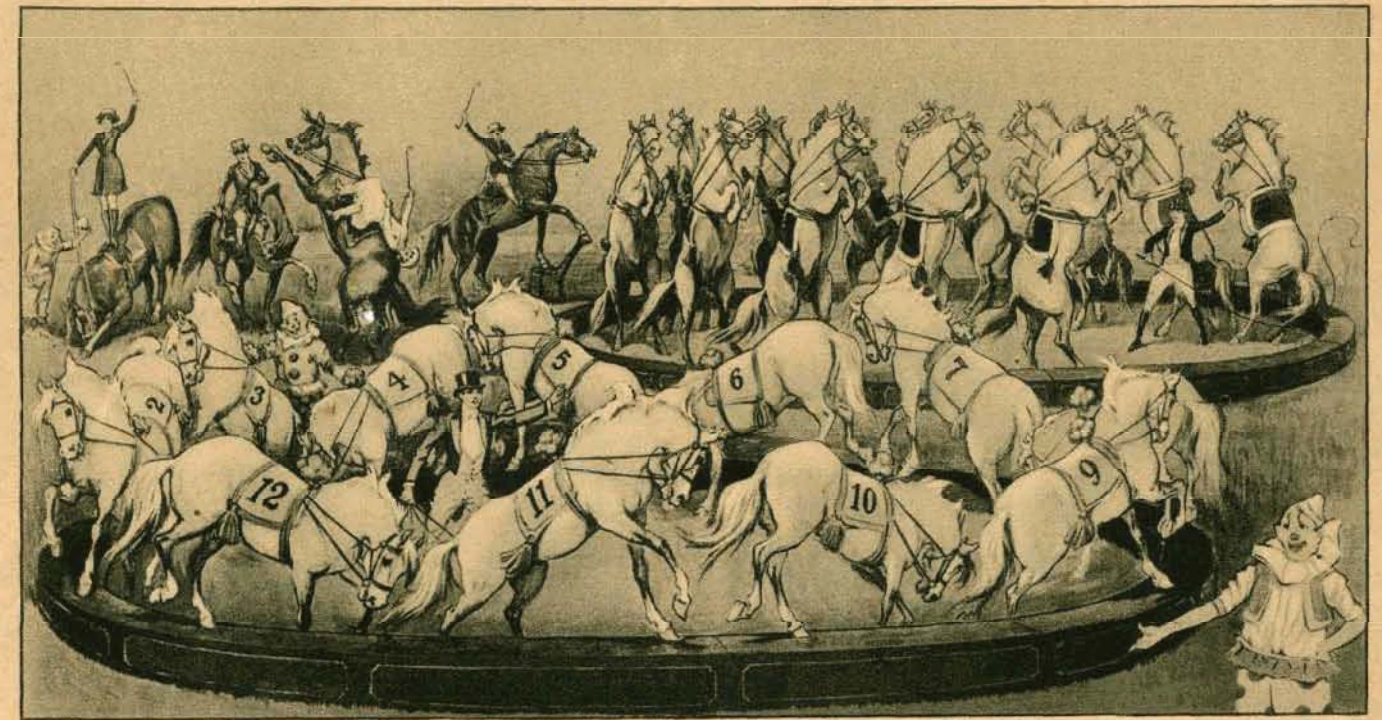
PHOTO
COPYRIGHT BY SPARKS
CIRCUS



SPECIAL NOTE: Lovers of horses the world over have raised the cry: "Perpetuate the Horse" as the automobile has superseded man's most helpful animal servant in the onward march of progression. The Sparks Circus, famous for its splendid thoroughbreds has especially ingratiated itself with admirers of fine horses. This organization presents the finest exhibition of horse flesh ever seen anywhere and perfect specimens of almost every known strain are to be found in the tented stables which shelter its

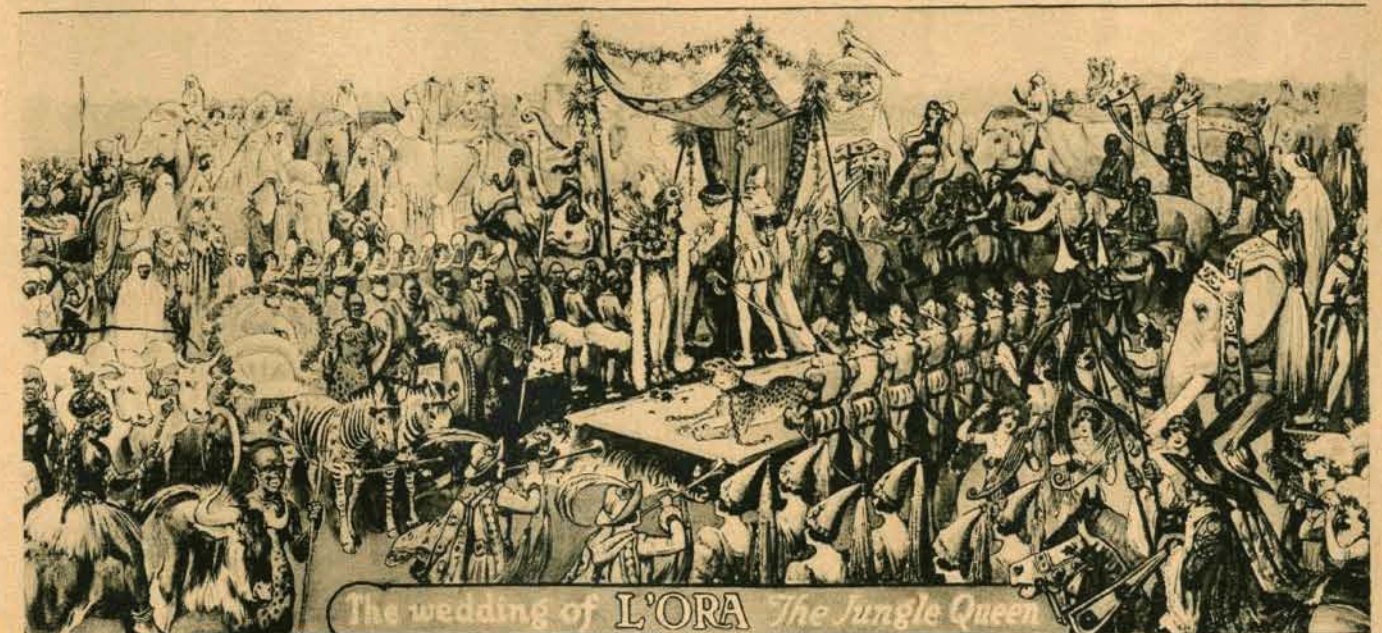
HUNDREDS OF THE WORLD'S MOST BEAUTIFUL HORSES
The Pride of the Tented World

"The opening spectacle was very artistic and pleasing."—*Atlanta Constitution, Atlanta, Ga.*



EUROPEAN TRAINED HORSE SHOW

Newly imported at the greatest financial outlay ever paid for a feature of this nature. Beautiful high-spirited horses in amazing groupings and maneuvers—animals that exercise thought and judgment and conquer mathematical problems with ease. Positively the triumphant attainment of Europe's greatest trainers.



A GORGEOUS ASSEMBLY OF ART AND BEAUTY

A spectacular opening of the Circus performance that is amazing in its lavish display of wardrobe, beautiful women, rare animals and dramatic effect, introducing Mlle. DUVAL, "*The Songbird of the Circus World*," and a chorus of five hundred voices. A most delightful prologue to the wonderful circus performance which immediately follows:

The Sparks Circus Concert Band is an assembly of real artists.

ROTOPRINT GRAVURE CO., N. Y.