

24
A MEMENTO IN PICTURES

COMMEMORATING YOUR VISIT TO THE

1934 WORLD'S FAIR . . . CHICAGO

LIVE
POWER SHOW
of
STANDARD
OIL

DRAMATIZING MORE LIVE—POWER PER GALLON IN.

STANDARD RED CROWN SUPERFUEL.....



• Knowing no fear—possessed of endless patience—Allen King is without superior in teaching and coaching deadly killers of the veldt and the jungle to obey him.

Behind his mastery of the tawny jungle citizenry is a will which has no reverse gear. That is all. One mighty sweep of a feline forepaw could shatter the flimsy cafeteria chair Allen holds before him. There are no bullets in the gun he carries—only blank cartridges. Nor are there bullets in the guns in the hands of his helpers outside the arena.

His is the victory of implacable determination over smooth, rippling animal strength many, many times greater than his own.

Just as the touch of your foot on your accelerator releases Live Power in Standard Red Crown Superfuel greater—thousands of times greater—than anything in the animal kingdom.

Allen began his career as a trainer back in 1915. A stripling then, he put a troupe of bears through their paces when the regular trainer abruptly left his job. Except for two years of service during the World War, Allen's business associates during the intervening period have been wild creatures of the jungle, veldt, mountain and forest.

Allen King, Master of Jungle Live Power

MISS ESTRELLA NELSON....

HER PSYCHIC PACHYDERMS OBEY HER EVERY WHIM



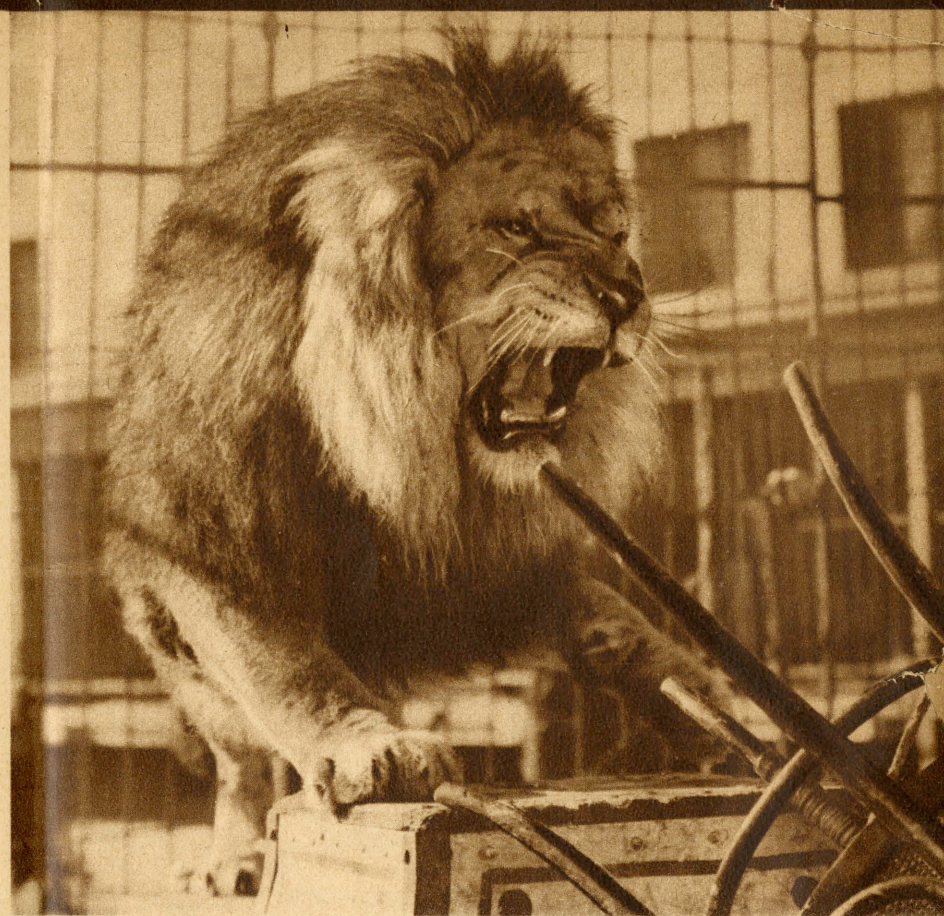
● Miss Nelson is a member of the famous Nelson Family, known and beloved by circus fans the world over for their brilliant acrobatics. She is an artist of ability, having won a number of awards for her paintings.

Estrella is a former coed of the University of Michigan—a fact which may account for her power over her three massive pupils.

Miss Nelson also is world's champion "spotting flip flap" tumbler having made 75 complete turns in this event. You saw a sample of this graceful but strenuous feat.

JIMMY....

KING OF THE LIVE POWER SHOW



● Although Allen King has a genuine affection for all of his animals, and talks to them like human beings, the favored son is Jimmy, giant black-maned African lion. Most humans bore Jimmy. He surveys them with a disdainful eye. But when Allen King comes near his cage Jimmy, roaring and ranting, assaults the bars with 600 pounds of surging live power. Between Allen and his star pupil exists a deep understanding—yet the big lion has abrupt periods of black temper during which Allen King ceases to be his friend, becomes for dangerous moments, the lion's ancient enemy—man.



ALICE....

BEAUTIFUL QUEEN OF THE RED CROWN CAGE OF FURY

● You saw her — this gorgeously marked jungle cat — enter the Cage of Fury first and take her proud seat at the high point of the pyramid. Woe to the pretender who attempts to depose Alice from her throne.

TONY

.... SHE LOVES TO CARIOCA

● The crowds which attend the "open house" held by the performing animals before and after each Live Power Show, never seem to tire of Tony and her two genial playmates. Whether Tony loves to carioca more than she loves peanuts, or vice versa, is a very open question. More Live Power to her—long may she sway!



BIG BOY

YOUTHFUL, REBELLIOUS...

● Prince of the line, Big Boy, with his untamable fighting spirit, ranks high in Allen King's regard. He is three years old, will be a giant when he reaches full maturity. Ambitious, he frequently defies his master, and gives ground only after stubborn refusal to do as he is told.



RAJAH... HOURS OF PATIENT TEACHING REQUIRED FOR THIS TRICK

● By the slow process of trial and error Allen King taught Rajah to roll the big drum with flashing lights across the arena. A temperamental, irritable performer in the beginning, Rajah now seems to enjoy the spotlight and the applause of the spectators.



A TENSE MOMENT....

● When the cage is crowded with this raw, fierce Live Power, not one of the watching, spellbound thousands is as calm and confident as Allen King. Allen has had his bad times—moments when his life was not worth much—but his demeanor never betrays that fact.

... and here's
where you get ...

MORE

Live Power

PER GALLON

**STANDARD RED CROWN
SUPERFUEL...**

● Whenever you see the familiar Red Crown of Standard Oil you will find uniformly fine service. Drive in and take on a tankful of more LIVE POWER! Find out how much keener performance you'll get from your motor when you have Standard Red Crown Superfuel in your tank — smoother driving, pick-up and mileage.

(A. D. 7151)



STANDARD
OIL

NEXT
LIVE POWER SHOW
AT



STAGE

LIVE POWER SHOW

