Hello!
I’m Ringmaster Ruben and I’m here to help you discover The Ringling Circus Museum!
Join me as we explore two different buildings: the Tibbals Learning Center and the Original Circus Museum. Look for my paw prints at each stop and see if you can find me at the end of your journey!

**Begin your search in Tibbals Learning Center!**

**TIBBALS LEARNING CENTER**

1. Check out the *poster gallery* when you enter the Tibbals Learning Center. One hundred years ago people did not have television or the internet, so the circus used posters to advertise their one-day-only event. To promote the performance, people were sent ahead to “paper” towns with *posters* like the ones on display here.

   This gallery changes periodically, check back on your next visit and you might see different posters!
Next, move into the **Howard Bros. Circus Model**! When the circus came to town, it arrived by train. The first **train cars** would arrive overnight to transform an empty lot into a marvelous canvas tent city. The largest tent on the lot, where the show would take place, was called the big top.

After you exit the model, head towards the **interactive gallery**! Once the circus had arrived in town and set up, the circus parade would announce the opening of the show. Parades featured performers and animals in beautifully decorated wagons like this **bandwagon**. The circus parade was designed to amaze the townspeople and draw them to the big top.

Move past the bandwagon and into the **interactive gallery** for your next clue. Once the audience reached the big top, it was time for the show to begin! Performers would fill the tent with thrilling and seemingly impossible acts of physical strength, agility, and daring. This performer is demonstrating the **German Wheel**, in which she rolls and spins around the performance area.
Move past the bandwagon and into the interactive gallery for your next clue.

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Follow me to the Circus Museum, where we will take a look behind the scenes of the Ringling Bros. Circus!

ORIGINAL CIRCUS MUSEUM

When you get to the Circus Museum, start in the orange gallery to the right. All of the action of the Ringling Bros. Circus was planned and coordinated by John Ringling and four of his brothers. The brothers began their circus in Baraboo, Wisconsin and built their show into a circus empire. The brothers were eventually called the “Kings of the Show World.”

Continue on to the last stop in the wagon room! John Ringling’s private railroad car, the Wisconsin, was built by the Pullman Co. This luxurious car was used by John and his wife, Mable, as they traveled the country for business and pleasure. It even brought them here to Sarasota!

“May all your days be circus days!”

This phrase signals the end of the circus performance. You’ve reached the end of this journey! I hope you had fun and learned something about the circus.
MEET RUBEN!

Ruben is the mascot of Family Programs at The Ringling. He is named after artist Peter Paul Rubens, whose paintings can be seen in the Museum of Art. One of Rubens’ paintings on display includes this lion and inspired The Ringling to adopt a lion mascot!

Look for Ruben around our campus on guides and brochures written specifically for children and families. More resources are available online at ringling.org/kids-families.

MORE ABOUT THE ORIGINAL CIRCUS MUSEUM + TIBBALS LEARNING CENTER

Established in 1948, the Ringling Museum of the American Circus was the first to document history of the circus. The museum displays performers’ wardrobes and props, newspaper clippings and posters, parade wagons, and even a cannon that shot performers across the big top.

In 2006, the Circus Museum Tibbals Learning Center opened to house posters, special exhibitions and its centerpiece—the 3,800 square foot, 44,000-piece Howard Bros. Circus Model. In 2012, a west wing was added to house an interactive gallery.