Glamorous Way To Go Broke

The scene: An apartment high over New York's Central Park, East Side or West, grand piano dominant. The cast: A Broadway producer serving up highballs, his wife serving up espresso with nervous, birdlike motions, a composer, a brace of actors (clutching scripts), and about two-dozen speculators intent on the spiel. The producer is speak-

Dakota!' will be a topical musical with a real message for everyone. Throw in two top Hollywood names, the all-girl band for comic relief, and chorecgraphy like the Stampede number and you've got all the inhave a doubt in the world about it, myself." (The composer, humvent agreement.)

In such manner, several hundred sophisticated Americans are lured each year to sink anything from \$250 to \$50,000 or more apiece into the brightest wackiest corner of the investment world — the business of Broadway production. In fact, only a hard-pressed producer with a dubious property need ers' auditions." sketching out show-stopping scenes to raise the scenery. A routine letter or even a rumor can bring angels flocking to any top producer's door. Like stock-market players, their goal is profit. But what is simple coveteousness at Merrill Lynch can be intoxication at the Morosco. Only theater buffs know the

Easy To Make



by Laura Wheeler

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and ADDRESS. New! New! New! Our 1960 Laura Wheeler Needlecraft Book is ready NOW! Crammed with exciting, unusual, popular de signs to crochet, knit, sew, embroider, quilt, weave-fashions, home furnishings, toys, gifts, bazaar hits. In the book FREE -3 quilt patterns. Hurry, send 25 cents for your copy.

ture and stars, where things either boom or crash but almost never do anything in between. Yet even the most stage-struck investor might be chilled by some doleful figures released last month by the League of New York Theaters. Understand-

ably anxious to dramatize its financial troubles in the face of some stiff wage and pension demands by the Actors Equity union, the league (representing producers and owners of Broadway's 32 legitimate theaters) totted up results for the 1959-60 season and reported that 49 of the 62 plays have been "total or partial failures." The 49 flops, including nine plays that were headed for Broadway but failed on the road, fell short by some \$3.4 million of refunding the \$9.7 million their backers had sunk in them. The thirteen hits have returned only \$244,000 in profits. Profits still to come on hits

like the Rodgers & Hammerstein-Mary Martin "The Sound of Music" and Lillian Hellman's "Toys in the Attic" that have yet to reach the break-even point will probably add \$2 million or \$3 million to the credit side. But the handwriting on the cardboard wall is clear: Broadway is solidly in the red after one of the most disastrous seasons in its history.

As a place to invest money, in short, Brodaway seemed to have all the appeal of a brokerage house under suspension by the

Are things really that bad at the nation's most glamorous box

To many theater men like producer Fred Coe ("The Miracle Worker," "Two for the Seesaw") they are. Broadway's "Fabulous Invalid," says Coe, is really a "terrible invalid" crippled b inefficiency and swollen costs that put producers and investors in an increasingly thorny dilemma. A play must succeed in a big way if it is to succeed at all, but is likely to flop hard when

"The time is gone when a hit would pay off at 20 or 30 to 1 and start paying off in a few weeks," says Coe. "The 'Miracle Worker' has been running a standing-room-only since opened in October, and it still hasn't earned anything." One reason: The sizable (\$150,000) production cost. Another: Fierce competition for space forced Coe to settle for a theater too small even as flop shows played to

empty, cavernous halls. Yet Coe, with a big hit running, was front row center com-pared to some other producers this season. Backers of the musical "Saratoga" laid out a walloping \$400,000 for their big, heavily advertised show before the first curtain - and got back only \$10,000 of this before dwindling audiences forced the show to close. "The Girls Against the Boys," another \$400,000 block-

Married Bliss!

Can you imagine this happening at a wedding in Canada? The priest pronounces the words "love and obey," and at once the bridegroom steps firmly on the bride's toes to drive home the word "obey"! It's a traditional Cypriot custom, says Louise Maitland in a vivid account of travels in Iran, the Near East and North Africa: "Forest Ven-

Nowadays, however, the bride tries to step on the bridegroom's toes first to show she's going to

Before marriage she gives her fiance a pair of pantaloons woven by herself. A few days before the wedding a mattress is made by seven married brideswomen to violin and folk-song accompaniment, then coins are sewn in the corners and a baby boy is rolled on it in the hope that a son will be conceived. Then the mattress is carried to the new home.





VISITS AILING DAD - Princess Grace of Monaco flashes a smile as she gets into an auto in Philadelphia after visiting her father, millionaire sportsman John B. Kelly Sr., 69, who was recovering from an abdominal operation at Woman's Medical Hospital. The Princess spent 40 minutes at the bedside of her father.



It has been said "there is a | character in "Uncle Tom's Casucker born every minute." I guess I can now be included in that number. However, we | but their life story is very diflive and learn. As you who read | ferent. Henson was a remarkthis column may know I am a able man; a slave who became great lover of trees - trees for shade, trees for beauty and trees to encourage birds. We have quite a few trees around here but none close enough to the house to provide shade. We have planted quite a number of small trees since we came but as you know it takes a long time for a tree to grow. So, when I saw trees advertised that would provide shade in one season I decided to gamble. The name of the tree was "ailanthus." The dictionary described ailanthus as "the tree of heaven" - fast growing and would thrive anywhere. So I sent for

two. They came in a 30-inch

carton - two straight sticks that

sprouting so at least they will

have also discovered that a

neighbour living farther down

the road put in just such a tree

three years ago. It is now about

20 feet high - straight and

slender with a few branches at

the top. The species has a na-

wards which I suppose accounts

for its name. It also has a liter-

ary history - it is the tree that

features in that well-known

book, published some years ago

- "A Tree Grows in Brooklyn."

Now may I tell you about two

interesting books I have read

just lately. One "Black Moses"

by Jessie L. Beattie is the bio-

graphy of Josiah Henson, more

commonly known as the main

"Why have a little house in

the country when there's s

tural tendency to reach heaven-

be interesting to watch. We

looked like raspberry canes! However, they did have fairly planted them hopefully in the ground, spaced where their shade (?) would do the most ing plants at a local nursery and asked the man if he knew anything about the tree of heaven. "Oh yes, it's just a weed-it'!! grow anywhere. In fact they do heaven grows that district will eventually become a slum!" He also said that I had paid too much for them - that a certain well-known nursery had tenfoot trees catalogued at the same price. Partner thinks it is quite a joke and takes everyone to see my "trees." However, the sticks are living and

bed-wetting in children. Then there is the external use of castor oil. It is good for warts. corns, callouses and soft corns. I have a friend who went to a Toronto foot specialist recently and castor oil was what he recommended, rubbed well into the feet night and morning, with thin cotton socks as a protection against sheets and shoes.) Mole spots treated with castor oil are supposed to disappear, also "liver spots" often troublesome to older people. Here is a cure for sleepless-

After getting to bed at night imagine you are painting a large with white paint on a blackboard. When you have finished one 3 start another. Dr. Jarvis says you will probably be asleep efore you can paint a third. as we might suppose. We should remember that pioneers lived close to nature; remedies were concocted from native herbs and roots. Indians, too, were well versed in the curative value of native herbs and roots. Incidentally, Gandhi is said to have chewed the roots of rauwolfia all his life. And now rauwolfia derivatives are used extensively

as the basis of many drugs to relieve high blood pressure. DRIVE CAREFULLY - The life you save may be your own.

ISSUE 25 - 1960

Making Reading Really Tough!

Does it seem that your child s not able to read as early or as well through modern educa tion methods as in yesteryear? Perhaps the answer is that reading has become a much more intricate process than it used to

In Noah Webster's primitive day reading was described by him as follows: to take in the sense of language by interpreting the characters in which it is expressed. But when the International Reading Association, a group of 4,000 experts, met in New York the other day they heard a new definition of reading given by a California psychologist: A processing skill of symbolic reasoning sustained by the interfacilitation of an intricate hierarchy of substrata factors that have been mobilized as a psychological working system and pressed into service in accordance with the purpose of the reader.

You must admit that it's much easier to take in the sense of a language than it is to sustain symbolic reasoning by a process of interfacilitation of an intricate hierarchy. No wonder Johnhas trouble! - Hartford Courant.

Modern Etiquette By Anne Ashley

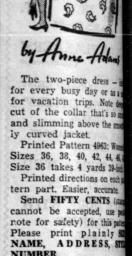
Q. If a girl visits a friend for week-end, one whom she has known for years, is it necessary for her to write a bread-andbutter letter?

A. Certainly. No matter how

often you visit a certain friend for an overnight stay, a thankyou note is in order each time. Q. When a couple are to be married, and both are living in a city other than their hometown, should the announcements the home of the bride? A. Wedding announcements

and from the home of the bride's nearest relatives. Q. I can't decide between two good friends for the role of best man at my wedding. Would it

"best men"? A. Sorry;; the maximum is



ONE best man, y

to that of best man,

ever, designate one of the

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of The Moon

ence betwixt other day, "Of course, ted when we went smelt-is true, and it is the remember staggerme under the weight of smelts on my shoulder, my way in the dark ots and stumps. times I could go all the ome without setting the wn for a rest. So we did

the smelt brook, and I that it made a difference. smelt, a spring spawning great delicacy, is able to QUITS CUBAN DEAL - Former whole cycle in fresh but the ones we went the sea-run kind, were the sea-run in up from the ocean in ous numbers to spawn in ill fresh water of the sea-runoff. The fresh-water ems to run a mite larthe sea-run kind outdoes avor. A mess of smelts lways a springtime must. gone every spring to take ish as they move up in attern of reproduction. you view the thing in there are two kinds of — commercial and sport.
ing is the only branch of

which laps over to the combines the two so there difference. This, probably, use it comes in the spring kes on the wistful, forcemplexion of some ancient itual whose stated inhave outlasted the se. At least, I know there willy-nilly response that s me every year at smeltme, although I no longer go. did walk. True, there were obiles by my time, but we ever happened. d roads. At smelting time our country lanes were hub-

year on the dark of a spring moon, now that I'm living back from the coast, there comes an inner and unbidden thought of in mud, and people still how to walk. We liked the tide of the dark of the smelting. All those who have had the tides in their lore, however far back in the highlands they - which sounds pagan h until you reflect that we it only because the smelts may move, know that the breeze stirs a certain way at the change. it. That's the way with a things - you think man-The gigantic force that moves the ices something out of fearoceans in regular rote is always felt in the air for those who inner urges, lost to thought ordering on the occult, and

you find it is nothing of ort. It takes both men and

I never notice this recurring sig-nal, I do notice it at smelt time. for this vernal orgy, and elts run thickest on a dark I would light the symbolic flame and depart for the temple. I would join the generations that moved from the forests to the hy hordes of smelters tate to the stream from hundreds of miles away, bringing a pail for his har-and the cars are parked on shoulders for a mile on side of every bridge and sea to greet the returning sea-son — holding the smelt as a harbinger and a promise. I would answer the summons.

I don't go. But it may answer

And while for months on end

How Can 1?

by Roberta Lee

ring, let soak in for a few min-

cloth.

utes, then polish off with a soft

Q. What can I do when the

wax polish on my furniture b

A. This is the time to re

mixed with dirt and has collec-

move the old wax that's gotten

ed on the surface. Mild soap and

lukewarm water will serve the

purpose, but don't let the soap

remain on the furniture for any

length of time. Be sure, also, to

lish or rewax the furniture

walked, long-poled nets on wanted, independent nets of the dark somebody's. If you heard a dark somebody's. If you heard a day of the dark somebody's. If you heard a day of the dark somebody's to the dark somebody's to the day of the da chilled dismay, and then ry of haw-haw's, you could who had fallen in and who ht it was funny. Now you phorated oil or sweet oil on the ers and hear no familiar except your companion's. it does make a difference. was a tribal rite, secure intimates now belongs to ient infidels as well. They the legal right, of course, must not be denied their tional" privileges. But

are intruders in fact, for look upon smelting wholly sport and lack the deeper brook feels like on



ICIAL SEAL — Looking as somber as a judge, the dignified seal checks the outside world at Miami Seaquarium.

consider a commence of the contract of the state of the s

Elvis Is Modest In A Big Way

The twelve pretty starlets had been shooed away from the vicinity of the great man in the shower for fear they would be a disturbing influence. The shower had been started, with cold water that would not streak his make-up, and the fake steam had been turned on. Then the prerecorded music began and, in the latest switch on Hollywood's famous star - in - the - bath scene, Elvis Presley started mouthing "What's She Really Like?"-one of the eleven songs he sings in Paramount's "GI Blues."

Army years in Germany, ex-Sergeant Presley was playing, of all hings, a soldier stationed in, of all places, Germany. The side-burns and 15 pounds of flesh heavyweight champ Joe Louis were gone, but otherwise it was tells newsmen that he has sevjust like the old days-oceans ered all connections with the of hubbub washing over the star Cuban Tourist Bureau. He also who, as long as he wasn't singrevealed that he would withing, remained quiet, deferential draw as a partner in the public and serious. relations firm that obtained the After the shower scene, Elvis \$287,000 contract from Fidel

changed into uniform and walk-Castro unless it drops the Cued toward his luxurious dressing ban account. Louis said, "There room several blocks away, answering "Yes, sir" or "No, sir" is only one decision I can make to the questions put to him by . . My record as an American underlings along the way. He is as well known as anyone's strolled through an antercom and I mean to keep it that way." where half a dozen young men lounged in sport clothes-some of the nine pals he had brought Coming forth from a misstep from Memphis to Hollywood in washed pure in these rites is not a private railroad car (the trip happy experience. You climb dripping up the bank and it is cost him \$2,424). The friends were variously carried on the hard to understand what all your payroll as "valet," "security good friends are laughing at. And on top of all this, I don't guard," and "accountant" ("He was a bookkeeper before he went like smelts much anyway, and in the Army," Elvis says defenwould just as lief have a boiled

sively of this last functionary). "If you don't mind, sir, I'll just So it's a little hard in the keep my hat on while I eat," perspective of later, and chang-ed, times to look back on smelt-Elvis said, glancing at the air conditioner in his dressing room. ing as the greatest thing that "I got to keep this hair in place

and I might catch a chill after But I do know this: That every that shower." He began munching on unbuttered roll ("A lunch makes me sleepy") as he was asked about his Army stint. "I learned a lot about people in the Army," he said. "There was all different types. I never lived with other people before and had a chance to find out how they think. It sure changed me, but I can't tell you offhand just how

"I never griped. If I didn't like something, nobody knew, excepting me. Nothing bad hap-pened. If I'd 'a' been what they thought, I'd have got what was coming to me. But I never talked about show business. I went along." He was asked about his future plans.
"I'm ambitious to become a

more serious actor, but I don't want to give up the music bussome philosophies that the summons is still heard. By John Gould in the Christian Science iness by no means," he said. "I can't change my style, either. If I feel like moving around, I still move. As for the fans, they've changed some but they're still there, the same ones. The president of one fan club came to see me and I hardly recognized her. She's going to college now. I was How can I remove white rings left on a table top by too-hot dishes? surprised she looked me up. She was more mature, but she stop-

ped by anyway."
The door burst open and a huge platter of tunawiches was borne in, followed eagerly by the pals. - From NEWSWEEK.

Not Double-Talk **But Sounds Like It**

"Double Deuce, your pigeons at home plate is zero niner zero, one five miles. Strangle your parrot and go three three five point eight for a GCA pickup over the range."
What does it mean? It isn't

double-talk. It is a common and straight-faced radio transmission to the pilot of an airplane. The airplane serial number ends in "22," and he is being told that he should turn east and travel 15 miles to reach his airport. He is being asked to turn off his radar identification equipment and tune his radio to 335.8 megacycles to begin a ground-controlled approach for anding when he is over radio range station. The language of a pilot

daily becoming more difficult for his friends on the ground to As the air around us crowds understand. with airplanes, traffic jams would occur aloft near every major airport in the country if pilots took time to explain their requests and make their reports

in the same language

brothers use on the ground. So they use a shorthand language to speed things up. For instance, a pilot may want to say something like this; "Los Angeles control tower, I am the pilot of the first in a group of four airplanes flying under the call sign "Checkmate." We are beginning our landing pattern approximately three miles from the end of the right runway of the parallel runways aligned on a heading of 250 degrees. We are

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flying at the prescribed altitude and are going to come to a com-plete stop on the runway.

By the time the flight leader finished saying something like this, he would practically have had time to land his airplanes, walk to the tower, and give his message to the controllers in per-son, writes Richard Bach in The Christian Science Monitor.

Instead, as his flight turns into the pattern, the leader takes five seconds and says, "Los Angeles tower, Checkmate is four, two five right for a full

Abbreviations play a big part in the language of pilots. VOR, ADF, TACAN, DME, and ILS all refer to navigational radio quipment aboard an airplane. CAT, MAP, TOP, OAT, and IAS refer to information read from the airplane's instruments. Weather can go from CAVU (ceiling and visibility unlimited) to WOXOF (indefinite ceiling zero, sky obscured, visibilty zero in fog).

Some abbreviations don't make sense, though, even when they're spelled out. If you visit a control tower, you may hear a pilot request the tower operator to "cancel my item fox." Far from bringing disappoint-ment to a point-nosed Reynard, "item" and "fox" are letters in

the phonetic alphabet, and the messages becomes, "cancel my It still may not make much sense. Given the clue that IFR stands for instrument flight

rules, we see that he could be saying, "Cancel my instrument flight," which is almost correct. In English it means, "Cancel my IFR flight plan, for I am out of the clouds and have the field in Of course that takes far too

long to say, and the message remains, "cancel my item fox." If the airways grow much more complex, the language of flying will need its own dictionary and take its place with Urdu and Swahili, intelligible only to those who have studied them for years. Right now, though, when h tries, a pilot can still speak

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principalship; \$1,000 for B.A. or equivalent; \$200 year increment
GIVE experience and names of last
inspectors.

SUMMER STAFF WANTED "ONTARIO Association for Retarded Children Camp Gien Wood at Lake Scugog Aug. 26-Sept. 2 for young adults, needs male counsellors, 20 years or over — honorarium \$20.00. Write Mrs. June Braaten, 48 Deepwood Cr., Don Mills, Ont."

SUMMER RESORTS

ROSELAWN LODGE BALA
ROOMS, cabins, all running water
private bathroom, fine food, beac
summer sports, friendly moderat
write or phone Roselawn Lodge, Bain
Muskoka.

Blue Water Conference
NEAR WALLACEBURE, ONT.
CHRISTIAN FAMILY RESORT
\$3.50 to \$6.00 daily; all recreational
facilities; evening meeting; Bible and
missionary speakers. Folder. Write 153
King W., Chatham, Ont. Le Montclair

FAMED STE. ADELE VILLAGE

1. Largest swimming pool in the Laurentians, 3 diving boards, silde.

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4. Meals beyond compare.

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for dancing.

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Reasonable Rates Write For Folder R. T. Couillard Le Montclair, Ste. Adele, P.Q. VACATION PROPERTIES FOR SALE

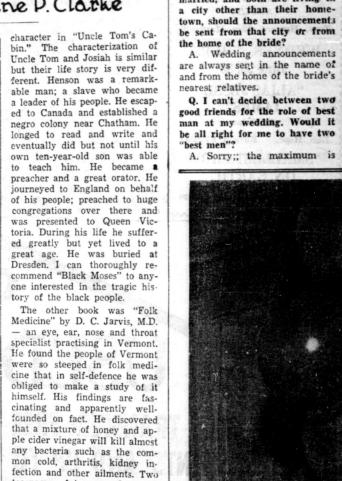
FOR SALE SUMMER CAMP LAKE HURON Accommodations on 5 acres near Port Elgin to sleep, feed and entertain 100. WRITE H. ALTON CHAFFEE BROKER 386 MILLWOOD RD. Toronto 7, Ont.

BACKACHE May be Warning

Backache is often caused by lazy kidney action. When kidneys get out of order, excess acids and waster remain in the system. Then backache, disturbed rest or that tired-out and heavy-headed feeling may soon follow. That's the time to take Dodd's Kidney Pills. Dodd's stimulate the kidneys to normal action. Then you feel better—sleep better—work better. Get Dodd's Kidney Pills now.



FROM MISSOURI - Former President Harry Truman and Sen. Stuart Symington, of Missouri, are all smiles in Chicago. Truman endorsed Symington for Democratic presidential spot.



The other book was "Folk Medicine" by D. C. Jarvis, M.D. specialist practising in Vermont. He found the people of Vermont cine that in self-defence he was obliged to make a study of it himself. His findings are fascinating and apparently wellfounded on fact. He discovered that a mixture of honey and apmon cold, arthritis, kidney infection and other ailments. Two teaspoons of honey and two of apple cider vinegar in a glass f water at each meal. Honey is also a sedative and will encourage sleep. Two teaspoons of ioney at night will also prevent

ness that he doesn't explain. Those are just a few of the deas that the book brings out - and maybe not as fantastic



Ann Onuske arriving in Montreal from France in the Cundon Ivernia. Kathering A. Vernia. Katherine Ann, 20 months, was born in Fontainebill while her father was stationed there with the RCAF. Katherine will live in Ottawa with her father, her mother