

'My Fair Lady' Starts Second Year With \$3 Million on Books

By JACK CAVEN
Special Staff Drama Editor
New York (U.P.)—'My Fair Lady' began its second Broadway year Friday with \$3,493,520 on the books for the first 52 weeks.

The amount was contributed by 13,212 customers of whom 13,212 were standees at the rate of \$3 per performance.

The gross for the first year shows a record in Broadway annals, but the attendance is not, and if the comparatively recent Ethel Merman musical 'Happy Hunting' should continue its current pace for 52 weeks, it would shade 'My Fair Lady' on both counts.

'My Fair Lady' took in more dollars in a year because its prices are higher than those of past musicals of similar smash proportions with which it must be compared.

Ticket Costs High
For example, it played for the first six months at a top price of \$7.50. Since then the orchestra seats have sold for \$8.05. But 'South Pacific,' which had just as sensational a first year back in 1949-50, had a top price of only \$6 and grossed approximately 2,600,000 in its first 52 weeks.

However, 'South Pacific'

played to more persons in the comparable period because it was in a theater of greater seating capacity than that of the Mark Hellinger Theater where 'My Fair Lady' is housed.

'South Pacific' accommodated approximately 690,000 paying customers in its first year.

'Oklahoma!' Suffered
The long run record holder for musicals, 'Oklahoma,' which lasted five years and nine weeks, has to suffer in comparison with both of the other shows because it was in a house of considerably less seating capacity and during its 1943-48 career the top price was \$4.80.

The pressure to see 'My Fair Lady' is just as great as ever. Tickets must be bought legitimately months in advance, and the scalpers still find persons willing to pay \$50 and up a pair.

This pressure may become a little less before the year is out, at least from out of towners visiting New York, because the national, or second, company of the production goes into action Monday night in Rochester, N.Y.

This company, headed by Brian Aherne, will swing quickly to the West Coast and San Francisco and tour widely after that.

Cabled Protest
The success of the show has the parodists busy. Composer Frederick Loewe and librettist lyricist Alan Lerner sent a telegram of protest this week to the proprietor of the current 'Ziegfeld Follies' because of a sketch called 'My Late, Late Lady.' Possibility of legal action seemed to be behind the protest, although such parodies have been commonplace in the theater history and generally are regarded as not actionable.

A recently issued 12 inch LP record entitled 'My Square Lady' reverses the story line of the original by having a couple of gals from Brooklyn remold the speech habits of a well to match their own.

On The Side

By E. V. Durling
(Distributed by King Features Syndicate, Inc.)

There are two births, the one when light first strikes the new awakened sense. The other when two souls unite and we must count our life from sense. When you loved me and I loved you. The both of us were born anew. Love makes those young whom we doth cherish. And whom he finds young, keeps young still. —Cartwright

Sidelights
In Sweden and Norway auto-ists who can prove they are total abstainers from strong alcoholic drinks get a 10 per cent reduction on accident insurance policies. . . Which do young women named Elizabeth prefer to be called, 'Betty' or 'Liz?' Queen Elizabeth of England is called 'Betty' by her husband.

Asides
In Dublin, Ireland, all pubs and bars close for one hour every afternoon. This is known as the 'Holy Hour'. . . Although the Scotch have mastered the art of playing the bagpipe, they are not very skillful in manufacturing the instrument. The

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MEDFORD (OREGON) MAIL TRIBUNE—FIVE

ruch pronounced? A. The first syllable should be pronounced as if spelled 'Baah' and the second as if spelled 'rook,' pronounced to rhyme with 'spook.'

Horses and Women
Monsieur Christian 'New Look' Dior, the world's most financially successful dressmaker, says his dress designing ideas are based on the belief that the average intelligent woman possessed of style sense 'wants to look as much like a woman as possible, and as different from a man as she can. She wants to be feminine plus.'

Queries from clients. Q. Where in New York was the night spot known as 'The Club Napoleon?' A. Thirty-Three West 58th St. Was operated by Tommy Guinan, brother of Texas Guinan. That spot was the inspiration of Louis Bromfield's story 'Night After Night,' the film version of which gave Mae West her first big chance. . . Q. How is the surname of Bernard Ba-

world's best bagpipes are made in England. Even the Scots Guards play English-made bagpipes.

Remembering
Of which of your life's accomplishments are you most proud? Thomas Jefferson believed people should write their own epitaphs and in them indicate which of their accomplishments they wished remembered. For himself, Jefferson wrote the following epitaph: 'Here was buried Thomas Jefferson, author of the Declaration of American Independence and of the Statute of Virginia for religious freedom and father of the University of Virginia.'

San Diego, Calif. — (U.P.)—Coroner Al Gallagher has sent out invitations to tea, cookies and punch for an open house affair celebrating the opening of the county's first morgue.

Free Book on Arthritis And Rheumatism

HOW TO AVOID CRIPPLING DEFORMITIES

An amazing book entitled 'Rheumatism' will be sent free to anyone who will write for it. It reveals why drugs and medicines give only temporary relief and fail to remove the causes of the trouble; explains a specialized non-surgical, non-medical treatment which has proven successful for the past 37 years.

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The word Nevada is Spanish and means 'snow-clad.'



Michigan State university and the West Coast Lumbermen's association have joined forces to design and supply farmers with a standard, general purpose farm building that can be bought in a package, at a package price, from retail lumber dealers across the country.

The basic design is for clear-span construction, with parts for walls and roof cut at the retail yard, all ready for erection upon delivery at the farm.

Clear spans may be had from 24 to 40 feet, providing shelter for tractor and other heavy farm equipment — and for such uses as hay storage and automatic feeding of livestock.

A key to this clear-span service is a roof truss of Douglas fir lumber, which is cut to pattern and bolted up at the retail yard. The bolted joints are fortified by use of the modern ring connectors of timber engineering.

Main Features
Agricultural Engineers James S. Boyd, M. L. Esmay, and B. F. Cargill, of Michigan State university, have worked for several years on developing and testing clear-span farm-building construction principles right out on typical Michigan farms.

The goal was to demonstrate that general-purpose farm buildings could be cut to pattern in the retail lumber yard, and then sold to farmers as a package at a package price.

To get clear spans in buildings 24 to 40 feet wide, and do so economically, some type of roof truss had to be employed. The engineers discovered that wood trusses, fortified by ring connectors developed by modern timber engineering would do the job.

Their tests proved that simple lumber trusses that could be cut, framed and bolted right in the retail lumber yard would bear roof loads of 24 to 40 feet when spaced four feet apart.

Then it was demonstrated that big, rugged Douglas fir trees had just the right kind of wood in them to meet the specifications of the buildings designed by the Michigan State engineers — and that a permanent supply of farm-building lumber was growing on millions of acres of West Coast tree farms in Washington, Oregon and California.

How to Buy a Barn
There are dependable retail lumber firms everywhere. Call on one during your next trip to town while your wife does her shopping. Your local lumberman is pretty sure to have sets of diagrams and instructions for each of four building sizes — 24 feet, 30 feet, 36 feet, and 40 feet of clear span width. You tell him your choice of width, and he will explain page one of the instruction booklet that sketches the correct foundation plan.

Page two of the instruction booklet is a cost sheet. There's a space for the lumber dealer to enter all costs of materials, item by item, to arrive at the package price. The remaining pages give framing and erection details for the crew that actually puts up the building on your farm — whether furnished by the dealer or done by you and your help.

You can easily come to an agreement with the dealer on erection, for the package plan supplied each dealer includes suggestions even on this problem. Actually, more and more farmers want a one-stop source of complete building service from plans to erection — just like they buy tractors and other products.

Havana Students Proclaim Mourning
Havana — (U.P.) — Students at eight Havana high schools proclaimed six days of mourning Saturday for the teen-age rebels killed in Wednesday's attempt to assassinate President Fulgencio Batista.

Leaders of high school student organizations designated March 18-23 as the period of mourning and appealed to students throughout Cuba to observe it.

Millo Ochoa, president of ousted ex-President Carlos Prío's 'Orthodox' party, left by air Saturday for Miami, saying 'My life is in danger' in Cuba.

Cuban authorities had sought Ochoa during the hours immediately following Wednesday's attack on the presidential palace, but they made no attempt to prevent his departure yesterday.

NO KITTEN'S MITTENS
Morrice, Mich. — (U.P.) — Robert Shellito thinks his cat will have trouble if she decided to knit mittens for her six new little kittens. Shellito said the distribution of toes per kitten respectively is 25, 24, 22, 18, 17 and 12. Mama cat has 20 toes.

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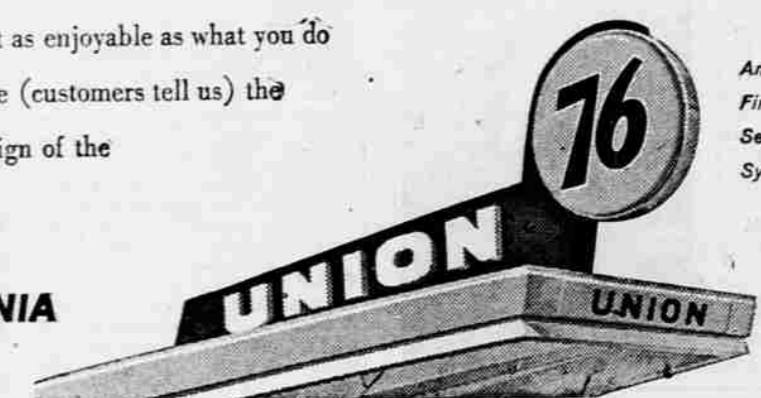
100% cream — about half the richness of coffee cream but has about the same texture because it is homogenized. . . low expensive — can be used on cereals, fruits, etc. . . Thrifty to buy it by the quart.



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