

# Insull Dips Into Politics And Virtually Runs Chicago While He Spends Fortune Returning His Wife To Stage

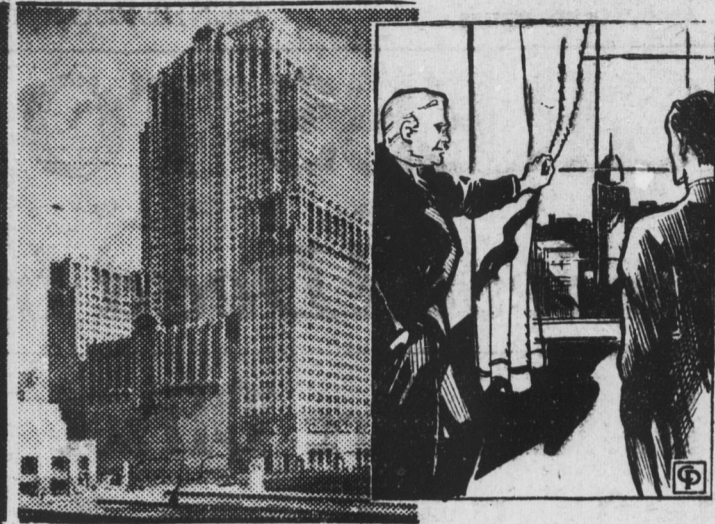
## LIFE STORY OF SAMUEL INSULL



Samuel Insull met Gladys Wallis on Broadway in 1899 and they were married soon afterwards.



In 1926, at the height of his power, Insull spent \$200,000 when he produced a play, starring his wife, for a brief Chicago run.



At the time Insull built his 44-story opera building he said "I can do anything I wish in Chicago".

(This is the fourth of five articles on how Insull rose and fell. This article depicts his domination of Chicago.)

(By Central Press)  
Chicago, May 4.—In the days when he held sway in Chicago, Samuel Insull who had risen from a \$25-week-of-ice boy to a millionaire 100 times over—was the most powerful figure the nation's second largest city ever saw. His electricity lighted the homes and turned the wheels of industry for Chicago's millions, with his gas these millions cooked their meals and on his electric trains many of them rode to and from their work each day.

Greater still than his Chicago utilities monopoly was his \$3,000,000,000 chain of public utilities from Maine to Texas which had one tenth of the nation's population as its customers. Every day people in 32 states paid tribute to Samuel Insull—for electricity, for gas, for ice, for water, for street car rides, for bus transportation and for similar services.

**An Insull Boast**  
"I can do anything I wish in Chicago," Samuel Insull once boasted, and that statement was very near the truth. Having contributed \$100,000 to elect "Big Bill" Thompson as mayor of Chicago, Insull actually ran the city for years while "Big Bill" was threatening to "bust King George in the snoot," staging rodeos in the city hall and cutting similar capers. Their ear power at the city hall in those days was Corporation Counsel Samuel Eitelson who had been an Insull attorney and whose law partner still was in Insull's employ.

Meanwhile, Chicago's crime wave mounted, gangsters continued to shoot down each other in the streets with little interference from the police, the stench of prohibition graft was reek-

ing and the city government sank perilously close to bankruptcy. But Insull's franchises and rates seem not to have suffered.

**Insull Money on Both Sides**  
In 1926, when his utility holdings were spreading throughout the United States, Insull turned to politics on a broader scale and aided in the election of Frank W. Smith, of Illinois, to the United States Senate. Smith was rejected by the Senate after a hearing at which Insull admitted that he had contributed \$125,000 to Smith's campaign. At the same hearing it was disclosed that Insull had also contributed \$15,000 to the campaign of George L. Brennan, Smith's Democratic opponent. Foxy Insull, had played both sides.

And politics in Chicago and Illinois reeked with corruption. Insull's business genius was strikingly displayed by his service as chairman of the Illinois Council of National Defense during the World War. While similar councils in other states were spending big appropriations, Insull's council actually made a profit of \$300,000 for the state treasury.

Insull did this by staging "patriotic war pageants" and charging admission, by publishing and selling "patriotic cook books" which taught housewives how to prepare warbread and sugarless desserts, by staging "patriotic food shows" at which these patriotic products were displayed.

**An Admirer's Words**  
"If they'd let Sam Insull run the war he could make it pay dividends," an enthusiastic admirer said about that time. Though Insull was successful in many things, he failed in one cherished ambition—that of effecting the professional comeback of his actress-wife who had deserted the footlights to marry him. This venture is said to have cost him \$200,000.

Back in 1899 Insull, on a business trip to New York, dropped into a Broadway theatre one evening after dinner. There he was captivated by the grace and charm of Gladys Wallis, a reigning young actress of that day. Through friends he contrived to get an introduction and soon thereafter they were married.

In 1926 the petite Mrs. Insull—looking almost as young as ever, though she had a son at Yale—yearned to return to the stage. Her husband sup-

ported her in this desire. **A Social Event**

Accordingly, Insull imported from London a well known English actor for her leading man, lavished money on a high-priced supporting cast and rented a Chicago theatre where rehearsals were held for weeks. The production chosen was Sheridan's "School for Scandal", with Mrs. Insull in the role of ady Teazle.

The opening night was one of the most brilliant social events in Chicago's history—the Armours, the Fields, the McCormicks, and all the rest of the elite were there, resplendent in Paris gowns and jewels worth a king's ransom. In his box Samuel Insull beamed with triumph and satisfaction as gale after gale of applause swept the theatre.

But what had been an outstanding social success proved a sad commercial failure. The public failed to appreciate Mrs. Insull as an actress and after a short time the show closed—and Samuel Insull charged his \$200,000 loss to experience. At least a million dollars is said to have been spent by Insull on the Chicago Civic Opera company, his pet philanthropy, which he completely dominated as president and principal guarantor.

**Opera—A White Elephant**  
Following several years of deficits which cost him plenty, Insull hit upon the grandiose scheme of erecting a 44-story office building to house the opera, figuring that its revenues from office rentals would take care of the opera losses. In November, 1929, this magnificent \$29,000,000 structure was completed. Insull welcomed crowds in the lobby on the gala opening night, smiling complete satisfaction with himself and his work.

But the deficit, instead of decreasing, became bigger. It grew from \$528,000 in the 1928-29 season to \$1,079,473 in the 1930-31 season. Vast areas of office space were unrented. Purchasing agents for Insull's big companies aided naturally in solving this problem, it is said, by "suggesting" to supply dealers that those who were tenants of Mr. Insull's office building would fare better when it came to getting big contracts.

**Three Homes**  
At the peak of his career, Insull maintained three luxurious homes. His town residence was on Chicago's famed "Gold Coast"; a few miles north of Chicago he had a magnificent 430-acre estate with a mansion of 42 rooms, surrounded by Italian gardens and marble statuary and shimmering pools upon which graceful swans glided; on the top floor of his skyscraper opera building in downtown Chicago he had an apartment of a dozen rooms, equipped with furniture imported from England.

He was considered Chicago's "first citizen". Opera singers anxious to remain in his good graces, and other well-known persons came to him for advice where to invest their money—and Samuel Insull took virtually every dollar of it. They never saw it again. It had taken Samuel Insull 40 years to reach this pinnacle. His downfall, which came with terrific suddenness in the summer of 1932, required hardly as many days.

### RAIN WASHES OUT HIGHS FINAL GAME

#### Season Has Been Success In Games Won and Lost; Few Games Played

Rain washed out the final game of the 1934 schedule for the baseball team of Henderson high school yesterday with Zeb Vance slated as the foe. The game had been moved from Tuesday to Thursday by agreement between the two teams.

Much difficulty was experienced in carding games for the local school, the team making but one trip out of the county, that to Creedmoor. It chalked up victories in every instance, except one, when Middleburg took a close decision from them at the county school in an extra inning affair.

Coach Hank Powell has had rough sledding with all his teams through the year, having very little experienced material for any of them. He has had very good success, rounding into shape presentable teams for each sport. Graduation will make inroads in his squads, leaving the mentor with the same problem next year, that of using inexperienced material for his teams.

### Standings

PIEDMONT LEAGUE			
Club	W.	L.	Pct
Charlotte	6	3	.667
Wilmington	7	4	.636
Norfolk	7	4	.636
Columbia	6	4	.600
Greensboro	3	6	.333
Richmond	1	9	.100
AMERICAN LEAGUE			
Team	W.	L.	Pct
New York	8	5	.615
Cleveland	6	4	.600
Detroit	7	5	.583
Washington	7	7	.500
Boston	6	7	.462
St. Louis	5	6	.455
Philadelphia	6	8	.429
Chicago	4	7	.364
NATIONAL LEAGUE			
Team	W.	L.	Pct.
New York	1	3	.786
Chicago	10	5	.667
Pittsburgh	7	6	.538
Boston	7	6	.538
St. Louis	7	7	.500
Brooklyn	6	8	.429
Philadelphia	4	9	.308
Cincinnati	3	11	.214

### COMEBACK SENSATION By Jack Sords



**CAPUDINE**  
It's Already Dissolved  
Gives quickest relief from pain. Banishes nervous strain. Brings peaceful relaxation. 10c, 30c, 60c, pint sizes and at fountains.  
**All Ready to Relieve WOMEN'S PAIN**

## BETWEEN

This bank and its depositors there exists a strong bond of confidence, co-operation and business friendship.

We wish to make it pleasant for you to transact business with us by attending to your financial needs promptly, courteously and satisfactorily. It is our policy to be helpful to our customers in every way consistent with safety and sound banking principles. We build our business by rendering a service useful, convenient and profitable to the people of this community, and you are cordially invited to make use of this service.

Every Depositor of this Bank is NOW Insured up to the Amount of \$2500.00.

**First National Bank**  
In Henderson  
Henderson, N. C.

### Today's Games

**PIEDMONT LEAGUE**  
Greensboro at Richmond  
Charlotte at Wilmington.  
Norfolk at Columbia.

**AMERICAN LEAGUE**  
Chicago at Philadelphia.  
Cleveland at Washington.  
Detroit at New York.  
St. Louis at Boston.

**NATIONAL LEAGUE**  
Philadelphia at St. Louis.  
New York at Pittsburgh.  
Brooklyn at Cincinnati.  
Boston at Chicago.

### Between Innings

**Columbia Wins Opener**  
Mueller, hard hitting shortstop for the Columbia Sandlappers, slugged out two home runs and a double to account for seven of his teams' 15 runs as they turned back Norfolk yesterday in the South Carolina capital 15 to 8, giving the Sandlappers the opening game of the series there.

**Hornets Take Lead**  
Bobby Durham, left hand flinger for Charlotte, southpawed the league leading Wilmington Pirates into submission, turning them back 4 to 1.

allowing them but three safeties; to give his team first place in the standing ladder at Wilmington yesterday. Bohl tripled and scored on Sigman's single for the only Wilmington tally.

**Rained Out**  
Greensboro and Richmond were rained out yesterday in the Virginia capital.

### Results

**PIEDMONT LEAGUE**  
Charlotte 4; Wilmington 1.  
Columbia 15; Norfolk 8.  
Greensboro-Richmond, rain.

**AMERICAN LEAGUE**  
All postponed, rain.

**NATIONAL LEAGUE**  
New York 5; Pittsburgh 3.  
Boston 6; Chicago 0.  
Brooklyn 3; Cincinnati 2.  
St. Louis 8; Philadelphia 7.

### HAS MAN HELD BUT HERSELF CONVICTED

In police court today Emma Alexander had sworn out a warrant against Mat White, charging him with assault and beating her. After hearing the testimony, Mayor Irvine B. Watkins amended the warrant to charge the woman with assaulting and beating White. White was discharged and the woman was convicted. Both were colored and both pleaded not guilty. The judgment of the court was that Emma Alexander be confined in the county jail 30 days.

commitment not to issue on payment of the costs and being of good behavior 12 months.

A last remnant of the Arawk Indians whom Columbus found in Jamaica still exists there, and although much mixed with Negro and white blood, the type is unmistakable.

### Political Notices

**CANDIDATES ARE HEREBY NOTIFIED THAT ALL POLITICAL NOTICES APPEARING IN THIS COLUMN OR ELSEWHERE IN THIS NEWSPAPER ARE CASH AND MUST BE PAID FOR WHEN ORDER IS PLACED.**

**FOR SCHOOL BOARD**  
I hereby announce myself a candidate for member of the Vance County Board of Education in the Democratic Primary June 2. Your vote will be greatly appreciated.  
J. ALVIS TURNER.

**FOR SHERIFF**  
I am a candidate for the office of sheriff of Vance County in the Democratic Primary June 2. Your vote and support will be highly appreciated.  
L. A. JACKSON.

**FOR CORONER**  
I am a candidate for the office of Coroner of Vance County in the Democratic Primary, June 2. Your support and vote will be greatly appreciated.  
C. O. KING.

**FOR HOUSE OF REPRESENTATIVES**  
I hereby announce myself a candidate for the House of Representatives in the next General Assembly subject to the Democratic Primary, June 2. If elected I shall advocate economy in government as I did before. Your support for this office will be appreciated.  
O. S. FALKNER.

**AL. B. WESTER**  
Insurance-Rentals  
1-4 Century Service and Experience  
Phones: Office 139-J—Res. 647-J.

**NOTICE!**  
To Merchants  
We have moved to the Crowder building, corner of Court and Montgomery Streets. Our stocks are being enlarged to include full lines of cigarettes, tobaccos and light groceries. Come To See Us.  
**R. E. Satterwhite**  
Candy Co.  
Wholesale Only—Phone 170

## When Minutes Count...

Electric Appliances Are The Answer

When it is a matter of doing things in a hurry and doing them well you can trust an electric appliance with the job.

The automatic feature with which most of them are equipped, turning the heat on and off as required, makes them especially trustworthy. These handy household appliances are fast becoming household necessities. Every day new ones are being developed to lend their assistance in lightening the homemaker's task.

Inspection of the complete line of Electric Appliances at our store will reveal that many of them are much less expensive than you thought. Also, you will welcome the easy terms at which they can be purchased. No obligation.

**CAROLINA POWER & LIGHT COMPANY**

**CLOCKS**—for the kitchen, living room, every room in the house will be found in many beautiful designs.

**WAFFLE IRON**—golden-brown waffles are no trick to make with a grocerless Electric Iron. It's smokeless, too.

**TOASTER**—This Electric Toaster makes delicious, crisp toast right at the table and does it quickly.

**AN ELECTRIC IRON** is really a household necessity. One can be obtained also, in travelling size.

**PERCOLATOR**—Good coffee, made right at your elbow is what this lovely percolator promises.

**TABLE STOVE**—An appliance that will save many steps for the home-maker.