



**The National Society for
the Preservation of Tent,
Folk & Repertoire
Theatre**

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Collections Supervisor
Martha Hayes

The museum is open from
Memorial Day
to Labor Day
Tuesday through Sunday
10:00-4:30

During the winter months
the museum is open by
appointment

The Winging It

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Winging It

National Society for the Preservation of Tent, Folk and Repertoire Theatre

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President's Message

It seems lately that all too often I have to inform everyone of a loss of a friend. We were all saddened by the loss of Martha Hayes this past December. Martha has been our main point person at the museum and library since she came to us in 1986 after her "retirement" {that is as much as Martha could have ever retired}. A ball of energy and information, Martha was instrumental in gathering information for researchers, publicity, and countless individuals looking for information about our beloved collection and has inspired many books and articles during her tenure with us.

Many of you have written fond remembrances and these will be reprinted in this edition. She will be sorely missed by me and all of us who had the privilege to know this remarkable woman. Please read her obituary and you will discover just how many lives she touched and enriched through her life's work.

It is not enough to pay tribute in just one writing, nor is it possible in this short article to list all of the accomplishments she so humbly achieved, or her value to our organization. Therefore, your board of directors has established the "Martha Hayes Award for Volunteerism" which will be awarded at our annual meeting, to recognize an outstanding volunteer to the Society for the Preservation of Tent, Folk and Repertoire Theatre.

We can think of no better way to honor Martha's life-long commitment to community involvement and to encourage more giving behavior as was her wish. Please forward to me your nominations for the first person you would like to see honored with this award at: ripperdavid@yahoo.com before April 10. While you are at it, please forward nominations for this year's election to the board of directors. We now meet monthly on the second Sunday of the month to advance our mission. Kindly forward your nominations from the membership ASAP for voting at the annual meeting during the conference.

The Show Must Go On!

We have a great slate of presenters and entertainment for the Annual Theatre History Conference and I look forward to seeing you all! In this edition and on the web site {many thanks to Mark Tubbs for keeping this updated} you will find registration for this year's conference. Please send it in as soon as possible so we know how much food {and wine} to get. Bring a friend! Encourage them to join! We have a goal of 100 members for this year. Please help us by spreading the word. {And yes, this is a not-so-subtle reminder to pay your dues}. Your membership and donations are what "keep the lights on" and help us to continue to preserve this collection of artifacts and information for the future.

Many great things are happening with the society, which I am running out of room to enumerate in this note. All the more reason for you to attend!
David

Ad Libs

By Grace Swank-Davis

I, as well as the museum and everyone associated with the museum lost a good friend with the passing of Martha Hayes.

Although Martha had no knowledge of tent theatre when she started at the museum, in the 20 plus years she spent entering the museum's collection into our computer system she became a walking encyclopedia of tent show information.

She so enjoyed receiving inquiries from all over the country from people searching for information on troupers or shows.

Everyone will agree, I'm sure, that Martha always greeted every visitor or researcher with great hospitality and went out of her way to accommodate their needs.

Anytime I wanted to know what was going on in Mount Pleasant all I had to do was ask Martha , not that she was ever a gossip, she just knew everyone in town and was involved in so many organizations. I always knew what new business was coming to town, what business was going to close, who was going to run for office, what building was going to be restored.

In the last few years she did the museum a big favor by recruiting several wonderful and accomplished volunteers. It will take all of us to fill her shoes.

I'm very grateful I had the chance to work with and to know Martha for the last sixteen years; she will be missed as a coworker and as a friend.

Her obituary left out that one day a week she delivered meals to seniors for Meals on Wheels. I always thought that was funny as most of the people she delivered to were younger then she was!

P. S. You may find more typos in *Wining It* from now on because Martha was the proofreader. And no mistake got by her eye!

Our Annual Theatre History Conference is coming up and we will have people joining us from all over the country. We hope you will be one of them.

YES! I want to be a part of the Theatre Museum.

Membership Levels

Student.....	\$15	Business Supporter.....	\$100
Individual.....	\$20	Director's Circle.....	\$150
Family.....	\$30	Angel.....	\$500
Actor's Circle.....	\$50	Gabriel Himself.....	\$1,000

Name (s) _____

Address _____

City _____

State/Zip _____

E-mail _____

Phone _____

Membership Level _____

Check Enclose (Payable to National Society)

Please return your payment with this form.

Martha A. Hayes
October 31, 1929 – December 5, 2014

Martha Ann Hayes, Collections Supervisor of the Theatre Museum and longtime member of the National Society, passed away December 5, 2014 at Park Place Elder Living in Mount Pleasant, Iowa from complications following a short illness. She was 85 years old.

A memorial service was held at the First United Methodist Church on Friday, January 9. Cremation rites had been already accorded with burial of Martha's ashes in the family plot in Forest Home Cemetery, Mount Pleasant.

Martha, the daughter of Columbus and Beulah Hayes was born in Mount Pleasant on October 31, 1929. she graduated from Mount Pleasant High School in 1947, studied two years at Iowa Wesleyan College in Mount Pleasant, then transferred to the University of Iowa graduating in 1951 with a BA degree in Psychology and her teaching credentials.

She taught kindergarten and first grade in Rockford, Illinois, Torrance, California and Racine, Wisconsin from 1951 to 1962.

She then began her editing career for the Allyn & Bacon Publishing House in Boston, Massachusetts. For 16 years, she was an Executive Editor for Harper & Rowe Publishing Company in Evanston, Illinois and New York City. While in New York Martha also did free-lance work as an editor. She lived on Roosevelt Island during her time in New York and volunteered as Director and Trainer of the Roosevelt Island Community Library's Volunteer Program from 1981 to 1987.

She retired from publishing in 1986 and returned to Mount Pleasant to look after her widowed mother, taking a job in sales at the former Ramada Inn, now the Comfort Inn and Suites. She worked there until her death.

Martha is survived by her sister Carol Egli of Corona, California and sister-in-law Cora Hayes of Des Moines Iowa; nine nephews, two nieces, two cousins, fourteen grand-nephews and nieces and their families. She was preceded in death by her parents, her brothers, Edward and Warren Hayes and her aunt and uncle, Ruth and Ernie Hayes.

Martha was a very active member of her community. The following is a list of the many organizations to which she was associated.

Martha was a founding member of the Iowa Historic Preservation Alliance, now Preservation Iowa. In 2013 the organization created the Hayes Award, for a person who represented Iowa Preservation at its best and was the first recipient. She was a life trustee of the Iowa Wesleyan College Board of Trustees.

She served on the Public library Board and chaired the board from 1993 to 1996

Henry County Heritage Trust. Served as chairperson

Volunteered for Midwest Old Threshers

Mount Pleasant Evening Rotary Club. Served as President, a Rotary Paul Harris Fellow and served as Secretary for many years.

Mount Pleasant Chapter for the Southeast Iowa Symphony Orchestra. Served as Secretary.

Henry County Health Center Auxiliary. Member and Past President. Manager and Co-Manager of the hospital's gift shop 1990-2014. She was named as one of the Iowa Hospital Associations Shining Stars in 2012.

Member of the Mount Pleasant Area Alliance. Was named Citizen of the Year in 1989.

Main Street. Was chairperson of their Design Committee. Named Volunteer of the year

Henry County Tourism

The Van Allen House

The Friends of the Harlan Lincoln House. Executive Board member

P.E.O. Chapter Original A

The James Harlan chapter of the Daughters of the American Revolution. In 2013 she received the DAR Community Service Award.

Pi Beta Phi Sorority Alumnae Club

Mount Pleasant Woman's Club. Past President

The Coterie Club

T.T.T. Chapter Iowa A

The First United Methodist Church



Registration For
The National Society for the Preservation of Tent, Folk and Repertoire Theatre's
Annual Theatre History Conference

(319) 385-9432

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Fax (319)385-0563

April 17, 18 and 19, 2015

_____ I plan to attend the annual Theatre History Conference. Fee: Members, \$75.00
 Non-members, \$95.00. Troupers, \$30.00

_____ I/we will attend the casual supper on Friday, April 17. (Circle I or We)

_____ I/we will attend evening banquet on Saturday, April 18. (Circle I or We)
 Price included in conference.

PRE-ACTIVITIES: Friday, April 17, 12:30-4:00pm Theatre Museum
 4:30: Happy Hour & Supper TBA

CONFERENCE FEE INCLUDES:

Conference program, continental breakfast, Saturday lunch and dinner, and entertainment.
 Members, \$75.00 - Non-members, \$95.00 - Students & Troupers, \$30.00

National Society dues:

Student	Individual	Family	Actor's Circle	Business Supporter	Director's Circle
\$15	\$20	\$30	\$50	\$100	\$150

MAKE CHECKS PAYABLE TO National Society

Conference \$ _____
 Dues \$ _____
 TOTAL \$ _____

Mt. Pleasant Hotels:

(Grand Avenue - Frontage Road)

Comfort Inn & Suites 319-385-0571
 FAX 319-385-3464

Rodeway Inn 319-385-2004
 FAX 319-385-8324

Mt. Pleasant Inn 319-385-2102
 FAX 319-385-3223

Super 8 Motel 319-385-8888
 FAX 319-385-8888

OTHER INFORMATION DESIRED

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____

E-mail: _____

Sarah Bernhardt In A Tent!

By William Slout

Sarah Bernhardt made the first of her farewell tours of the United States in the season of 1905-06, under the management of William H. Connor and the Shuberts. At this time the Theatrical Syndicate (Charles Frohman, John Zimmerman Sr., Samuel F. Nixon, Al Hayman, Klaw & Erlanger) controlled most of the major theaters in the country; and the up-start Shuberts were more than a nuisance. Consequently, the Theatrical Syndicate made booking the major theaters impossible. Sarah Bernhardt and company were forced to perform in college spaces, civic auditoriums, and wherever and whatever else they could use to hold immense audiences.

The New York Times announced in December of 1905 that Mme. Bernhardt's Southern tour was to have been through the Greenwall circuit which was controlled by Henry Greenwall, with whom Connor had been in continuous correspondence and understood there would be no disagreement from the Syndicate. The plan was to have dates in Dallas, Waco, Austin, San Antonio and Houston. Shortly, however, Greenwall informed Connor that Mme. Bernhardt's appearance in his houses would not be possible; creating a situation that would include the entire state of Texas.

Bernhardt's management decided that a circus tent could be used in the major Texas towns, arranged as a portable theater and toured with a circus train and Pullman cars, the weather being warm enough in April to satisfy their needs. Mme. Bernhardt is said to have responded, "How glad – how fortunate – I am to be in the hands of such lively and energetic managers."

Sarah Bernhardt in a tent! Newspapers across the country carried the story and everywhere everyone seemed excited about the event, with some in the press exercising their wit. A gentleman from the Montréal Star wrote, "With Sarah Bernhardt playing in a tent in Texas, why not carry the circus idea still further, and arrange to feed the audiences with peanuts and pink lemonade between the acts." And from the Santa Cruz Weekly Sentinel, "On her Texas tour Mme. Sarah Bernhardt is playing Camille in a tent; the open air of Texas will, it is thought, be good for poor Camille's consumption." The Washington Post man observed, "Mme. Bernhardt is taking on chances in starring through Texas in the circus tent, unless the Texans have broken themselves of the old habit of shooting holes through the tent between acts."

In February 1906 W. E. Gorman, representing Mme. Bernhardt, revealed further details. The tent, procured from Barnum & Bailey, was 220 feet long and 130 feet wide. It was expected to seat 4,750 people in canvas chairs arranged and numbered as in a regular theater. The stage was to be 60 feet by 50 feet with a 30 foot ceiling and space set apart for dressing rooms. It would be lighted by electricity, the power furnished locally.

"The Divine Sarah is coming," a Texas paper sounded the bugle. There was intense interest in the air as Bernhardt's tent was being readied for opening at Cycle Park, an amusement resort in Dallas. There were Bernhardt cigars, and foods a la Bernhardt, Bernhardt cocktails and all manner of references to the great star. A large number of Eastern newspaper representatives and magazine writers were on hand to report what was called "the most novel event in the history of the stage." Advance tickets were sold through mail orders as well as at local outlets, selling for two dollars and three dollars for reserved seats and one dollar for general admission, the latter being placed on sale the night before the performance. And all railroads coming to the city were placed on special rates for this event.

The telegraph office arranged a special area in the tent for the press people to send their messages back to their respective papers, both in the United States and Europe. Bernhardt sent messages to her many friends, one of the first being to her son, Maurice, in Paris, saying she would perform "in this beautiful tent tonight, which is amusing and a fairyland."

Mme. Bernhardt opened in Dallas on March 26, presenting Camille to an audience of some 8,000, half of whom stood to watch the French artists, with several thousand turned away. The triumphant engagement netted more than \$11,000. The whole world applauded.

As soon as the play ended some 40 canvasmen packed up the tent and all of the equipment and moved on to Waco some 100 miles away for the performance the next night, March 27. Bernhardt and her entourage opened at Waco, under the auspices of the Business Men's Club, again to a huge audience. During the performance the area was struck by a terrific storm, heavy winds, thunder and lightning and sweeping rain. Many in the audience took flight, but it was said that "in the midst of the storm Mme. Bernhardt never wavered, but went through her lines steadily seeming to enjoy the excitement."

The following day the troupe was at Austin where the tent campaign was abandoned. The management of the Austin Opera House offered her the facility, where she performed before a capacity audience, including Gov. Langham, Lieut. Gov. Neal, judges and legislators. In turn, Atty. Gen. Davidson notified the Texas theater managers that if they did not permit Sarah Bernhardt and her company to perform in their houses he would institute an antitrust law of the state.

After all of the pre-tour hoopla, with a whole country excited about the unusual occurrence, Sarah Bernhardt's famous tour of Texas in a tent lasted for two nights before the tent was packed up and shipped to Chicago for a charity event.

Martha...you may have never trouped on a tent show; but never doubt for a single minute, you were the definition of a true trouper. You will never know just how much this show is going to miss you. Your character can never be replaced. RIP My Friend.
Mickey Lacey

I loved being around Martha when someone would ask about a particular show or trouper. Many times, she had the basic knowledge in her head and could start discussing the show or trouper as she started towards the computer or the library. She is an honorary trouper in my heart.
Mark Peper

I remember Martha with great fondness. She always greeted me with enthusiasm and helped with many research questions from me and from all the students I brought to Mt. Pleasant over the years. She was a kind and gracious person with unbounded energy. Martha had a real love of the Museum and everyone associated with tent rep. She will be greatly missed.
Sarah Blackstone

Martha and I became acquainted when she moved back from NY. I had known her cousin Joanne in high school, but Martha and I had never met. Then, we shared a common interest in writing.

Martha would do three or four civic events every day. She was marvelously dedicated to being essential to all of us. She put her energy into everything. I only kept up with her at the Museum and I had to scurry to do that.
Claudia Streeter



Martha was great at getting you to share her enthusiasms – not only for the Museum but also for such things as the Iowa Preservation Society. “You’re a member, aren’t you?” She was always cheerful, always helpful. “Martha, may I take this stuff from the Museum home with me to work on it?” “Of course.”
George Glenn.

Martha was gentle, kind, knowledgeable and ready to help with any and all requests, even those that might be termed “bizarre!” She loved the association and the museum and all who were connected with it. We all miss her. I miss her.
Richard Poole

As I arrived at the Museum library on the day the Conference would begin, I could expect and would always find Martha, smiling and one-step ahead, on whatever it may be. That smile and “can do” will be greatly missed.
Judith Zivanovic

The Museum has lost another rock in its foundation. Martha Hayes will be sorely missed. She was always responsive to any requests from we outsiders. We knew we had a caring friend. I would hope the Museum would arrange some kind of lasting memorial within the premises, perpetuating her contributions to the organization.
The Slouts

My friend, Martha Hayes.
Martha was the first person I met when I started coming “back” to the Theatre Museum a few years ago. As I know she was with everyone who visited the museum, she was interested in meeting me and knowing more about my life in tent theatre and my parent’s involvement as well.
Martha was a buffer in many ways – between those of us who trouped and the Old Threshers’ hierarchy. Being a native of Mount Pleasant there were many ways she could help communication that some of us could not.
I am sure the Society is just beginning to feel her absence.
Roberta Wilkes