

BO ROOS, ADVISER OF FILM STARS, 69

Business Manager for Wayne and Many Others Dies

LOS ANGELES, Aug. 12 (UPI)—Bö C. Roos Sr., one of Hollywood's leading business managers, with clients including John Wayne, Fred MacMurray, Red Skelton and Lloyd Nolan, died yesterday at the age of 69.

A Model of His Kind

Because of his flamboyant, high-powered and hectic way of life, Bö (pronounced Boo) Roos could have been the model for the movie stereotype of the Hollywood business manager.

A bulky, well-tailored man with cold blue eyes and a pencil mustache, he made about 60 phone calls a day, commuted by plane around the world, worked with his clients, played poker with them, went to Mexico with them and was said even to weep with them.

For more than 30 years he handled private investments of Hollywood's top screen stars, which in a typical year amounted to \$7-million, and battled with the Internal Revenue Service for them.

His clients had also included Marlene Dietrich, Joan Crawford, Merle Oberon, Carole Landis, Lupe Velez, Frank Borzage, Johnny Weissmuller and George Brent.

In an article in The Saturday Evening Post, Richard English quoted Harriet Parsons, Hollywood producer, as saying of Mr. Roos's promotions: "I know a lot of people say he's in the mention business—you mention it, he's in it. But what's the use of going to a doctor if you won't take his advice? What most of his critics don't know is that Bö forms syndicates on all his deals, going dollar for dollar with the rest of us."

Not All Successes

His ventures for his clients and himself—not all of which were successful—ranged from investments in hotels and apartment houses through television and picture deals to owning a drug business, parking meters, a ski resort and a winery.

"I've been called a gambler for one reason—I'm only good for the client who wants action for his money," he once said. "A lot of business managers never stick their necks out, and so they're never wrong. But I know my kids have only so long to get well in, so somebody has to carry the ball."

Mr. Roos was born to Swedish parents in Los Angeles on Oct. 30, 1903. His father died when he was 5. At 15 he had to quit high school and go to work. He became secretary to the manager of an office building, then became an insurance salesman and, after his marriage, worked in his father-in-law's contracting business.

Soon Mr. Roos began contracting for himself, building 40 houses a year. At the age of 24, he had made enough money to retire. While occasionally building a house, he looked around for a new career, and, in 1934, found it—becoming business manager for Bebe Daniels and Ben Lyon.