

It Happened Last Night

NEW YORK, Oct. 7—Fred Allen found himself as prominent as B.V.D.'s in a nudist camp today after going to war on radio's giveaway shows.

He was being roundly congratulated—some squares congratulated him too—for insuring his audiences that if they miss an giveaway prize while listening to him, he'll pay them up to \$500 in cash to cover their losses.

Fred came over to Toots Shor's after his opening program, and ordered orange juice and swordfish, as he's a vegetarian now.

"I've given up tobacco, alcohol and meat," he said. "The only thing I've got left to give up is living. My blood pressure has gone down 30 points and so has my Hooper rating."

You Don't Mind?

A YOUNG fellow who was very thrilled about Fred's "Cease the Melody" satire on "Stop the Music" came over and asked Fred to leave his dinner and walk over and say hello to 12 of his friends at the bar.

"You don't mind being bothered, do you?" he asked Fred.

"No, I just come in here to be bothered," said Fred. "While waiting for somebody to bother me, I have something to eat."

One of the captains pushed the guy away and Fred started telling me about his shtick on the radio giveaway shows.

"This is my 17th year on the air," he said. "You don't need merit any more. Get yourself an announcer, three jokes and an icebox, and you've got a program."

Give Him the Air

"I HOPE somebody claims \$5000 from us. I'll put the fellow on the air right away. God knows how many giveaway programs there are. It's a legitimate offer."

Kenny Delmar, Frank Loesser and some of the rest of us queried

Soap Makers Charged With Trust Violations

WASHINGTON, Oct. 7 (UPI)—The government today charged three of the nation's largest soap manufacturers with violating anti-trust laws by selling their products cheaper to big customers than to small ones.

The complaint, issued by the Federal Trade Commission, was directed against Lever Brothers Co., Cambridge, Mass.; Proctor & Gamble Co., Cincinnati; and Colgate-Palmolive-Peet Co., Jersey City, N. J. Also named was a Procter & Gamble subsidiary, the Proctor & Gamble Distributing Co., Cincinnati.

The commission charged specifically that the three firms used a rebate system whereby certain small customers were charged higher prices than larger competitors "for soap products of like grade and quality."

Look! 12 FULL GLASSES

—when you buy
this carton!

Think of it—with 2 full glasses in every 15-ounce bottle of Pepsi-Cola! So take home Pepsi! America's biggest cola value!



CROSSWORD PUZZLE

Radio Actress

ANSWER to Previous Puzzles									
HORIZONTAL	5 Near	10 MINUTE	15 CROWN	20 SURGE	25 PRINCE	30 HARRY	35 CROWN	40 CROWN	45 CROWN
1-8 Pictured	6 Erect	11 NEEDLES	16 PRINCE	21 DECEIT	26 HARRY	31 DECEIT	36 PRINCE	41 HARRY	46 HARRY
radio actress	7 Dry	12 SIGHTS	17 CROWN	22 DECEIT	27 HARRY	32 DECEIT	37 CROWN	42 HARRY	47 HARRY
13 Come in again	8 Long Scout	13 SIGHTS	18 CROWN	23 DECEIT	28 HARRY	33 DECEIT	38 CROWN	43 HARRY	48 HARRY
14 Natural fats	(ab.)	15 Indian	19 CROWN	24 DECEIT	29 HARRY	34 DECEIT	39 CROWN	44 HARRY	49 HARRY
15 Sea eagles	16 Assistant	17 Leave the	20 RAILS	25 DECEIT	30 HARRY	35 DECEIT	40 CROWN	45 HARRY	50 HARRY
18 Great Lake	19 Accomplished	21 Wiped away	22 Moisture	23 DECEIT	24 HARRY	25 DECEIT	26 CROWN	27 HARRY	28 HARRY
20 Vehement	22 Air	23 Belgian river	24 Even (contr.)	25 DECEIT	26 HARRY	27 DECEIT	28 CROWN	29 HARRY	30 HARRY
(comb. form)	(comb. form)	(3s)	34 Cook in oven	35 DECEIT	36 HARRY	37 DECEIT	38 CROWN	39 HARRY	40 HARRY
23 Lampreys	27 From	36 Diner	37 Golf-teachers	38 DECEIT	39 HARRY	40 DECEIT	41 CROWN	42 HARRY	43 HARRY
25 Geraint's wife	20 Surmised	41 Note in	42 Poker stake	43 DECEIT	44 HARRY	45 DECEIT	46 CROWN	47 HARRY	48 HARRY
27 Short-napped	21 Renters	44 Lord provost	45 Belongs to her	46 DECEIT	47 HARRY	48 DECEIT	49 CROWN	50 HARRY	51 HARRY
fabric	24 Narrow-ways	49 Narrow inlet	51 DECEIT	52 DECEIT	53 HARRY	54 DECEIT	55 CROWN	56 HARRY	57 HARRY
28 Nothing	25 More	50 Area measure	51 Greatest	52 Rough lava	53 DECEIT	54 HARRY	55 CROWN	56 HARRY	57 HARRY
29 Chaos	30 Symbol for	58 DECEIT	59 DECEIT	60 DECEIT	61 DECEIT	62 DECEIT	63 DECEIT	64 DECEIT	65 DECEIT
31 Jewel	32 Seine	66 DECEIT	67 DECEIT	68 DECEIT	69 DECEIT	70 DECEIT	71 DECEIT	72 DECEIT	73 DECEIT
34 Danish	35 Woody plant	74 DECEIT	75 DECEIT	77 DECEIT	78 DECEIT	79 DECEIT	80 DECEIT	81 DECEIT	82 DECEIT
37 Hawaiian food	38 She stars in	80 DECEIT	81 DECEIT	83 DECEIT	84 DECEIT	85 DECEIT	86 DECEIT	87 DECEIT	88 DECEIT
43 College cheer	45 Value	86 DECEIT	87 DECEIT	89 DECEIT	90 DECEIT	91 DECEIT	92 DECEIT	93 DECEIT	94 DECEIT
47 Press	48 Festival	92 DECEIT	93 DECEIT	96 DECEIT	97 DECEIT	98 DECEIT	99 DECEIT	100 DECEIT	101 DECEIT
49 Venetian	50 Silver medal	98 DECEIT	99 DECEIT	102 DECEIT	103 DECEIT	104 DECEIT	105 DECEIT	106 DECEIT	107 DECEIT
51 Beginner	52 Leather thong	104 DECEIT	105 DECEIT	108 DECEIT	109 DECEIT	110 DECEIT	111 DECEIT	112 DECEIT	113 DECEIT
53 Jaeger gulls	54 Eagle's nest	108 DECEIT	109 DECEIT	113 DECEIT	114 DECEIT	115 DECEIT	116 DECEIT	117 DECEIT	118 DECEIT
55 Vertical	56 Eagle's nest	113 DECEIT	114 DECEIT	119 DECEIT	120 DECEIT	121 DECEIT	122 DECEIT	123 DECEIT	124 DECEIT
1 Brought up	2 Melt down	119 DECEIT	120 DECEIT	125 DECEIT	126 DECEIT	127 DECEIT	128 DECEIT	129 DECEIT	130 DECEIT
3 Barons (ab.)	6 Barons (ab.)	125 DECEIT	126 DECEIT	131 DECEIT	132 DECEIT	133 DECEIT	134 DECEIT	135 DECEIT	136 DECEIT

By Earl Wilson

ear but Allen's Sallies are, and it remains to be seen how the giveaway shows will do under his satirical attacks. Because, of course, this one isn't the last. When all this was being talked about last night, Mrs. Jack Haley mentioned that Fred's Beautiful Wife, Portland, can be very funny.

"That's right," said Fred. "I walk around the house barefooted so I won't step on her laughs."

The Midnight Earl

WHAT'S HOT: Police expect to "knock off" a flock of 52d St. (Strip Street) places before Jan. 1. . . . Mickey Rooney's due for a physical checkup by specialists here. . . .

Wish I'd Said That

HERB SHRINER: Troubled

with these new veterans' homes,

the way they're built, you never

know when the people upstairs

will drop in on you."

Sh'llo Sh'llo Sh'llo

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