

**Banner-Whitehill**  
31 S. Meridian

will be

## CLOSED TOMORROW

Thursday, September 29th

...FOR AN ALL-DAY  
EMPLOYEES' OUTING  
AT SPRING LEDGE,  
CRAWFORDSVILLE.

Store will be open as usual  
Friday and Saturday,  
9:30 to 5:00

INDIANA'S STORE FOR THE HOME



*It Happened Last Night—*

### Raps Networks For Giveaways

*'Truth or Consequences' Papa  
Says 'dea Stolen, Ruined*

By Earl Wilson

NEW YORK, Sept. 28—This time, Ralph Edwards, it's different. You don't ask, you ANSWER the questions.

And since I'm putting you on the spot, I'll ask you, "What about the giveaways going off the air . . . since you're one of the originators?"

Ralph, who was lunching at Toots Shor's with me, said:

"I don't think they'll go off. They'll just be modified. But outside of about four of them, they could go off and nobody would go jump in the East River."

"In fact," said Ralph, "when I heard about the proposed FCC ban, I said, 'Good, good for radio!'"

"But I thought giveaways were your brain children?"

"But our stuff was done with what we thought was intelligence," Ralph said.

"YOU MEAN the other giveaways are unintelligent?" I said. "Well, we don't take a woman who missed the question, and say, 'Here's a house and lot, and a mink coat, for not knowing the answer!'"

"That," he said, "is just buying an audience. Some of the winners have as much right to win as they have a right to a shot in the head!"

"You think you were the first to use giveaways?" I asked.

"What about 'Pot of Gold?'" I said, further.

"I think we were first to use the Jackpot," Ralph, the "Truth or Consequences" guy, said. "We



Mr. Edwards  
started in '40 and '41, with a  
Cinderella type act.

Sleepless nights soon go away

Sam is happy all the day

He saw the light and went and did it

His halo now is custom fitted.

In The

22% CLUB

"We gave money to charities, we had the best judges, nobody objected."

"Then all of a sudden, they stole the idea."

"They took all the guts of it, but they didn't take the heart, the charity part. And it boomed."

"Blames Networks

"L' RALPH SAID, "blame the all over, from scratch. And if networks. When they get so darn we do, let other people think of greed for audiences, they take their own ideas!"

any kind of a gimmick at all, it's their fault."

"NBC held out the longest."

"But in the end they broke down, and now we were hoisted by our own petard, or whatever it is."

"If the FCC ban goes through, the charities will suffer and for that reason I hope it doesn't."

"But if it does, we'll get caught in it, too, and will have to start

in it, too, and will have to start