

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 boomeranged."

Blames Networks

"I," RALPH SAID, "blame the networks. When they get so darn greedy for audiences, they take their own ideas."

September Opportunity

Now is the time to buy a...

NEW PORTABLE



Choose from one of these famous makes:

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Save as much as \$10 if you intend to buy on time payments. There is no carrying charge at Rex Typewriter.

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The car that likes to be compared!

PLYMOUTH



Great Value is built into every beautiful inch of the new Plymouth. For the positive proof—compare! Put this greatest Plymouth ever built up against the other cars—feature for feature, dollar for dollar, mile for mile!

Look at all three of the leading low-priced cars. Plymouth—and only Plymouth—has the famous Air Pillow Ride—now smoother than ever.

The new, more powerful Plymouth engine has a compression ratio of 7 to 1—low-priced car "A" has 6.8 to 1—low-priced car "B" has 6.6 to 1. You get greater performance because Plymouth's higher compression squeezes more power out of every drop of gas. And Plymouth is the only one of "all three" with the sensational new chrome compression ring that adds thousands of miles to the life of the engine.

Plymouth is the only low-priced car with the spectacular new double safety feature—Safety-Rim Wheels with Safe-Guard Hydraulic Brakes. Patented retaining humps hold the tire straight on the rim in the event of a blowout. Powerful brakes give quick, safe, accurate stops, without grabbing or biting.

These are just some of the reasons why the new Plymouth is the car that likes to be compared—not just to other low-priced cars—but even to cars costing hundreds of dollars more! Visit your nearby Plymouth dealer—he'll be glad to arrange a demonstration ride.

White sidewall tires, chrome wheel covers and rear fender scuff guards optional at extra cost.



Of 22 quality features found in high-priced cars—the new Plymouth has 21... low-priced car "A" has 13... low-priced car "B" has 4. That's why the Plymouth today—more than ever before—is the low-priced car most like high-priced cars!

DRIVE THE NEW PLYMOUTH—AND LET THE RIDE DECIDE!

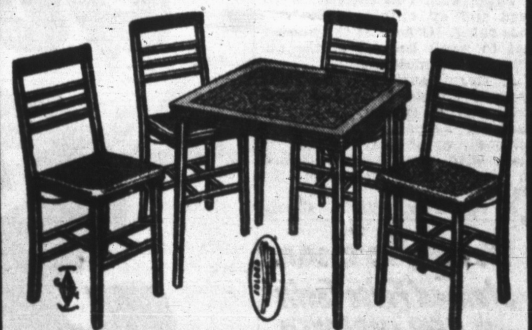
PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 21, Michigan

STAR STORE

360 W. WASHINGTON ST. LI. 6471

SAVE 50% ON BRIDGE SETS and ODD FURNITURE PIECES

We bought the entire surplus stock of the ERMET Manufacturing Company of Indianapolis at savings of 50% on the \$1.00—and we are passing the savings on to you—bridge sets, tables, chairs, smokers, etc. Buy now for personal use or holiday gifts—Use our Layaway—a deposit will hold your selection for future delivery. Do Not Miss This Sale!



\$37.50 BEAUTIFUL LADDER BACK

BRIDGE SET

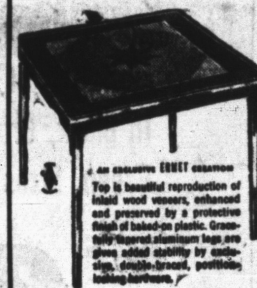
All 5 Pieces

\$18.75

Table top is a reproduction of walnut inlays. Mahogany finish. Special heavy laminated composition board. Upholstered in red leatherette. Mahogany finished frame. 4 Sturdy wood folding chairs. Designed for beauty and comfort—upholstered in red.

As Pictured

\$6.00 PLYWOOD
CARD TABLE
\$2.98



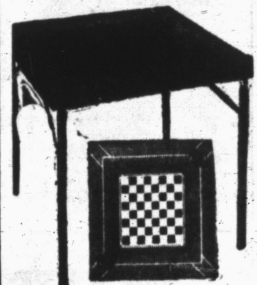
Lithographed top simulating wood inlays of walnut lace-wood. Double braced under board with metal binding around edge.

(As Pictured)

EXTRA
CHAIRS
\$8.50 Value
\$4.25

Sturdy folding chairs, designed for beauty and comfort, upholstered in red or ivory leatherette, mahogany finish. Can be used for all occasions.

(As Pictured)



\$3.95 STURDY
CARD TABLE
\$1.95

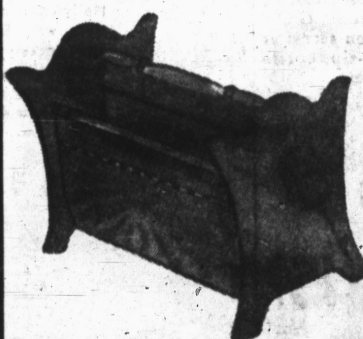
(As Pictured)

Composition top with safety folding legs. Decorated walnut inlay and lacewood imitations. Made with or without checker-board top—easy to store.

\$5.98 MAGAZINE

RACKS

\$2.98



5-ply wood with fancy inlays. Hardwood ends. Very attractive and built for long service. 12 1/2" wide, 13" long, 14" high.

As Pictured

\$1.98
SMOKERS
89c

Unpainted, knock-down smokers as pictured. Can be assembled very easy. Smooth sanded knotless wood. Top is 10 1/2 x 11 1/2. 23" tall with drawer.

As Pictured

