Earl Wilson

Quiet Wedding—Too Darn Quiet

NEW YORK — Speaking of the secrets on the "I've Got a Secret" TV show — which I don't believe we were just now—panelist Bill Cullen and his new bride, Ann Macomber, have just celebrated a whole month of wedded ecstasy and nobody's so much as thrown rice pudding at them.

I met the bride — a beautiful brunette ex-Los Angeles model—at the Barberry Room. Bill was there, too, of course. He's the nosy type.

"We did it kind of quiet-like because I wanted to tell my ex-wife about it first," said Bill. "Then it was the day before Christmas and there was hardly anybody around. I thought I was going to have to sign the papers myself."

Supreme Court Judge Morris Eder married them, explaining that his marriages always last. He mentioned several celebrities he's married, including Milton Berle, who's been married three time," said the Judge.

Bill and Ann gave him a fishy eye when he mentioned Berle.

"Oh, I married him the last time ," said the Judge.

"And I hope it is," retorted Bill.

Except for a mention on the radio, the marriage has been secret. "We haven't even had a honeymoon," Bill told me. "A honeymoon is when two people walk out on each other."

Ann's the daughter of Heinz Roemheld, a composer of "Ruby," and was married once before. Bill, an ex-Pittsburgher who does the "Pulse" radio show plus his own TV show for RCA, said he was sort of glad to let people know about it.

"At first," he said, "I wanted a lot of secrecy about it, but when I got a lot of secrecy, I yelled, 'Hey, doesn't anybody care?' "

I'm very happy to tell you that Bimbo's 365 Club in San Francisco is spending $30,000 to install ultra-modern men's and women's powder rooms which'll be so fancy that the club'll hold a premiere and cocktail party to unveil the rest rooms, perhaps the first in history. You're invited, of course . . . Clarence Nordstrom, Millburn, N. J., sends me this Taffy Tuttleism: Taffy, advised to eat spinach, said: "I don't like spinach and I'm awfully glad I don't like it . . . 'cause if I liked it I'd eat an awful lot of it and I just hate it."

At the Central Park Zoo a sign scrawled on a cage says, "Don't stand too close. Feeding yourself to the animals is forbidden" . . . Inventions That Ought to be Invented (via Paul Grossman, Brooklyn): "A stringless violin so a person can practice while the rest of the family watches" . . . It being examination time, Louis Ginsberg, teacher at Central High, Paterson, N. J., noticed these boo-boos on English papers: "A famous king couldn't walk. He had an abbess on his knee." Also: "Many stores sell furniture on the extortion plan."

THE MIDNIGHT EARL . . .

The Hal March-Candy Toxton wedding is set for Feb. 17 in Las Vegas . . . Red Buttons joined a syndicate that's buying Florida real estate . . . The Gabors traveled over the weekend — Mama to Palm Beach, Eva to London, Magda to Nassau. (Zsa Zsa's resting) . . . Victor Borge celebrated the arrival of the baby by buying drinks for everybody at Gilmore's.

Josh Crawford sat in Ruth Gordon's chair backstage at "The Matchmaker" and said, "I hope some of your talent rubs off on me" .

DENNIS THE MENACE

"I wish Daddy would hurry and go to work so you an' me can go back to bed again!"

BOBBY SOX

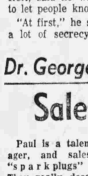
"The one on the left is terribly intelligent—he's the one who asked me for a date!"

Dr. George W. Crane, The Worry Clinic

Salesmanship Is Not A Catch-All For Misfits

Paul is a talented sales manager, and salesmen are the "spark plugs" of civilization. They really deserve the major credit for winning our wars. Salesmanship is a great profession and not a catch-all for misfits or failures from other fields of endeavor. Scrapbook this Case Record and its follow-up tomorrow.

Case Q-369: Paul R., aged 34, is a brilliant sales manager.



"My greatest problem with new salesmen," he began ruefully, "is how to get them to memorize a canned sales talk.

"They seem to think I am making much ado about nothing when I warn them of its importance.

"So they learn a few paragraphs; then they figure they can improvise the right answers on the spur of the moment when they later encounter prospects.

"But, Dr. Crane, as you have so often warned, a person can't rely on inspiration of the moment. So please offer some hints to salesmen, both for my own crew and also for the other sales managers all over America."

Since I taught the psychology classes on "Sales & Advertising" for many years in leading American universities, I always welcome a chance to deal with this vital subject.

And it really is "vital," for the late Dr. Glenn Frank called the salesman the "sparkplug" of civilization.

For the salesman is the man who coaxes most of us into safeguarding our family by life insurance.

He has taken the inventions of cloistered scientists and made them standard household equipment, such as our electric stoves lights, radios, TV sets, vacuum sweepers, washers, toasters, carpets, etc.

Every history textbook should thus include at least a full chapter lauding the salesmen, for they really won all of our wars for us.

Our brilliant generals and admirals usually get the headlines in those history texts.

But it was our tremendous American productive capacity which tipped the scales in World War I and World War II, as well as all of our other wars since the American Revolution.

For those salesmen forced vast factories to mushroom up to meet the peacetime need for tractors and airplanes and trucks and meat and clothing and the vast array of American merchandise.

Then, when war broke, it was a simple matter to convert those factories into war plants where our ordnance was produced that equipped not only our own 12,000,000 men, but also those of England and Russia, too.

Please remember that the Russians rode victoriously into the Balkans on American-made tanks and trucks!

Russian communism is riding high today because American salesmen in our peacetime "free enterprise" system, forced the factory development that hailed Russia out of the war victoriously.

The pitfalls that beset salesmen are these: (1) Cults and failures in other fields often think they can fall back into sales work and be successful.

Salesmanship, however, is a professional career, like medicine or law, and requires brains, vigor and intelligent training. Selling is not a catch-all or wastebasket into which can be dumped the misfits of life.

(2) Salesmen should memorize a canned sales talk. This doesn't mean they will use it in 1-2-3 order, for a gifted memorizer can re-synthesize the paragraphs to meet spontaneous situations that arise.

But he must have the memorized sentences and paragraphs: You can't rely on spur-of-the-moment genius to make you successful. A memorized sales talk is much like the internship of a medical graduate.

(3) A salesman must be adept with the "pause & praise" strategy, which will be outlined more fully tomorrow.

Send for my booklet "Sales & Advertising Strategy," enclosing a stamped return envelope, plus 20c (non-profit).

READ And REMEMBER

The X-ray was so-named because the German physicist, Wilhelm Roentgen, who discovered it in 1895, did not understand the nature of the ray. Since the letter "X" stands for an unknown quantity in mathematics, he called his new discovery "X-ray."

Advertising in medieval times was done by the public crier, who went about enumerating and praising the articles that certain merchants had for sale.

The average consumption of apples in the United States is about one-half an apple a day for every man, woman and child.

Today's Assignment

Junior Editors

THE GREAT LAKES—3
Lake Michigan

Lake Michigan is the only one of the Great Lakes without a Canadian shore. The states touching it are Wisconsin, Illinois, Indiana and Lower Michigan.

Junior Editors in Wisconsin know that Green Bay, the oldest town in the state, has the largest fresh water fishery center in the world. The French explorer Jean Nicolet steered his canoe into Green Bay in 1634.

Other cities familiar to Wisconsin Junior Editors are Appleton, Ashland, Beloit, Merrill, Warsaw, Wisconsin Rapids and, of course, Milwaukee which is the gateway of Great Lakes shipping.

Illinois has only a short shore line on the Lake, but that small space contains Chicago, largest city in the state and second largest in the United States.

There are Junior Editors in Alton, Bloomington, Champaign, Mattoon, Moline, Rockford and Waukegan.

Only a small bit of the Northwestern corner of Indiana touches Lake Michigan but it contains important industrial and agricultural centers. Two cities where Junior Editors live are Munice and Michigan City.

Although Lower Michigan has the Lake as its eastern border we will tell you more about the state when we come to Lake Huron tomorrow.

JUNIOR EDITORS pays $10 for any reader's idea that is used. Write your suggestion to "Junior Editors" in care of The Charlotte News; it cannot be acknowledged or returned and in case of duplication of ideas, the first submission will be accepted.

Wishing Well

Registered U. S. Patent Office.

6	3	8	4	6	3	2	5	7	4	6	3	8
W	P	S	C	A	A	A	F	T	O	R	S	T
7	2	5	3	7	6	5	8	2	5	3	5	7
S	N	I	O	Y	I	M	L	R	E	O	N	M
7	3	4	5	2	8	3	6	5	4	8	2	3
E	U	O	A	W	M	R	S	N	R	S	P	G
7	2	8	5	3	4	2	7	6	5	3	4	1
R	U	O	S	C	F	T	O	O	N	E	D	U
3	4	2	7	3	6	5	8	4	7	2	6	3
N	L	S	O	E	B	W	T	T	T	P	H	S
7	2	8	4	5	2	3	7	4	6	3	7	1
H	E	S	O	P	I	O	R	A	I	I	L	N
2	8	6	4	5	2	3	7	8	6	3	2	5
I	O	N	P	R	T	N	K	P	E	G	Y	K

HERE is a pleasant little game that will give you a message every day. It is a numerical puzzle designed to spell out your fortune. Count the letters in your first name. If the number of letters is 6 or more, subtract 4. If the number is less than 6, add 3. The result is your key number. Start at the upper left-hand corner of the rectangle and check every one of your key numbers, left to right. Then read the message the letters under the checked figures give you.

Dr. Herbert Spaugh, The Everyday Counselor

Private Worship Important

An increasing number of churches are opening their doors daily for private prayer and meditation. Along with this, hotels, department stores, and even factories are providing prayer rooms and prayer chapels. There are a number of these chapels in Charlotte (N.C.) churches, including the one of which I am pastor, The Little Church on the Lane.

Ivey's Department Store in Charlotte has recently prepared and opened a prayer room on the mezzanine floor.

The R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., has a lovely chapel on the first floor of their office building, joining the office of the company's chaplain, the Reverend Clifford Peace.

Since 1928, Room 300 in New York's Biltmore Hotel has been set aside for a prayer chapel and its doors have not been locked since.

There is a Prayer Room in the United Nations Building and also a Prayer Room in the United States Capitol.

From Ft. Lauderdale, Fla., comes a letter from a correspondent there describing a beautiful chapel she found in a hotel:

"We came upon the beautiful chapel as we explored the building of the Seaman's Club Hotel in one of the larger cities on the Gulf of Mexico. We stood there breathless with delight. Here was a gem of a chapel, with walls and pews of polished white oak, soft ceiling lights, red carpeted platform with a small altar and pulpit. Over the altar hung a large picture of "The Head of Christ" by Sallman. On the pulpit lay a large open Bible. The shining brass cross and candlesticks on the white altar cloth were impressive in their simplicity. Along the altar railing there were soft cushions for kneeling worshipers, and in the pews there were footstools for kneeling. In the pew racks there were hymn books and Bibles of various sizes. In every one of them, the inscription gave the name of the donor.

"But where was the organ or the piano. We looked around rather bewildered. But not a trace of any kind of musical instrument was there. 'Let's have our devotions here,' I whispered, in reverence of the sacredness of the place. I had come miles and miles to spend a few precious days with my seaman husband. The memory of that morning hour in that beautiful chapel where we read God's Word responsively and prayed together alone and undisturbed will remain a precious one. Every morning of our stay in that hotel we had that little chapel all to ourselves."

In these days of pressure and tension, more and more people are finding that peace and restoration can be found in the quietness of a church, chapel, or prayer room, as they commune alone with God. Private worship can be even more important than public worship.

Mary Haworth

Husband Resists Cultural Attempts

Dear Mary Haworth: In a different sense, you might call mine a Cinderella marriage. My own family have for generations been successful, well educated, push (?) him along. He can't or broad, my friends many. I take an active part in community life, read constantly and try to keep growing as a person.

I married a poor boy who put himself through school and is now a professional man. Ben is a fine person, a devoted husband and father, well thought of by his colleagues. But he never has had the time or inclination for cultural subjects—books, art, music. Nor even for conversation, unless about home, family and business. Nor is he interested in sports or hobbies.

I try to share my interests with him, and to broaden his—only to be told he isn't interested. In fact he seems to have reached a saturation point—or a point of unconscious resistance to my efforts to change, polish.

Why did I marry him? I was won't progress. His poor grammar and pronunciation distract me. Even when he does talk he sounds tacky. . .

The big problem is our choice of friends. Ben is loyal to his old friends and the new ones he makes are just dull little people, very ordinary, with no prospects of ever being anything else. My friends usually are very wealthy, well traveled, interesting; the people with whom I am most congenial, and it is a mutual congeniality. I don't just single them out and force myself on them. But Ben has nothing in common with them and they seem puzzled by him.

Why did I marry him? I was at very low ebb at the time, and I don't know why. I do appreciate his fine qualities of loyalty and steadfastness and his struggle to rise professionally. Am I simply a spoiled brat and a snob? I am terribly unhappy and feel Ben is too. We might do better to part and seek our separate levels. I am not going to give up and be ordinary, and have to see such people and drift along in comfortable mediocrity. — **S. C.**

Dear S. C.: It sheds no light to say that you are a spoiled brat and a snob. To clear up the mystery of the seeming mesalliance, you ought to look into and understand the real reasons why you married Ben. This probably would give you clues to causes of the present worsening maladjustment; and also suggest leads as to how to heal the breach.

You recall you were at low ebb when he claimed you; but you don't know why, you say now. Perhaps you were coasting into an emotional depression then, as a result of having no satisfactory close relationships.

And maybe Ben's very simplicity, his blunt resistance to intellectual and cultural complexities, his comfortable acceptance of his natural limitations and "mediocre" taste for "little people," etc., were rest to your soul — which had been worn to a frazzle, by compulsive pursuit of myriad sterile social "interests" considered appropriate to higher levels of worldly awareness. Maybe that's why you married him.

As suitor and bridegroom, perhaps Ben delighted in your social polish, as a pleasant bonus, while sincerely loving you for yourself, and thus gave you healing conviction of real worthwhile identity — so that you got well, emotionally, for a time. Until you found it impossible to make him over, in the image of your kind of people. Since when you've been feeling frustrated, dissatisfied, confused and depressed again — holding him at fault, instead of recognizing that your unrest inheres in you.

Maybe you and Ben don't belong together; but for you he has been a port in a storm. And before you risk again, you ought to discover your bedrock self, and decide what your soul-deep needs of companionship are. I advise psychiatric help at this crossroad. **M. H.**

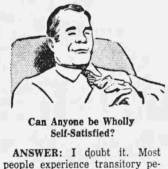
Mary Haworth counsels through her column, not by mail or personal interview. Write to her in care of The Charlotte News.

Mirror Of Your Mind

By JOSEPH WHITNEY, Consultant

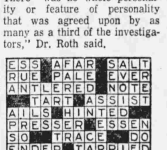
Are teen-agers hard to teach?

ANSWER: Generally speaking, no, but much depends on the teacher. For most teen-agers, teachers are the only professionally trained people they come in contact with, and their inclination is to be receptive and attentive. A teacher who wins their respect will usually find teen-agers a pleasure to teach, and the results usually rewarding. However, teachers who have trouble with student discipline often find their lives made miserable by teen-age defiance, and results far below standards.



Can Anyone be Wholly Self-Satisfied?

ANSWER: I doubt it. Most people experience transitory periods of complete satisfaction; usually following the successful completion of some rewarding task. But even the happiest individuals are never completely satisfied, for they tend toward self-appraisal and strive continually for improvement. Others who appear self-satisfied often have an overdose of self-distrust, and they maintain their smugness by projecting their dissatisfaction on other people, on the weather, world conditions, etc.



Do Doctors Agree on Ulcer Personality?

ANSWER: Dr. Harold P. Roth of Cleveland disagrees with authorities who have listed the characteristics of "ulcer personality." From a study of various reports, he found that investigators do not agree on what makes up such a personality. Many listed such traits as conscientiousness and anxiety, but were contradictory about others. There "was no whole personality or feature of personality that was agreed upon by as many as a third of the investigators," Dr. Roth said.

Crossword Puzzle

ACROSS

1. Hair dressing implement
5. Likely
8. Plot of ground
12. Shakespearean king
13. Witness
14. Went up
15. Continent
16. Thrice: prefix
17. Employer
18. Large sea
21. June bug
22. Poem
23. Individual
26. Take offense
30. Corroded
31. Shelter
32. Sticky
36. Cooked in water
39. Wine vessel
40. Beard of grain
41. Lacking in knowledge
48. Hindu garment
49. Posed for a portrait
50. Singing voice
51. American lake
52. Epoch
53. Imminent
54. Peruse
55. Color
56. Volcano

DOWN

1. Bivalve
2. Bacteriologist's wire
3. Girl
4. Binding fabrics
5. In the rear
6. Look
7. Great fear
8. Trims
9. Mislay
10. On the ocean
11. Gull-like bird
19. Also
20. American humorist
23. Old card game
24. Japanese outcast
25. Legal action
27. House addition
28. Born
29. Spread to dry
33. Went by automobile
34. Young damson
35. Roman governor
36. Attached to the hook
37. Have debts
38. Inborn
41. Bohemian river
42. Nostril
43. Silkworm
44. Fury
45. Coagulate
46. English school
47. Russian weight

E	S	S	A	F	A	R	S	A	L	T		
R	U	E	P	A	L	E	F	E	V	E	R	
A	N	T	L	E	R	E	D	N	O	T	E	
T	A	R	T	A	S	S	I	S	T			
A	I	L	S	H	I	N	T	E	D			
P	R	E	S	S	E	D	E	S	E	N		
S	O	T	R	A	C	E	S	D	O			
E	N	D	E	R	T	A	R	R	I	E	D	
V	E	D	I	L	E	S	A	N	N	E		
S	T	R	I	P	E	T	E	N	D			
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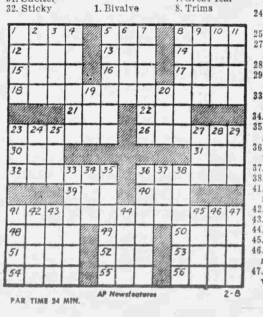
Solution of Yesterday's Puzzle



PAR TIME 34 MIN. AP Newsfeatures 2-B

How's Your I. Q.?

HOW TO SCORE—Based on 100 questions (10 days), with a daily average as follows: 9 or 10 correct answers rates you as a Memory Genius; 7 or 8, Very Superior; 5 or 6, Excellent; 4, Good.

1. ODDITY: Did Americans, to whom the elaboration of newspaper advertising is primarily due, publish the first advertisement?
2. In what country is the lira a monetary unit?
3. BIBLE: Did Mark or Matthew say "Sufficient unto the day is the evil thereof?"
4. Are the Leeward Islands in the East, or the West Indies?
5. WHO'S WHO: In Cervante's romance, "Don Quixote," the waggish bachelor of Salamanca is C------o?
6. Can either a heavy or lightweight automobile with four-wheel brakes be stopped within the same distance?
7. NATURE: Is the aardvark (an ant-eater), a nocturnal and burrowing animal, the same as the Dutch "earth-pig?"
8. Was William Jennings Bryan born in Illinois, Kansas or Nebraska?
9. WORDLORE: Did the word "appurtenance" always have its modern meaning, or did it originate from the word "purtenance," meaning the viscera of animals?
10. "Some people have food, but no appetite;—others have an appetite, but no food.—I have both. The Lord be praised." Is this grace attributed to Oliver Cromwell or Robert Burns?

ANSWERS

1. No. Englishman. In April, 1647.
2. Italy.
3. Matthew (Matt. 6:34)
4. West Indies.
5. Carrasco.
6. Yes.
7. Yes.
8. Illinois.
9. From purtenance.
10. Oliver Cromwell.

SCIENTIFIC FACTS

A 32-page booklet containing the answers to 75 popular and puzzling scientific questions is now available. To obtain your copy, (IMPORTANT) clip this announcement and send with 15c (to cover postage, printing and handling costs) to The Charlotte News Service Bureau, 1129 Vermont Ave., N. W., Washington 5, D. C. Please print your name and address.

BETTER ENGLISH

1. What is wrong with this sentence? "It was none other than him."
2. What is the correct pronunciation of "roof" and "room?"
3. Which one of these words is misspelled? Maelstrom, marginal, mantelpiece, manumission
4. What does the word "coercive" mean?
5. What is a word beginning with lu that means "exciting laughter; ridiculous?"

Answers

1. Say, "It was no other than he." 2. Pronounce the oo in each word as in book, not as in book. 3. Marginal. 4. Serving or intended to restrain by force. "They resorted to coercive measures." 5. Ludicrous.

Evening Classes

ROCK HILL, S. C. — Winthrop College will offer evening classes in six departments during the second semester. A meeting for organization and registration is scheduled for 7 p.m. Thursday in Thurmond Hall. All courses may be taken for or without credit.

Classes will hold one three-hour meeting per week for 16 meetings. The time of meeting will be set by the individual professors and classes.

Future Nurses To Meet

ROCK HILL, S. C. — Winthrop College will be host Friday and Saturday to the third annual session of the South Carolina Future Nurses Club.

The high school Future Nurses Club program is sponsored by the Woman's Auxiliary to the South Carolina Medical Association which also sponsors its annual conference at Winthrop. Theme of the 1956 session will be "Find Your Future In Nursing."

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