

Crossword Puzzle

ACROSS

- Capture
- Brand
- Inferior
- part of fleece
- Whole quantity
- Jap.
- gawley
- Female rabbit
- Card game
- Crimination
- Animal's functionless digit
- Cunning
- Poorly
- Blemishes
- Tired
- dogfish
- Pat
- Breezy
- Hooting

DOWN

- Divan
- Propel
- Short simple song
- Measure of
- Kick
- here
- Spook
- Cliff or
- Flowing in style
- Sped
- Campus
- Talks
- Wildly
- Personal
- Gown
- Very small
- Tennis stroke

Solution of Yesterday's Puzzle

DOWN

- Unadorned
- Century
- Flirt
- Stable
- compartments
- Now
- Incorporated
- Peacock
- Crust
- Command
- Plover
- In the stern
- Bar
- Tibetan
- Vocalize
- Make
- slower
- Compulsion
- Fortune
- Pickets
- Low-grade
- Shave
- Single time
- Dwell
- Starburst
- Conceited
- person
- Prevent

ACROSS

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HE KEPT HOME FIRE BURNING

DENVER, Colo. —A police radio dispatcher sent a car to a Denver fire station with this message:

"Turn out the fire under the roof."

Seems the firemen had departed in a hurry to put out a weed fire. The cook forgot to turn off the oven.

POLICE TREAT VIOLATORS

MUSKOGEE, Okla. —Each traffic violator who pays his fine at the police station here receives a free cup of coffee. Lt. Jess McFadden explained it was to show the citizens the department is still hospitable despite the crackdown on violators.



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—EARL WILSON—

Funnybones Are All Gone

NEW YORK —April Fool's here again, and there's had maybe for all you outcasts and pranksters. Americans have turned serious.

They aren't fooling around or April-fooling around this year.

Rather than use their brains to create urgently-needed and vitally important things like April Fool stunts, our better minds are laboring on H-bombs, cancer cures, road

mappings to the moon—and the invention of new taxes. . . Or maybe ways to pay the old taxes.

We have just toured Broadway's razz-ma-taz playlands and game palaces with a 50-cent bag of popcorn (formerly 10 cents) in our hot buttered hands.

The most sensational new gadget for April Fool day is the "bald wig"—not to be confused with the "Yul Brynner wig"—and the "dazzle eyes" (rapidly changing colors) which Steve Allen has worn on TV.

"The bald wig" is . . . well, it's a bald wig.

SHINY WIG

It's positively hairless, extremely shiny, skin-tight bald spot that fits over your head. You look bald all the way to your neck when, suddenly, out shoots a luxurious, tuff-colored mop of Harpo Marx-type hair. The "Yul Brynner wig"—well, it lacks the wig.

Wear home a bald wig and the "dazzle eyes" on April Fool's day, Mr. Husband, and your bride'll say you're drunk and your kid'll say you're corny.

We purchased this bundle of equipment—for two and a half bucks—at Ed Goldstein's novelty nursery on Broadway 'twixt 45th and 46th Sts., which hugs the Lowry's State theater where Marilyn Monroe's "Some Like It Hot" just opened.

"Do you have any 'sick jokes'?" we asked Mr. Goldstein fearfully—referring to the morbidity-type gags of Hollywood origin.

"Do you mean the coffin bit?" he asked.

A genius to whom death is just a barrel of laughs has invented a miniature coffin which, when opened, reveals a supposed corpse. Just great for sending to the boss with a note saying, "And hope you are the same. With love, from Joe."

"I didn't stock it because it didn't amuse me, but down the street there you can get it," the man said.

LOST HEADS

"We've got some nice shrunken heads," he added. "They came out before Christmas and they're all right. It's according to what note you send with it. Something like 'I lost my head over you' is O.K."

Love and sex figure prominently in the 1959 novelties. Hunters' trophies once were deer antlers. Now the deer is spelled "deer" and the deer is Jayne Mansfield and the trophy is Jayne's shoulders instead of her antlers.

Jackie Gleason, Milton Berle, Jan Murray and such playboys are capable, on April Fool's day, of announcing a big party—and then locking up the house and getting out of town about the time the guests arrive.

But for the less imaginative, the more commonplace gadgets such as suction-cup faucets that fit on your forehead, dummy hypodermic needles, squirting doorknobs, "third eyes," and the "auto burglar alarm" that sets off a harsh siren call for police when you turn on the ignition, will have to do.

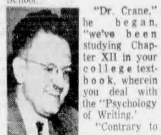
In France, where the April Fool idea originated—they call it "poisson d'avril" and it means "fish of April"—there's been no letup.

—THE WORRY CLINIC—

Give 'Eye Appeal' To Your Writing

By DR. GEORGE W. CRANE

Clark G. aged 24, is taking graduate work in Journalism School.



"Dr. Crane," he began, "we've been studying Chapter XII in your college text-book, wherein you deal with the 'Psychology of Writing.'"

"Contrary to past custom, DR. CRANE, you urge writers to use Arabic numerals instead of spelling out the numbers below 10."

"And I notice you stress the discarded use of quotation marks, etc. Would you explain those more fully?"

"My mother is an inveterate prize contest addict and I think she could use some of those ideas to good advantage."

PRINT PSYCHOLOGY

Print psychology is a new concept, but very valuable to newspapermen and advertising copy writers.

For we have been slaves in some outmoded rules of English composition, one of which states that numbers of less than two digits should always be written out.

Thus, it is still customary even in journalism to use the first statement below, instead of the second:

"On his first toss, the bowler knocked down eight pins."

"On his last toss, the bowler knocked down 8 pins."

But you don't need precise

laboratory experiments with a tachistoscope to show you that the "8" in the second version catches the eye much quicker than the "eight" in the first.

And that is because the Arabic numerals contrast with the Latin letters of our alphabet, thus giving more "eye appeal" to the "8."

For example, on one fleeting glance at a full page, you can spot the numerals even though you don't have time to read a single word!

And that is valuable in this high-speed age, for contest entries to use Arabic numerals instead of spelling out the numbers below 10.

"My mother is an inveterate prize contest addict and I think she could use some of those ideas to good advantage."

ROMAN NUMERALS

Another flaw in modern writing is the use of Roman numerals, which are just capital letters of the Latin alphabet, such as IV, V, etc.

Use Arabic and you'll read much greater attention. And if you wish to add extra insurance, just place the Arabic number in parentheses, as:

"IV. The Decline of the Roman Empire."

Notice how that Arabic (4) hits you right in the eye!

Quotation marks also are a great attention-attractor, for they suggest dialogue or repair.

And whenever speaking is indicated, that usually means at least 2 people are present.

And 2 people form the basis for love, assault, sex, war and many other dramatic conflicts.

The average reader thus cannot resist quote marks.

But break your opening quotation, as in the first sentence below, so you can get 3 sets of quote marks on the usual 2-inch newspaper line, for this device triples interest value.

"Easy writing," said Sheridan, "is crust hard reading."

For further advice on modern print psychology, go to your library and read Ch. XII in my college text, or send for the booklet "How to Write Salable Copy," enclosing a stamped return envelope, plus 20¢ (non-profit).

Always write to Dr. Crane

in care of The Charlotte News, enclosing a long 4¢ stamped, addressed envelope and 20¢ to cover typing and printing costs when you send for one of his booklets.

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