

400 CHANCES TO WIN \$38,000.00 FIRST PRIZE \$14,000.00

SEND NO MONEY WITH YOUR PUZZLE ANSWER

In the diagram illustrated below is a New Puzzle, devised by G. F. Gernero, widely-known to puzzle hobbyists of U.S.A. and Canada. Uncounted thousands of puzzlers haven't missed one of his intriguing puzzles since he first established his headquarters in Seattle 16 years ago. Puzzle hobbyists everywhere have learned to enjoy the mental stimulation found only in Gernero's famous puzzle problems.

In this Newest Contest, just getting underway, the puzzle depicted here is an introductory feature. By working out and mailing your answer for this NAMES-IN-THE-NEWS puzzle, you can make a start in a fascinating game that has shown many other puzzle lovers the way to fame and fortune. Here's an honest-to-goodness chance for Crossword Puzzlers to qualify as candidates in a competition where cash prizes worth \$38,000.00 altogether must be awarded the 400 winners at the close of the Contest. So, if you're "yearning" to add to your "earning" power, and you also enjoy the hobby of puzzling at its best, then hurry back your answer to the Crossword-type puzzle shown below.

SEND NO MONEY, as we promise, by return mail, to forward complete details, spelled-out, step-by-step, in an easily understood outline that will point out how to join the winning column in a genuine "battle of wits." Maybe it's now your turn to win First Prize, which cannot be for less than \$2,500.00, or may be worth \$3,500.00, \$5,000.00, \$7,000.00, or even as much as \$14,000.00 in cash, provided you have the luck to qualify for the Grand Award, when the Final Tiebreaker has been issued.

MAIN
HOSPITAL
ENTRANCE



DEADLINE DATE
FOR MAILING
THIS PUZZLE
APRIL 30, 1963

AMAZING RECORD BY A NEW HOSPITAL

This nationwide publicity program has been authorized, in order that the complete story of the Northwest Memorial Hospital could be told. Although officially opened in September 1960 only, this 100% Non-Profit, 114-bed hospital has been accorded the unusual distinction of Full Accreditation by the Joint Commission on Accreditation of Hospitals.

Governed by a Board of 38 outstanding Seattle citizens, these men and women have devoted endless hours of their time, willingly and energetically, without remuneration of any kind, to the business of the hospital. A full Emergency Service, including charity help for indigent patients, has been in operation, 24 hours a day, since the hospital first opened its doors. Operated by a group of dedicated nurses and doctors—the latter donate their time and medical skills on a rotational basis absolutely FREE.

Thus, all the hospital departments clearly demonstrate that the use of its facilities has increased, month by month, to such a degree that the Directors decided recently they could no longer ignore the urgent necessity of finding ways and means to finance the construction of a new wing.

HOW TO WORK THE PUZZLE

In starting your puzzle in which all words must be employed, begin with the Keyword SEATTLE. Observe that the 4 letters "S", "A", "T", "E" are each in circled squares, for which triple value is allowed. This also denotes that 4 horizontal words be joined to these 4 SEATTLE letters. Thus there must be a 4-letter word joining SEATTLE at "S"; a 5-letter word whose 5th letter joins SEATTLE at "A"; a 4-letter word starting with "T" in SEATTLE, and finally a 4-letter word joining SEATTLE at its third letter "E."

Continue similarly as in an ordinary crossword puzzle, by selecting words from the puzzle list that interlock or join vertically and/or horizontally with other words, until all blank squares have been filled with letters that spell words and the entire Word List employed. Spell from top to bottom in vertical words and from left to right in horizontal words. Each letter is given a definite point value (see letter-value chart) but, when any letter is circled, allow three times (triple) its regular value.

HOW TO ADD YOUR GRAND TOTAL. To obtain your puzzle answer, add up the values of all the letters used in filling the entire chart, including triple-value letters and those in the Keyword "SEATTLE." This total will be obtained by scoring up the total value as though the individual values of all letters were lined up in one long, continuous, vertical column of figures. Having obtained your answer, fill in this Grand Total in the space provided for it. Clip out and mail puzzle to address shown below, making certain to write your name and address neatly in the coupon.

LETTER VALUES

A-5
B-5
C-4
D-7
E-5
F-8
G-5
H-9
I-5
J-8
K-6
L-9
M-4
N-6
O-6
P-7
Q-8
R-4
S-6
T-8
U-4
V-9
W-4
X-9
Y-9
Z-9



PUZZLE WORD LIST

ALKADY JORGE
ANKARA JUDEA
AMISH OKINAWA
BAHIA OSAKA
BYRNE OSLO
CAPRI ROSELLA
CASTRO SAHL
DRINA SUEZ
EGAN TITO
GHANA

A FEW BIG WINNERS OF GERNERO CONTESTS

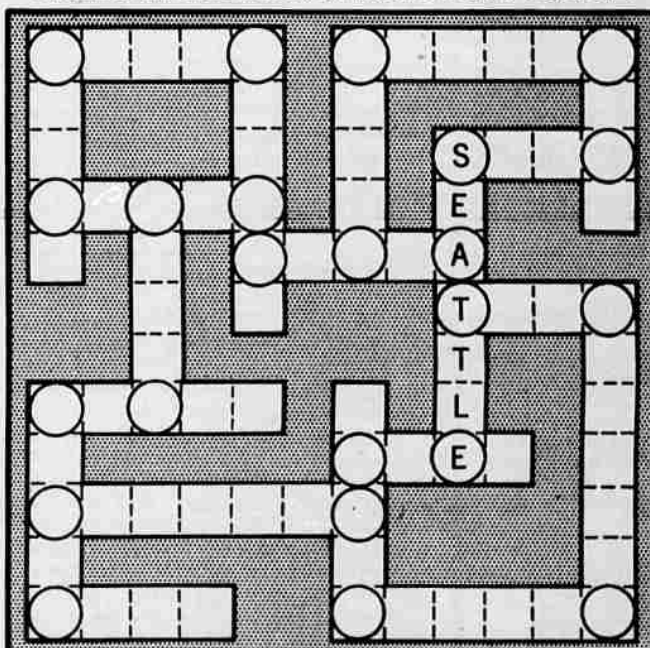
MRS. G. J. YOUNG Bellflower, Calif.	\$38,000.00
MRS. C. JOHNSON Houston, Texas	\$25,000.00
EAL HUMMEL Elmhurst, N.Y.	\$21,000.00
M. S. HOFFMAN Abilene, Texas	\$18,780.00
ESTELLE STEWART Glendale, Calif.	\$17,100.00
WAL. J. NOJUNAS Harrisburg, Pa.	\$16,100.00
W. E. LUDLOW Huntsville, Ala.	\$10,665.00
C. W. DIFFENDERFER Ocean City, N.J.	\$9,800.00
EMORY E. STOFFER Ellisburgh, Pa.	\$9,000.00
ELMER J. PEARSON Los Angeles, Calif.	\$8,500.00
MRS. K. A. HANNAH Detroit, Mich.	\$8,125.00
MIRIAM SEGAL Montreal, Canada	\$8,125.00
ELANOR SUMMERS Los Angeles, Calif.	\$8,125.00
A. FAENZA, JR. Pittsford, N.Y.	\$8,100.00
L. F. WRIGHT Christiansburg, Ky.	\$7,475.00
J. M. KAPLAN Bexley, Ohio	\$7,000.00

HOW WILL EXPANSION PROGRAM BE FINANCED?

Faced with this financial problem and remembering that 1 1/2 million dollars was donated to the hospital by 130,000 subscribers a few years back, through the medium of THREE Gernero-Supervised Puzzle Contests, it has been decided by the Board to employ a similar plan to solve their present money troubles. Accordingly, announcement is hereby made that sponsorship of a NEW 1963 PUZZLE CONTEST has been undertaken by the Northwest Hospital in which \$38,000.00 will be paid out at the close of the contest.

NO CASH DONATION REQUIRED. In order that we may obtain the largest possible response from our magazine advertising, NO MONEY IS INVITED when forwarding your answer to the puzzle, pictured below. By return First Class Mail the Contest Director will dispatch to each entrant an interesting explanatory outline, covering the rules and conditions that will govern the series of puzzles which will follow immediately. So if you enjoy puzzling, under the direction of today's most experienced Contest Director, here's your opportunity to give "money" worries a knockout blow! Don't delay but hurry back your answer to the NAMES-IN-THE-NEWS-CROSSWORD puzzle.

NAMES-IN-THE-NEWS CROSSWORD PUZZLE



GRAND TOTAL VALUE OF LETTERS IN PUZZLE

Above is Grand Total Value of all letters in my solution. Being a puzzle lover, mail me, at once, FREE and without obligation, all information I need to win up to \$14,000.00 in the 1963 Northwest Memorial Hospital Contest.

NAME _____ ZONE _____

STREET OR P.O. BOX _____

CITY OR P.O. _____ STATE OR PROV. _____

NORTHWEST MEMORIAL HOSPITAL ASS'N

415 JONES BUILDING DEPT 107 SEATTLE WASH

MAIL TO: NORTHWEST HOSPITAL, 415 JONES BUILDING, DEPT. 107, SEATTLE, WASHINGTON