A CROSS-WORD PUZZLE FOR THE PAPERS

Here's a great exploitation stimulator for use in programs, throwaways and the columns of your local newspapers. It's a Charlie Chaplin "City Lights" cross word puzzle with the name of the star and the picture worked right into the puzzle. Get your editors to run this interesting feature and offer free admissions to your theatre for all those solving the puzzle who submit the best ten word slogans for the paper or your theatre. As it is safe to assume pretty nearly everyone in town will see "City Lights," let your free tickets be for some attraction which is not likely to prove a sell-out.

With appropriate copy for an introduction incorporating facts about the contest carry the puzzle copy appearing hereunder.

ACROSS—HORIZONTAL
1. First name of greatest comedian in Motion Pictures.
8. Surname of Number 1, across.
15. Nothing
16. A sycophant
17. Reputed ancestor of Julius Caesar
18. Nothing—zero
19. Parent
21. Woody plant
22. Social functions
23. Third note of the scale
24. Cloth measure
26. Daughter American Revolution (abbr.)
27. Measure of length (abbr.)
28. Possessive pronoun
29. Acts
31. Grip, cut or sting
32. Period of time (plural)
34. Satisfied
35. Lubricant
37. Echino
38. Repose, falsehood
41. Fourteen
43. Policeman (slang)
44. Bow, part of circle
47. Hotel or hostelry
48. Grieve, lament, breathe deeply

VERTICAL—DOWN
1. What Charlie Chaplin is famous for
2. The beginning of Heaven and Hell
3. There
4. Decay
5. Pork fat
6. Mental image
7. One who gazes
8. Large town
9. Colored; tinted
10. Exclamation of sorrow
11. Discharge matter
12. Place of the seal (abbr.)
13. Me

The cross-word puzzle is composed of the puzzle itself in two column measure and the solution in one column measure. Order 17 (a) and (b) —Two Col. Puzzle Cut 50c; One Col. Solution 30c; Mat of both 10c.