

Every Friday Price Threepence

EDITORIAL AND BUSINESS OFFICES:
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BROADCAST PROGRAMMES
Mon. to Sun., October 6-12 26-39

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WIN £200 in the SELF HELP CROSSWORD PUZZLE

You can win this wonderful prize. It's not difficult —there are no obscure clues, no unusual words and many of the answers can be found at your own Self Help shop or in the Self Help Jubilee Booklet. Do it tonight! The prize can easily be yours.



CONDITIONS.

- Each entrant must complete the crossword puzzle, answering every clue.
- The competitor's name and address must appear in block letters on a piece of paper attached securely to the entry.
- Envelopes must be marked "Crossword Puzzle" and posted to Self Help Co-op., P.O. Box 2180, Auckland; P.O. Box 125, Wellington; P.O. Box 670, Christchurch; P.O. Box 612, Dunedin; P.O. Box 185, Invercargill; or handed in to any Self Help Shop on or before October 24th.
- No entry fee or entry form is required and the competition is open to everyone except employees of Self Help Co-op. or associated companies, and J. Inglis Wright Ltd., Advertising.
- Dictionaries for reference—Webster's 20th Century and Oxford Concise.
- The decision of the judges will be final and no correspondence or communication of any kind will be entered into by the sponsors.
- The results of the competition will be published in the leading newspapers and journals and will be available from Self Help shops everywhere.

CLUES DOWN

- Something every customer receives in a Self Help shop.
- What month in the year 1932 was the Self Help Staff Benefit Fund inaugurated?
- Sudden sharp pulls.
- Periods of Time.
- Excellent Treatment Always (abbr.).
- Name of the largest single grocery organization in N.Z. (two words).
- The kind of profits that helped put Self Help where it is today.
- To border upon.
- To venture.
- In printing, a style of type with inclined letters.
- Royal Academy (abbr.).
- Agrees or assents as to a proposition.
- Angry, wrathful.
- Provides refreshments.
- Dry, withered.
- Be able to.
- Even, uniform.
- How many pounds cash does each Self Help employee receive on the birth of a second child?
- One who heals or treats diseases of animals.
- A circle or sphere.
- To put off, delay or postpone.
- To plan, sketch or indicate.
- Allows liquids to fall or run out of vessels.
- Factor contributing to high prices in groceries (two words).
- Consume.
- Thrifty Commodities (abbr.).
- A slight altercation or quarrel.
- To do this with groceries is another price raiser.
- Infants' food.
- Rub out.
- Kingly.
- How many Self Help shops were operating in 1924, two years after B. Sutherland left the N.Z. Railways.
- A saddle horse.

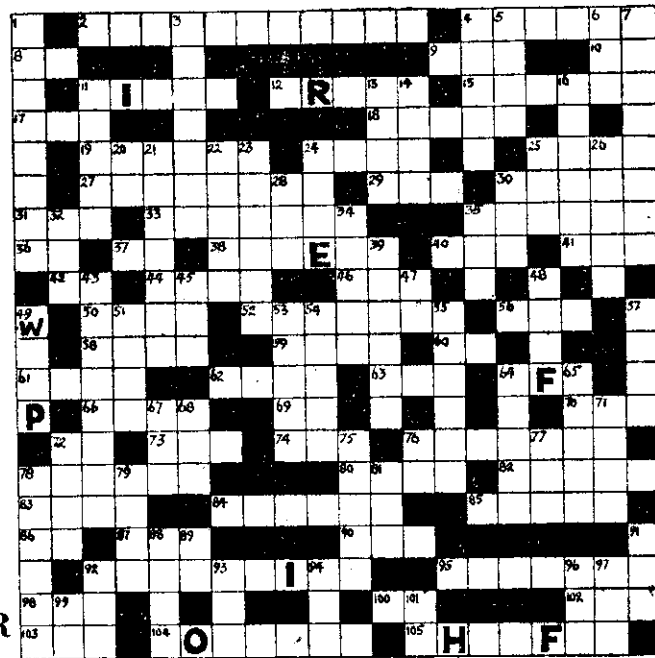
JU5

- bird.
- Title of honour given to baronets.
- Native minerals.
- Being at liberty.
- The Self Help War Effort donations ran into thousands of pounds.
- How many thousands?
- Definite Efficiency (abbr.).
- Large tub or vessel.
- In the middle of.
- A luminous circle appearing round sun or moon.
- A magpie.
- The conclusion, in word or act.
- Post Mistress (abbr.).
- Christian name of founder of Self Help Co-op.
- Head-dress.
- Ultimo (abbr.).
- Measure of weight.
- Astern, abaft.
- A fright or effigy.
- Father.
- Denoting presence or nearness.

CLUES ACROSS

- Sound sleep.
- Liveried servant or footman.
- Not off.
- Through, or by means of.
- Tested eggs (abbr.).
- The aim of the Self Help Staff Fund is to provide an endowment Life Insurance Policy of £1,000 plus bonuses, for every member of the staff.
- At what age generally will this policy mature for male members?
- Mountain nymph.
- In rays, or arranged like rays.
- Male sheep.
- Places for the custody of money.
- The language of the Arabians.
- To incite, to urge.
- How does the Self Help operate to avoid the answer to Clue No. 43 down?
- Mangle, tear or distress.
- How many pounds cash does each Self Help employee receive on the birth of the first child?

- By making low profits and eliminating the answers to Clues No. 43 and 49 Down and 76 Across Self Help are able to offer something never possible before. What is it?
- The sun.
- Bowl shaped cavities.
- A domestic servant of humble rank.
- Your Rent (abbr.).
- Myself.
- Principles or doctrines.
- Rodent.
- Clean, Neat, Polite (abbr.).
- Better Buying (abbr.).
- Wild beasts which shed horns every year.
- Suitable, appropriate.
- Vacant ground or level space.
- Something every customer receives at Self Help.
- A small vessel.
- Finely powdered earth carried in clouds by the wind.
- To sway or stagger.
- Sixth note of octave.
- Helps or assists.
- A rugged hilltop.
- The sheltered side.
- Not on.
- Adds to or supplies deficiencies in.
- Sex Appeal (abbr.).
- Eggs of fishes.
- Finer Bread (abbr.).
- To join, to mingle.
- A fairy.
- To do this with grocery orders makes for higher prices.
- Christian name of the Mr. Sutherland who planned the Self Help Staff Fund.
- Not shut.
- Ornamental vessels.
- Elevated plateau or tableland.
- A bird cage in which birds have room to fly.
- Methylated spirits (abbr.).
- Instant Efficiency (abbr.).
- Hanging part or flap of garment.
- The Self Help brands of this are the finest.
- The Sutherland Self Help Trust was founded for the sole benefit of the . . . ?
- A sweet white Italian wine.
- Spring of mineral water.
- Mother.
- Sport or amusement.
- Strike lightly.
- How much does Self Help employee contribute towards the Staff Fund?
- Frugal, economical.



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