



Join in the F-U-N!

At the outset it wasn't very funny, as I was actually seriously ill—couldn't read or listen to the wireless—my daughter sent me from America a game which is sweeping U.S.A.—yet I found I could put in hours playing this even on my own, and that it was superior to any card or other game. In U.S.A. it is marketed under the registered name of Scrabble. All that Mary had told me about the great enjoyment she and her friends got out of this pastime was absolutely true. I registered it at the N.Z. Patent Office. No. 54737, under the name of Funworder, and immediately got this fascinating crossword game (with a scoring feature) under manufacture, and it is now available on the N.Z. market. In response to my request, my daughter, on June 17, wrote me that she had not seen any advertisements as Funworder had caught on by itself in America—by word of mouth. On June 12 a cartoon on "The Word Game" from Colliers Magazine was reprinted in the N.Z. Herald. On June 21 I opened my June issue of the Reader's Digest, which is the world's most widely read magazine, with a circulation of over 17½ million. Pages 58 and 59 are devoted to a condensation from Life of December 14, 1953. This tells the Funworder (Scrabble) story. In the last two years over one million sets of this most popular game of all time have been sold. Word of mouth was, and still is, their principal means of sales promotion. Early in 1953 the production rate of 6000 sets a week was, in the face of orders for hundreds of thousands of games, a pathetic trickle. Although this has been greatly stepped up, deliveries are still well behind the ever-growing

demand. Only recently Mary had a N.Z. school mate, who is also happily married in U.S.A., staying with her on the way back to N.Z. for a holiday. She played Funworder and wanted to bring a set to N.Z. The two girls tried every likely store in San Francisco, but all told the same story—"No, sorry, ma'am. We are waiting further stock." From the fact that Life and the Reader's Digest have written up, and Colliers have cartoonised this wonderful word game, there is no doubt of its universal acceptance in U.S.A. Although I am turning out Funworder in big quantities, I think you will agree that my great problem is not going to be selling, but in giving reasonably prompt delivery. Orders are being filled in the sequence received, so don't delay—use the convenient coupon now and set the fashion by being the first in your neighbourhood with Funworder, and incidentally ensure yourself of early delivery. The price of Funworder is only 23/6, and as a special introductory offer, I will pay the postage if you use the convenient coupon, which also will entitle you to my special guarantee that if you are not completely satisfied you can return your Funworder up to 7 days after delivery, and your money will be refunded in full without any humbug.

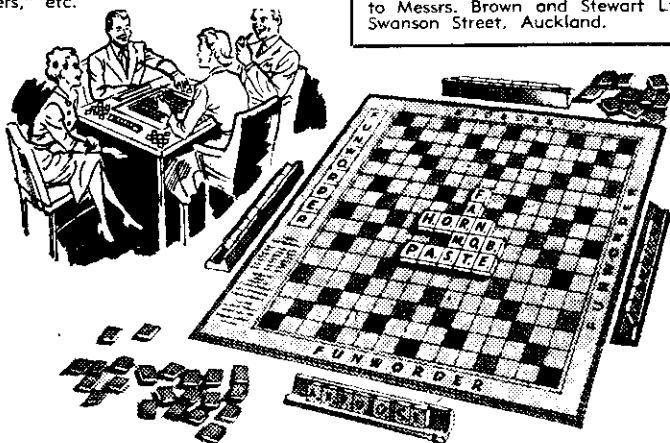
COME ON! JOIN IN THE FUN!

Alister Bevin

Trade Enquiries for Funworder **WARNING**

In U.S.A. it was found that two or three cheaper adaptations of Funworder (Scrabble) were marketed. Some altered the rules, some used short-lasting cardboard, tiles and racks. Funworder has the original Scrabble quality, rules, and most important, polished wooden tiles clearly marked which will last for all time, and wooden racks. The public are warned to insist upon genuine Funworder, and the trade are advised to please send their trade enquiries to Messrs. Brown and Stewart Ltd., Swanson Street, Auckland.

The READER'S DIGEST, June, '54 (pages 58 and 59) says: "In the past year a word game called Scrabble—combining elements of the crossword puzzle, anagrams and luck—has swept America. As popular as Mahjong, miniature golf or monopoly were in their respective primes, Scrabble (Funworder) seems likely to surpass them all. Countless new players are born every hour, and there is no corresponding mortality. At a modest estimate there are more than a million sets in the United States today; there are perhaps ten million players," etc.



Get fun for all the Family with F-U-N-W-O-R-D-E-R (Regd)

To ALISTER BEVIN,
38 Albert Street (Box 880), Auckland.

Please send me _____ Funworders at your special money-back guaranteed introductory price of 23/6 each (postage paid).

I enclose postal note, money order, or cheque (plus exchange) for _____

NAME _____

ADDRESS _____

N.Z.L. 10/9/54.



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