



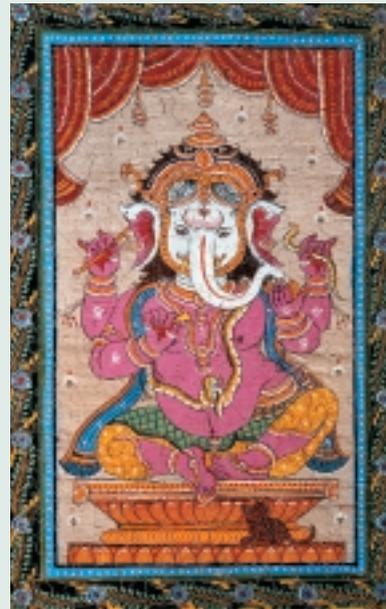
As the warm weather approaches and we all think of spending our free time outdoors exercising our bodies, it's also important to remember to exercise our minds. Studies show that fun activities like games help us to stay younger mentally. What better way to get our minds into shape than with a challenging and diverting puzzle?

To prevent your mind from turning to mush this summer vacation, try The Ceiling of the Debre Berhan Selassi Chapel in Gonder, Ethiopia—my most challenging puzzle (see back panel)—and let it bedevil you throughout your time off. Looking for something a little easier to spice up your summer cookout? I recommend one of my oldest puzzles, "The Elephant and the Mouse" (below). The elephant, the Hindu God of Welcome, will help your guests relax and provide hours of entertainment.

Distinctive New England landscapes make unique gifts for upcoming birthdays and spring bridal showers. "Reflections" by Barbara Almy and "The Golden Sunrise" by Lucette White, two of my newest puzzles, stand out as excellent sources of thought-provoking activity any game-loving recipient would be happy to receive.

So make the most of the approaching warm weather months by keeping your mind active with one of my hardwood puzzles. Enjoy!

Jim Ayer



"The Elephant and the Mouse"  
The Hindu God of Welcome  
and Patron Saint of Drummers  
8¾" x 13¾" \$200



"The Ceiling of the Debre Berhan  
Selassi Chapel" in Gonder, Ethiopia  
15¾" x 19¼" \$490



J.C. Ayer & Company  
6 Ballast Lane  
Marblehead, MA 01945  
Phone: 781-639-8162  
Fax: 781-631-1314  
Email: [jim@ayerpuzzles.com](mailto:jim@ayerpuzzles.com)  
<http://www.ayerpuzzles.com>



## Fresh Ayer News SUMMER 1999

### Get the Most from Your Custom Puzzle...

I often get questions about the best way to make a custom puzzle. Choosing a special image to capture in an heirloom-quality puzzle takes some forethought. Here are a few suggestions to keep in mind when selecting or creating your image.... *(Continued on inside cover)*



## Choose the Right Image



- ◆ Send a negative or slide, if you can find it, instead of a print. Negatives provide sharper results than prints. If the negative is not available, send a large print rather than a snapshot. I will photograph your print and use the internegative for the puzzle image. Although the image is slightly less sharp than if I were to use the actual negative, the results are surprisingly good, even from a snapshot. I know. I am a weekend photographer and I lose color negatives too.
- ◆ Select an image with subtle contrasts. The puzzle-making process accentuates contrasts, particularly between skin color and background. If you'd like to order a puzzle using the photo of a loved one, choose a photo with a background only slightly darker than the family member's skin color. For the puzzle of my granddaughter (on cover), I used a photo with a pastel background.
- ◆ Don't exclude photos with vast backgrounds. Keep in mind that any image you send to me can be cropped to minimize the background. "Tooten" (shown below) is oval-shaped, because no one wants to put together a lot of dull sky. The result is a showpiece of a beautiful tugboat—one of the best custom puzzles I've made in years!



## Looking for Something Different?

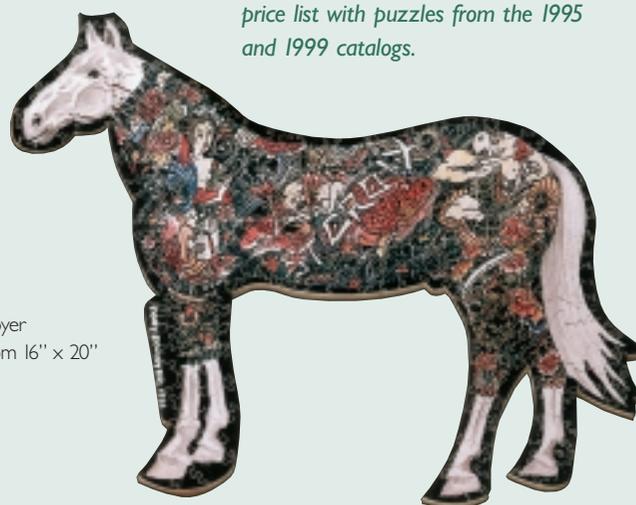
### Ask for One of My Older Catalogs

Looking for just the right puzzle to give as a gift (or to keep for yourself)? Try browsing through older editions of my catalogs from 1995, 93 or 91, which are available upon your request.

Missed the puzzles based on nationally-known Ralph Cahoon's contemporary primitive paintings? Simply request the 1991 catalog to order one of these pieces of Americana. What better way to celebrate our heritage this Independence Day. Or do you prefer something more exotic, like Toby Schoyer's "Horse" (below)? This horse-shaped puzzle with an Asian motif would delight any equestrian, and may be seen in the 1993 catalog.

If you haven't seen just the right puzzles in these three puzzle catalogs, let me know and I will help you create the perfect gift or treat for yourself.

*When you request a catalog from me for the first time, I send out the current one, dated 1999, plus a blue price list with puzzles from the 1995 and 1999 catalogs.*



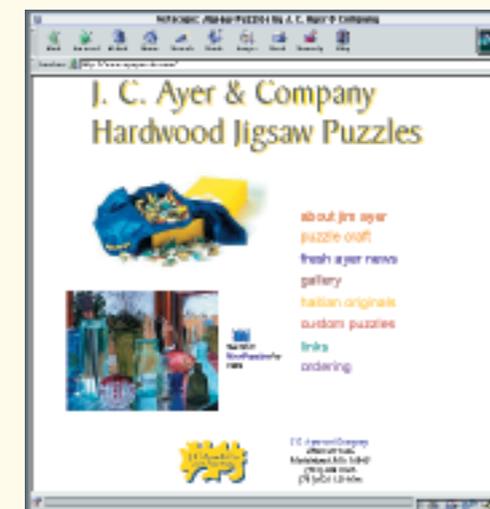
"Horse"  
by Toby Schoyer  
Silhouette from 16" x 20"  
\$250

## My Web Site Has a New Address

As of April 1, the J. C. Ayer & Company Web site has moved to its new address at [www.ayerpuzzles.com](http://www.ayerpuzzles.com). Have you seen our latest new puzzles designs? Visit us at our new location, and receive a 10% discount good towards any online order.

In the coming year, we will be upgrading the site with a fresh new design and new puzzles for you to choose from. Don't forget to bookmark us at [www.ayerpuzzles.com](http://www.ayerpuzzles.com) and check back to see what's new each month.

And don't forget, to receive your 10% discount, send your order to me using the online order form and mention this article by June 15.



"Jungle Scene"  
by Millevoix  
14½" x 19¼"  
\$440

