$150 SUBWAY CARD CONTEST

CASH Awards!

$75 FIRST $25 SECOND
$20 THIRD $15 FOURTH
$10 FIFTH $5 SIXTH

What Famous Products Do These Subway Cards Advertise?

The New York Tribune will award $150 in cash prizes for the correct list of what these cards advertise, together with the best letter of not over 200 words stating *"Why Advertising Interests Me."* Number your answers to correspond with numbers on cards. This page will be published again next Sunday, but with the cards completed as they appear in the Subway. Names of winners will also be announced in The Tribune on October 1st. Put this page in your pocket now, match these cards against the completed cards in the Subway, and join in the fun—there's probably a substantial reward awaiting your efforts.

JUST FIVE DAYS!

All answers and letters must bear a postmark of not later than midnight Thursday, Sept. 28th. Address Contest Editor, N. Y. Tribune, 154 Nassau St., New York.

1

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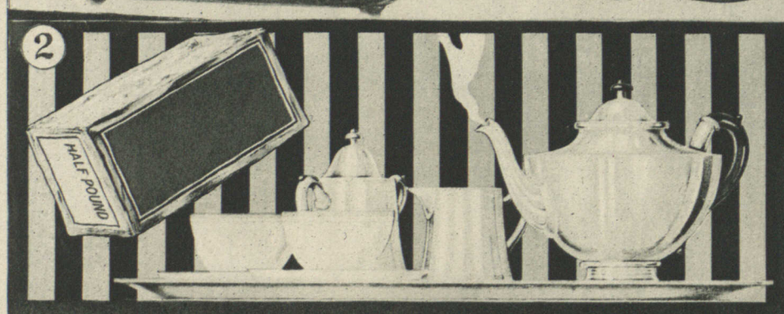

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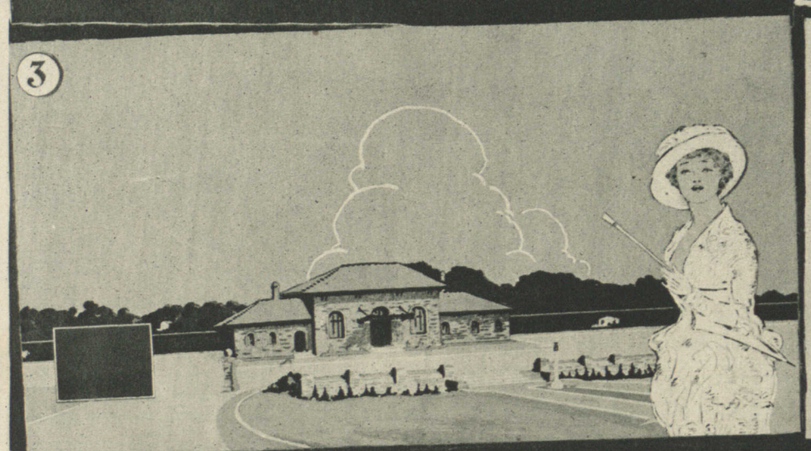


4

The Seal of Safety

5

Made for a quarter of a Century
—the Quality way

6

You can teach a parrot to say—
"JUST AS GOOD"
but he won't know what he's talking about.

There is only one reason for offering substitutes for

Look for this Counter Sign

The up-to-date ———— for men and women

7

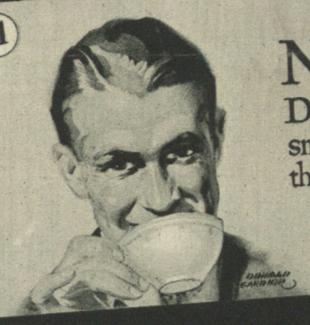
8

9

At drug and department stores

10

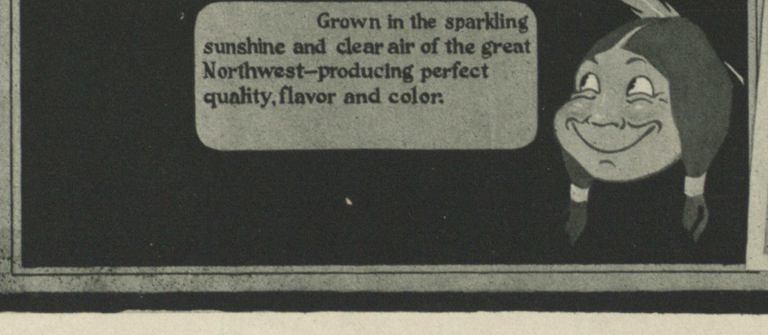
11



Note to wives:
Does your husband have this smile at breakfast?—the smile that goes with

the ———— with that" ———— "Taste

12



The " " PRICE 55¢ & UP.

13

14

Skookum
(INDIAN FOR BULLY)

Grown in the sparkling sunshine and clear air of the great Northwest—producing perfect quality, flavor and color.

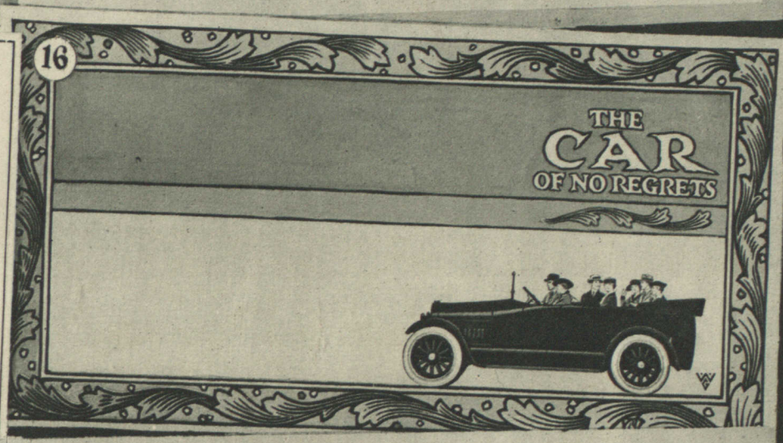
15

Guess this Riddle!

It's long and round with a hole clear through;
It's easy to cook—and delicious too.
The package is yellow, banded with red—
Can you guess what it is if no more is said?

Free full size Package for each answer received before Sept 26th
Address P. O. Box 100, Madison Sq. Station, New York

16



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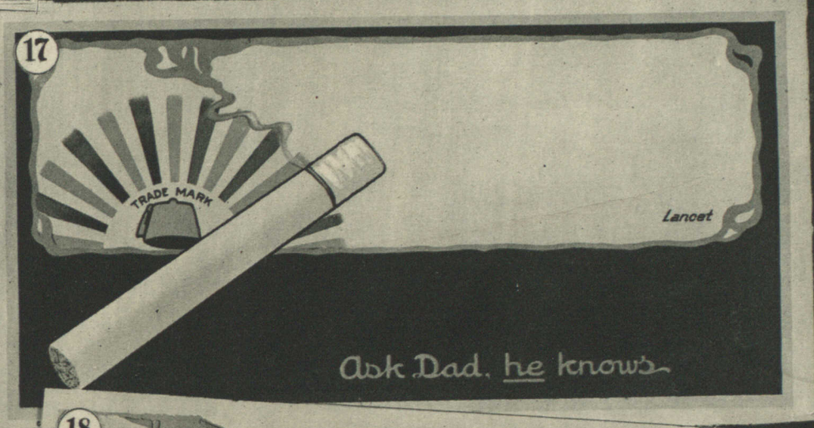

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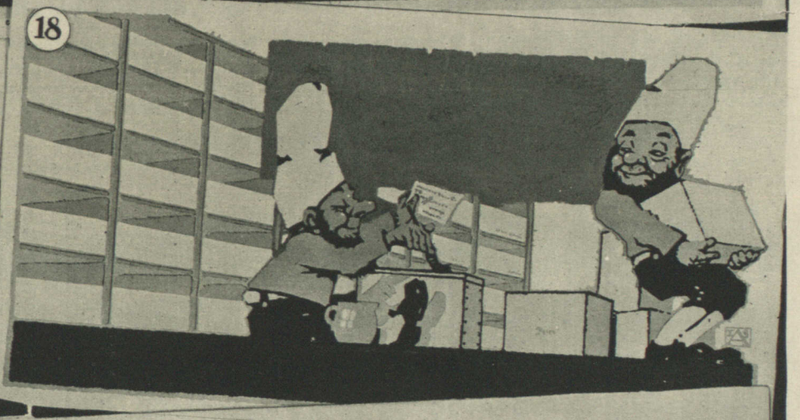
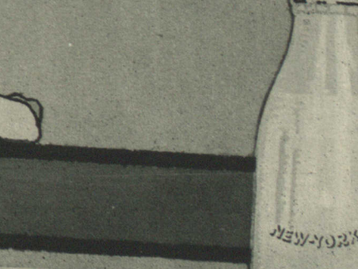


19

This is the plate to anticipate



The Buttermilk Does it
—just add water

20

21

ALCO-GRAVURE, INC., N. Y.