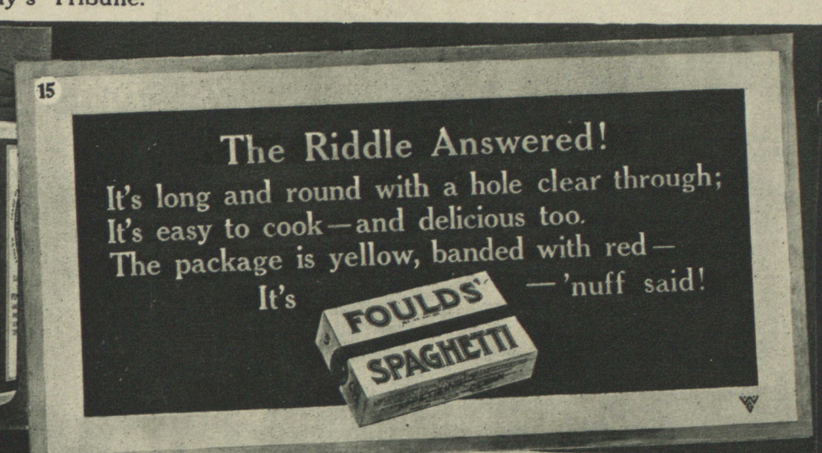
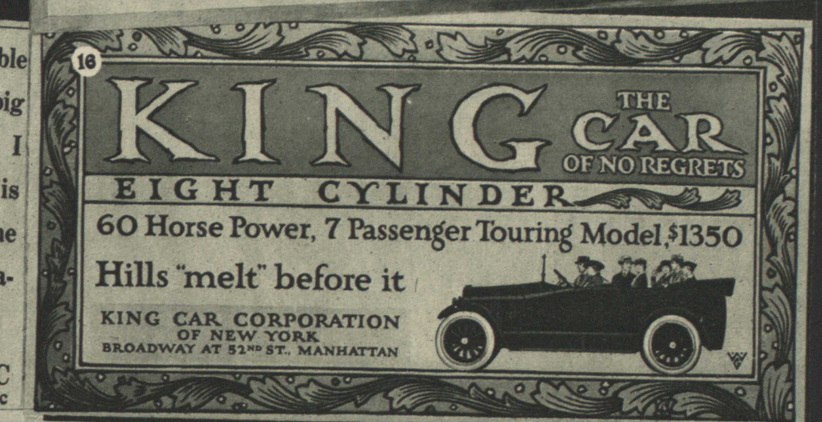
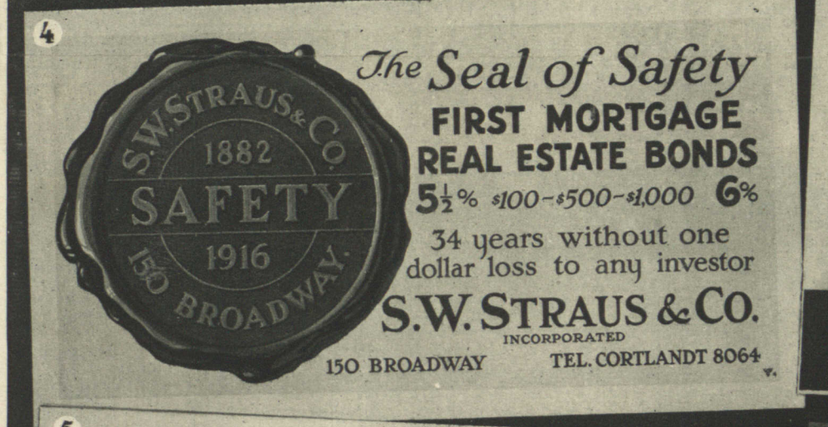
$150.00 Subway Card Contest

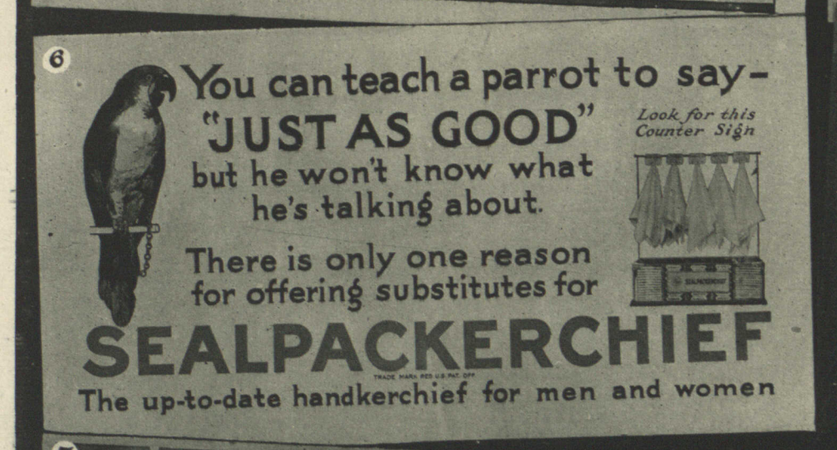
Here are the completed Car Cards as they appear in the Subway

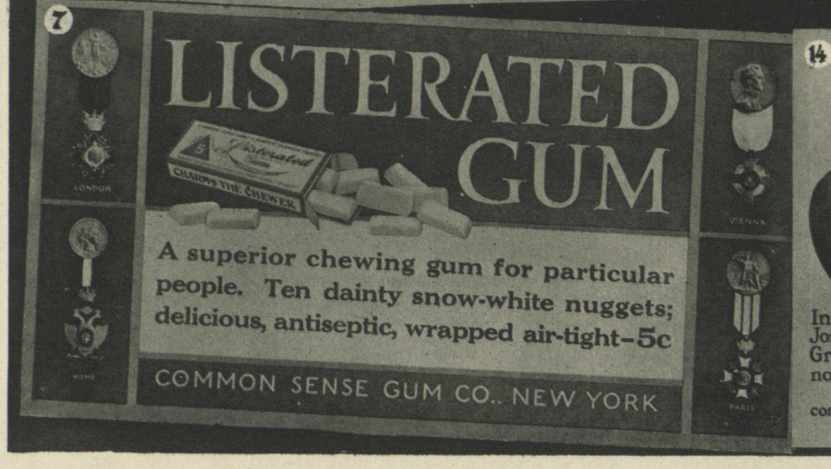
This same page of twenty-one Subway cards was published last Sunday, except that all identifying names and letters had been removed from each card. All cards were numbered, and Tribune readers were asked to guess what famous product each card advertised. For the correct list with the best letter of not over 200 words on "Why Advertising Interests Me," a cash award of $75 was offered; for the second best, a cash award of $25, and so on, there being six awards in all. The contest closed last Thursday at midnight. Names of the winners and the first prize winning letter are published in the Main News Section of to-day's Tribune.











ALCO-GRAVURE, INC., N. Y.