

\$150⁰⁰ 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 Ad-

vertising 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.

1

FRANCO-AMERICAN BROTHS
for Invalids and Children

CHICKEN BROTH
MUTTON BROTH
BEEF BROTH

15c.

8

Pompeian Night Cream

15

The Riddle Answered!
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—
It's **FOULDS' SPAGHETTI** —'nuff said!

2

White Rose CEYLON TEA

9

"A lady asked 'How is it possible to put the fragrance of a big Lilac bush into one bottle?' I said 'Ah! Madame, that is **ED. PINAUD'S** secret, but the whole world can enjoy this fragrance for 75c per bottle.'"

At drug and department stores **ED. PINAUD'S LILAC**
6 oz. bottles (not 1 oz.) 75c

16

KING CAR THE OF NO REGRETS
EIGHT CYLINDER
60 Horse Power, 7 Passenger Touring Model, \$1350
Hills "melt" before it
KING CAR CORPORATION OF NEW YORK
BROADWAY AT 52ND ST. MANHATTAN

3

MILE FOR MILE THE MOST HIGHLY DEVELOPED RAILROAD IN AMERICA

SAYS PHOEBE SNOW:
While some may wait
And hesitate
To bring their stations
Up to date
They're new and bright
When you alight
From off The Road
Of Anthracite.

Lackawanna Railroad
The Road of Anthracite

10

Chosen for men by men
YUBAN
The Private Coffee of the Greatest Coffee Merchants

17

"The **PUREST** form in which tobacco can be smoked"

SWEET CAPORAL
Ask Dad, he knows.

4

S.W. STRAUS & CO.
1882
SAFETY
1916
150 BROADWAY

The Seal of Safety
FIRST MORTGAGE REAL ESTATE BONDS
5½% \$100-\$500-\$1,000 6%
34 years without one dollar loss to any investor
S.W. STRAUS & CO.
INCORPORATED
150 BROADWAY TEL. CORTLANDT 8064

11

Note to wives:
Does your husband have this smile at breakfast?—the smile that goes with
Runkel's
the **COCOA** with that "Chocolaty" Taste

18

Hardware, Tools and Supplies
4th Ave & 13th St. N.Y.
So Easy to Reach

Hammacher, Schlemmer & Co.

5

SCHINASI BROS.
NATURAL EGYPTIAN CIGARETTES
The Best Turkish Tobacco
Made for a quarter of a Century the Schinasi way—the Quality way

12

The "Live" **LEATHER BELT**
IT STRETCHES
PRICE 55¢ & UP.
GENUINE LEATHER

LIVE LEATHER BELT CO. N.Y.

19

This is the plate to anticipate
(Signed) The Teco Chap

TECO
Self-rising Pancake Flour
The Buttermilk Does it
(it's in the flour) —just add water

10¢

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
SEALPACKER CHIEF
The up-to-date handkerchief for men and women

13

Checkers
POP CORN CONFECTION

20

Be more than clean
Tonight try Lifebuoy. Its big, creamy lather cleanses and protects. Know what a real bath is. Watch your skin improve with its use.

LIFEBUOY
HEALTH SOAP 5¢

7

LISTERATED GUM

A superior chewing gum for particular people. Ten dainty snow-white nuggets; delicious, antiseptic, wrapped air-tight—5c

COMMON SENSE GUM CO. NEW YORK

14

"Skookum"
(INDIAN "BULLY")

The perfect apple. Grown in the sparkling sunshine and clear air of the Great Northwest, producing perfect quality, flavor and color. A Skookum a day keeps the Doctor away.

In 12 Varieties. Jonathans and Grimes Golden now seasonable. On sale commencing Oct. 1

NORTHWESTERN FRUIT EXCHANGE
EASTERN DIVISION 90 WEST ST. NEW YORK

This trademark on every wrapper

21

Sealect
BRAND
GRADE-A-MILK 11¢
The Milk for Children

Contains 20% more Cream
Sheffield Farms-Slawson-Decker Co.