## Let's Tell the Title of the Cows for an $\$ 1,800$ Car

Sit Down With the Contest Editor and Figure Out This Picture



Itching Scalps Dandruff and Falling Hair


## "LIAR" HURIEDAT CEMETERY DEBATE

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TURES TO BE SENT TO YOU.
TEN OF THE TO CORRECT TITLES ARE that the title is not correct.

## FOR ALL THE CORRECT TITLES ARE IN THE CATALOG

 an answer book will be issued shorthy.
## $\$ 8,750$ FOR NAMING 77 B00K TITLES, AND HERE IS A LIST OF THOSE SAME TITLES

Each of the 77 Booklovers' Contest pictures will represent the title of a book. The 77 titles to be represented by the 77 pictures were chosen from a list of 5,000 book titles. This list, called the contest catalog, is now offered to contestants at 35 cents, 40 cents by mail. Read about it in today's contest story. It's a list containing the 77 correct titles.

## Ten of the Correct Titles are Marked in the Catalog


READ THIS CAREFULLY. IT IS IMPORTANT
CATALOGUES ARE 35 CENTS AT THE CALL ${ }^{\text {FIRST PRIZE-Buick } 5 \text {-Passenger Automobile. }}$
FFICE, 3D AND MARKET STS., SAN FRANOISCO. 2D, 3D, 4TH, 5TH
CATALOGUES ARE 35 CENTS AT THE CALL gTH PRIZE-Columbia Regent Grafonola and OFFICE, 1540 BROADWAY, OAKLAND

CATALOGUES ARE 35 'CENTS AT THE CALL OFFICE, SAN JOSE.

CATALOGUES ORDERED BY MAIL ARE 40 CENTS
EACH CATALOGUE CONTAINS SEVEN (7) CER TIFICATES. EACH CERTIFICATE IS GOOD FOR FIVE PICTURES. THUS THE SEVEN CERTIFI CATES ARE GOOD FOR THE FIRST 35 PICTURES Certificate No. 1 is good for Pictures No. 1 to 5 Certificate No. 2 is good for Pictures Nos. 6 to 10 Certificate No. 3 is good for Pictures Nos. 11 to 15 Certificate No. 4 is good for Pictures Nos. 16 to 20 Certificate No. 5 is good for Pictures Nos. 21 to 25 Certificate No. 6 is good for Pictures Nos. 26 to 30 Certificate No. 7 is good for Pictures Nos. 31 to 35 BUT YOU CAN NOT REDEEM A CERTIFICATE FOR PICTURES UNTIL THE PICTURES CALLED FOR BY THE CERTIFICATES HAVE BEEN PUB LISHED IN THE PAPER. FOR INSTANCE, IF YOU WISHED PIOTURES NOS. 11 to 15 YOU WOULD HAVE TO WAIT UNTIL PICTURES 11, 12, 13, 14 anc 5 HAD ALL FIRST APPEARED IN THE PAPER IND SO ON. IF YOU SEND IN YOUR CERTIFI CATES BY MAIL FOR PICTURES BE SURE AND INCLOSE A ONE CENT STAMP WITH EACH CERthicate to pay for postage on the pic

> MARKED IN THE CATALOGUE FOR YOU BY HAVING STARS SET OPPOSITE THEM. LOOK IN THE CATALOGUE, FIND THE 10 STARRED TITLES AND FIT THEM TO 10 PICTURES DURING THE CONTEST. SO 10 CORRECT TITLES ARE SHOWN YOU AND YOU HAVE ONLY 67 TO FIND YOURSELF.
> IN THE CATALOGUE IS GIVEN THE AU THOR'S NAME TO EACH BOOK, AND THE BOOKS ARE ALPHABETICALLY ARRANGED, SO IT IS VERY EASY FOR YOU TO PICK OUT THE TITLES.

> No more valuable aid could be given to a contestant than the catalogue furnished. Suppose a picture repre ents a battlefield in which a company of cavarly is ridng down an infantry command. Suppose that picture was drawn to represent the title "Overcome by the Cavalry." Well, if you have a Catalogue you will not have know to begin with that such a title exists. Us your ingenuity in figuring out what titles that picture might represent. Then look in your Catalogue to see if such titles are listed there. If you do not find one of your possible titles in the Catalogue, then you can be sure having stars ser offosind the 10

WHAT BOOK DOES THIS PICTURE REPRESENT? Write title and name of author in form below. Title
Author
Your Name
Street and Number
City or Town


A four page pamphlet giving all details of this con-
est was printed in this newspaper some time ago. you did not see it send a 2 cent stamp or call at the office.


Safeguarding the Contest


