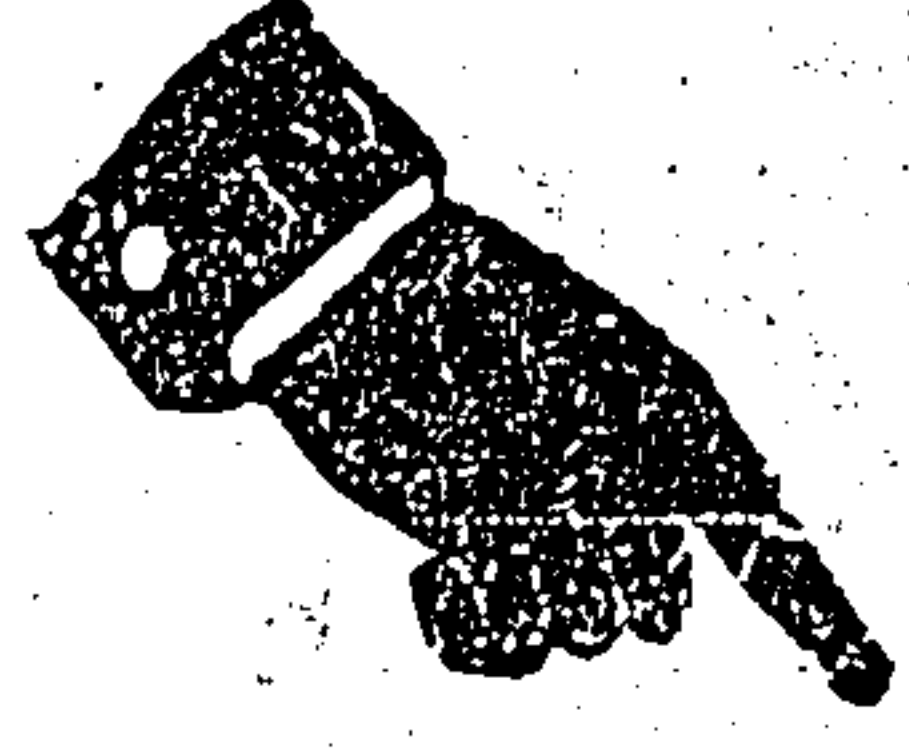


\$100
TO BE
DIVIDED

YOU should know the firms behind these 24 advertisements on these opposite pages. They are all well known Mexico City advertisers. If you figure out correctly the names of these 24 advertisers there is a piece of pocket money in it for you; also rewards for those who come near the correct list. Now rack your brain and see if you can give the correct list. As you will observe, each advertisement is numbered. In making out your list, put the name of the advertiser (that is, whom you think is the advertiser) opposite each of the 24 numbers. Then send your list to THE MEXICAN HERALD. The competition closes SATURDAY, SEPTEMBER 5, and on SUNDAY, SEPTEMBER 6, the complete advertisements will be published. Answers will be numbered consecutively as received. Place answers in sealed envelopes and mail or deliver the same to THE MEXICAN HERALD addressed as follows: Advertising Competition, THE MEXICAN HERALD, Mexico, D. F.

\$100
TO BE
DIVIDED

13



Who conducts the best American Restaurant, Bar and Hotel and wholesale liquor house on Avenida de San Francisco, where special attention is paid to orders from the Interior? Who is agent for Lewis "66" Rye Whisky, Antiquary Scotch Whisky, Schlitz Beer, Dog's Head Brand of Bass Ale and Guinness Stout?

14

Personally Conducted
Tour
of the United States
Leaving Mexico City September 18th
VIA WHAT ROAD?

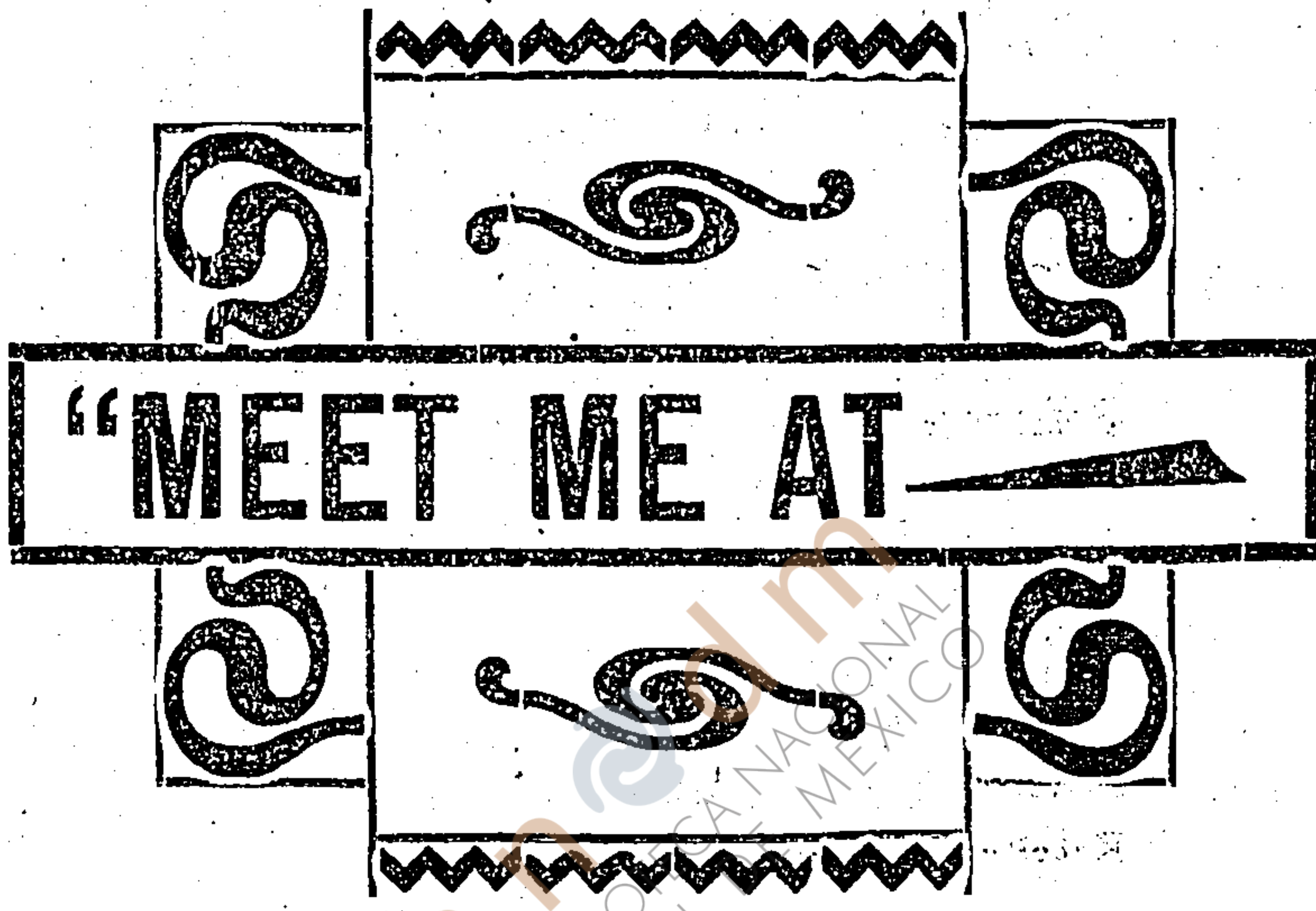
15

NAME
OF THE MOST UP-TO-DATE
DRUG STORE
IN THE REPUBLIC
(General Agents for)
(Glover's Dog Remedies)

16

Manicuring,
Hairdressing,
Shampooing,
Marcel,
Scalp and
Facial
Massage.
?

17



18

WHAT is The Name of the wonderful MEXICAN HAIR TONIC and DANDRUFF CURE that has for its trade mark the head of an Aztec chief? = = = =

19

WHAT IS THE NAME OF THE
Hat Store

IN THE CITY OF MEXICO

that does the largest volume of business, both wholesale and retail, and which has the best agencies of foreign hat manufacturers?

20

The Largest Sporting Goods House in Mexico.

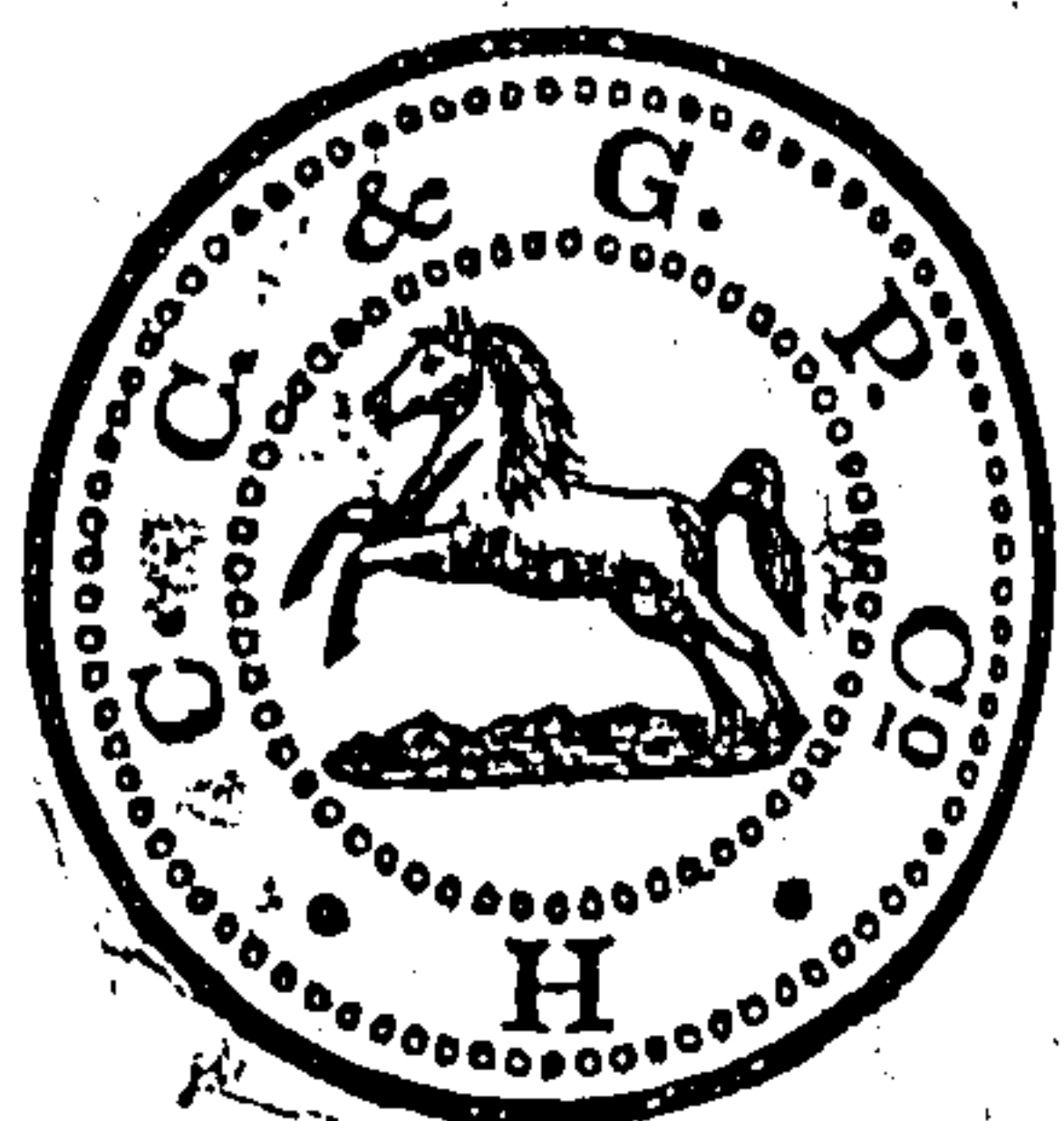
Golf Goods Tennis
Base Ball Gymnasium

The Spaldings of Mexico
-W-H-O A-R-E W-E-=-

21

WHAT IS
the corporate name of the Company that makes the most healthful and pleasing beverage in the Republic, and in which corporate name can also be found the name of the City where this product is manufactured? : : : :

22



WHOSE TRADE MARK IS THIS?

23

IT'S SO EASY

To study the I. C. S. courses, so easy to remember them; so easy to apply the knowledge and so easy to find employment that will pay you a high salary.

When You Know How

to do one certain thing better than the next man. The I. C. S. have helped many a poorly paid man to get a better salary by training him to become more efficient in his profession. We can do the same for you. Let us show you how. Fill in the coupon below and mail to Puento San Francisco No. 13 bis, Mexico, D. F.

- Ad Writing.
- Show Card Writing.
- Window Trimming.
- Bookkeeping.
- Stenography.
- Commercial Law.
- Mechanical Engineering.
- Mechanical Drafting.
- Electrical Engineering.
- Electrical Lighting.
- Electrical Railway Work.
- Plumbing.
- Telephone Engineering.
- Architecture.
- Structural Engineering.
- Civil Engineering.
- Railroad Construction.
- Mining Engineering.
- Metallurgy.
- Chemistry.
- Spanish.
- German.
- French.
- English.

Name City
Street and Number State
What well known School teaches all these courses by mail?

24

If you win the first prize in this Herald contest it will be a dandy nice dinner you'll get. Where?
IT'S EASY TO GUESS.