

Wherever bridge is played . . .  
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sets as prizes . . .



**BRIDGE** experts say that smoking helps the keen contest of minds at the bridge table. Nothing restores spent energy and brings you back to alert concentration like a few moments' relaxation with a cigarette. Melachrino's cool, slow-burning Turkish tobacco—the choicest and most costly of all cigarette tobaccos—is an invaluable aid to relaxation during the exciting struggle of the bridge game.

Bridge Clubs, and hostesses who are on the look-out for new prizes are ordering these Melachrino Introductory Offers for tournaments and parties . . . sixty Melachrinos—Cork Tips, Straw Tips and Plain Ends . . . a score pad with the latest rules of contract bridge . . . and two packs of beautiful cards on which we will imprint your own monogram. This offer would ordinarily cost \$4.75, but by using the coupon you need pay only \$2.50.

The cards are the famous gilt-edge Congress Cards, and bear no advertising of any kind. Under a special arrangement, monograms will be imprinted quicker than usual. Just fill out the coupon, printing your initials plainly. Your first package will convince you that MELACHRINO IS THE QUALITY CIGARETTE.

Don't worry about burning costly moire or frail chiffon. Melachrinos are firmly rolled . . . unlike ordinary, loosely packed cigarettes, a Melachrino holds its ash till you flick it off. No flying ash to burn your gown. 10 for 15 cents. Large package 30 cents.

# MELACHRINO

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## NORTH SHORE LINE ADDS AIR FACILITY

Starts Air-Rail Service from  
Milwaukee this Week; De-  
tails of Plan

A new deluxe rail-air service linking North Shore communities with Detroit, Cleveland, New York and other eastern points was inaugurated Monday, May 6, by the Chicago North Shore and Milwaukee Railroad (North Shore Line) in conjunction with the Stout Air Lines, it is announced by officials of the two companies.

This co-ordinated service marks a new era in speed of transportation between northern Illinois and southern Wisconsin communities and cities in the east. The trip from Milwaukee to Detroit by way of Chicago is made in 5½ hours, while the travel time from the "Cream City" of Wisconsin to New York is cut to 20½ hours. The distances from Racine to Detroit and New York are covered in 4 hours, 56 minutes, and 19 hours 56 minutes respectively; from Kenosha in 4 hours, 45 minutes, and 19 hours 45 minutes; and from Waukegan in 4 hours, 29 minutes, and 19 hours, 29 minutes respectively.

### Ceremonies at Airport

Inauguration of the new rail-air route was marked by ceremonies at the Chicago municipal airport Monday afternoon, when the new Ford-Stout all-metal tri-motored plane which winged eastward on the first trip, was christened "Miss North Shore" by Mrs. Daniel W. Hoan, wife of the mayor of Milwaukee.

De Luxe service features this new high-speed operating schedule throughout the journey by both rail and air. The traveler may board the Cream City Special of the North Shore Line, leaving Milwaukee daily at 12 o'clock noon, (Central Standard Time), Racine at 12:34 p.m., Kenosha at 12:45 p.m., and Waukegan at 1:01 p.m. This all-steel train, which operates over the famous Skokie Valley Route and carries a diner, arrives at Roosevelt road "L" station at 2:11 p.m. Here the passenger transfers to a Marigold motor coach, operating from the consolidated air line ticket office in the Palmer House direct to the municipal airport.

Arriving at the airport, the traveler immediately boards one of the big tri-motored all-metal planes, leaving the field at 3 p.m. The completely enclosed cabin with a capacity of 14 passengers, comfortable wicker chairs, washrooms and other facilities, make the air trip both comfortable and enjoyable. Traveling at a speed of over 100 miles an hour, the plane covers the distance to Detroit in 2½ hours, landing at the Ford airport at 6:30 p.m., Eastern Standard Time, (5:30 p.m., Central Standard Time).

### Direct Connections

Persons destined for New York make direct connections with the Michigan Central limited leaving Detroit at 7:25 p.m., under arrangements already in effect between this road and the Stout Air Lines.

Complete arrangements for the entire trip are made by the North Shore Line ticket agent at the point of departure, including baggage transfer and Pullman reservations from Detroit to New York.

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