

Attention

Women of Winnetka!!

The other day a local merchant made this statement:

"The women of Winnetka do not know a good advertisement when they see one."

We don't agree with him and we are going to give the women of Winnetka a chance to prove that this statement is incorrect. At the same time we are going to offer a little extra pin money to the women for their time.

WINNETKA TALK WILL GIVE

\$10.00 each week

to the woman who picks the best advertisement of a Winnetka store which is published in Winnetka Talk and who gives the best explanation for her choice in not more than 100 words.

There are absolutely no pit-falls or strings tied to this offer. The advertisement that is chosen by the largest number of women will be considered as the best. We have that faith in your ability. Next, the explanation for the choice (not over 100 words) that gives the best reasons for the selection will be awarded the \$10.00 for that week.

Read These Rules

1. Women only. Of course you will all be young, but not under 18. No fair asking your husband for his opinion.
2. Look over all the advertisements in this issue of WINNETKA TALK. Pick out the one of a Winnetka store that you think is the best.
3. Tell us in not more than 100 words why this advertisement appeals to you. It may be the general appearance; it may be the wording; it may be the merchandise offered. Use the coupon on this page or answer on your own stationery and mail it to "Mister Inx," WINNETKA TALK.

Answers must be received not later than Wednesday noon, Feb. 11.

I believe that the advertisement of
 a Winnetka store
 is the best one in this issue because

.....

February 7, 1925 Name.....
 Address.....

NOTE: The check will be made payable to any charitable organization if the winner so desires