

Here is the Best Advertisement in Last Week's Winnetka Talk

I believe that the advertisement of the Winnetka Trust and Savings Bank is the best one in this issue, because it expresses in clear, concise language the message the bank officials wish to convey to the public; it is written in beautiful English, never includes grotesque figures, slang expressions, or funny paragraphs, is an intelligent communication intended for intellectual people. Then it appears constantly, just like an old friend.

ISA MACINTYRE
822 Humboldt Ave.

Winnetka women, by their excellent replies, have shown that they **do** know a good ad when they see it. They have studied the ads carefully and with unusual discrimination. They have chosen as the best, the ad of the Winnetka Trust and Savings Bank. They have expressed the reasons for their choice, very effectively.

Mister Inx takes pleasure in announcing that the letter of Mrs. Macintyre, of all those sent in, seemed to him to give the best explanation. She set her reasons down clearly and concisely and coherently, and, to use her own word, "convincingly." Mister Inx will send her \$10.

WINNETKA TALK WILL GIVE

\$10⁰⁰ each week

to the woman who picks the best Winnetka advertisement which is published in WINNETKA TALK (Winnetka Trust and Savings Bank excepted) and who gives the best explanation for her choice in not more than 100 words. The advertisement that is chosen by the largest number of women will be considered as the best. Next, the explanation for the choice (not over 100 words) that gives the best reasons for the selection will be awarded the \$10.

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

.....

February 14, 1925 Name.....
 Address.....

Answers must be received not later than Wednesday noon Feb. 18

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.

ADVICE FROM MISTER INX

Women of Winnetka! You can use \$10 just as conveniently as anybody else. Here's a way to get the money, a way that is not hard or irksome, but on the contrary quite agreeable.

In this paper which you are now reading there is one ad which is **best**. Which one is best will be determined by the votes of you women yourselves. You can be sure that Winnetka women will pick out the one that would appeal to professional judges as the best. Then write a letter in accordance with the rules above. Make it comprehensive, clear, and concise. You will stand a very good chance of winning \$10.

