

# We Shall Give \$10

to Mrs. Arthur Harmon, 854 Ash St., because she wrote a letter that Mister Inx said was the very best of all that were sent to him. Read it below. No doubt you could write one just as good.

The winning advertisement, ADAMS PHARMACY, is on the following page.

**Here is the winning letter:**

*I consider the ad of the Adams Pharmacy the most effective of any in this week's issue of the TALK, because it carries a two-fold message to the public. The clever blank verse is used to point a moral as well as to adorn an ad, and it also gives a distinctive human touch which at once catches and holds the attention and appeals to every lover of the children who are obliged to brave the dangers of the Elm St. crossing. The ad is well gotten up and shows an appreciation of space in advertising.*

MRS. ARTHUR HARMON,  
854 Ash Street, Winnetka

It is with pleasure that Mister Inx hands a crisp ten-dollar bill to this Winnetka winner. She can take a friend to town, have a good dinner apiece, and see a fine show—if she practices a little pleasant economy. Or she can buy five of the best books.

**WINNETKA TALK WILL GIVE**

**\$10**

to the woman who picks the best Winnetka advertisement which is published in WINNETKA TALK (Adams Pharmacy 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 .....

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**February 21, 1925** Name.....  
Address.....

**Answers must be received not later than Wednesday noon Feb. 25**

**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.

"Ten dollars for a little pleasant work!"

"As much as some people get for two whole days' hard work! Read the advertisements in this paper and select the one that seems to you the best. Then write a letter giving the reasons for your selection.

"You stand a very good chance of winning. Your rivals are not so numerous as to give you a slim chance. Think of what you can do with ten 100 per cent American dollars!

"Do it right now!"

"Have courage!"

Mister Inx

