

MRS. MAY BELLE C. CRAIG WINS REPUBLICAN "BEST AD" TEST WITH LETTER ON HANNY'S AD

Many Letters Received, many Good, But Choice of All Judges is That of Mrs. Craig, Who Gets Her \$10 Today; Second Prize Will Be Awarded to Sweepstakes Best; Many Valuable Hints Contained in Contestants' Replies.

THE WINNING LETTER

Phoenix, Arizona, December 20, 1915
Best Ad Department,
Arizona Republican,
Phoenix, Arizona.

Dear Sir:

It's Hanny's Ad. It makes you want to buy the things he sells. And that's what ads were invented for.

Its typographic attractiveness halts the eye, and so you find the happy opening sentence which excites your interest. This is sustained until you come upon the "money-back" and "exchangeable" promises, which establish confidence.

Now you want to know what this man sells and, —oh, rub of rubs—the price thereof. And there it is: the whole lovely list, rich in suggestion and covering that vital matter of price.

Done! Hanny has it and you can afford it. You for Hanny's.

Very truly yours,

(Mrs.) MAY BELLE CRAIG,
State Game Warden's Office,
State House

The letter printed above, written by Mrs. May Belle Craig, was the choice of the three judges in the Republican's "Best Ad" contest, and the prize offered, a check for \$10.00 will be mailed to Mrs. Craig this morning. The contest was really a contest with in a contest. The first thing to be decided was which was the best advertisement. This was done by the contestants themselves, the Hanny advertisement having been selected by more of the contestants than any other. As a matter of fact this advertisement which appears again in today's paper, had a lead of fifty per cent over each of the two advertisements which tied for second place, those of the Boston Store and the John F. Barker Produce company. The three judges, Gus Nell of the Arizona Laundry, S. Harry Robertson of the Phoenix Engraving Company and secretary of the Phoenix Ad-Club and Andrew H. Miller, of the Owl Drug Company, then individually made a study of the many letters referring to the Hanny advertisement, giving first place to Mrs. Craig and an honorary second mention to C. M. MacFarlane of 2118 West Monroe, with Mrs. G. D. Martin, R. 2, City, M. T. Martin of 808 North Second Avenue, City, Harry P. Mitten, of Encino in a close contest for next place.

Next in popular favor came the handsome advertisement of J. M. Dolph's Ford Garage, with the Barrows-Fooshee Furniture Company, I. Rosenzweig, Jeweler, and the McNeil Company, Manufacturing Stationery. The Barrows-Fooshee advertisement, like the Hanny "ad" may be seen again in this issue of The Republican. Next on the list was the Los Olivos advertisement of the Dwight J. Heard real estate office.

Then in popular favor came the striking advertisements of McDonald and Casson, Duffel & Hubbard, and the Ingleside Club. Other "ads" which found supporters were those of the O'Neill Auto and Supply Company, the Arizona Laundry, F. B. Baptist and Co., Goldberg's, Dunfrio Confectionery Co., H. A. Diehl Shoe Co., the Elwell Grocery, Hyder's Store de Luxe, the Bon-Ton Grocery, Graves Indian Shop, the Pacific Gas and

Electric Company, the Western Coffee Company, the Arizona Grocery, the Herrhill company, Korrick's, New York Store, the Hub, the Phoenix Savings Bank and Trust Company. The Republican's "Best Ad" ad, the Smart Shop, the Vehicle and Machinery company, Sun Drug Company, Paris Cleaners, Motor Supply Co., Bear Drug Store and the Owl Drug Co.

Scores of answers, far more than were expected would be called forth by the prize offered, came from all points, and really contain a wealth of information and helpful suggestions for those interested in the big subject of advertising. These letters will later be placed on file in this office where anyone interested may inspect them.

The judges indicated that they would like to award another prize for the "best" letter, irrespective of whether it referred to the "best" advertisement or not, and such has been the general response to the contest and the very pleasing direct benefit to its advertisers that The Republican has decided to give a second prize, of such character as will be announced later, to the writer of the letter which the judges will elect as being the "sweepstakes best."

From time to time, as space will permit, parts of the most interesting and helpful letters will be published in The Republican. One advertiser, I. Rosenzweig, was so pleased with the character of the letters sent in relation to his advertisement, that he ordered three of them to be used in his advertisement in this issue. Among the letters which referred to the Barrows-Fooshee Furniture Company's advertisement was one from E. H. Rich, who writes:

"I consider the Barrows-Fooshee Furniture Co. the best advertisement I have ever seen. Its artistic harmony of design at once attracts attention, and its first large type refers to the present season. The general introduction is pertinent, every reader carrying with it the conviction of sincerity, and confidence on the part of the advertiser in his wares. There follows sufficient convincing argument of articles and prices to carry conviction without flinching, with



The Christmas Gift Store

THE season's best greetings to everyone, and the sincere wish that your affairs are as happy and prosperous as with this big, busy "Golden Rule" Furniture store which is adding so constantly to its long list of customer-friends.

Come in and see us, and let us personally express our appreciation for your friendship and patronage, which has made this year's business a record-breaker. If you are still giving thought to the selection of Christmas or New Year's gifts we recommend the following items to your kindly consideration.

"ideal for his gift"

Kelly Comfort Morris Chairs

Sit in it and you'll know why it's the most comfortable. Adjusts automatically to any position desired. Is best to look at as well as to sit in. Durability guaranteed, for the mechanism is as simple as it is strong. One of our exclusive lines. Finished in select Spanish roan leather. In fumed and waxed oak. Ten styles to select from. \$22.50 to \$35.00

Portieres, etc.

Fire Portieres at \$3.75 to \$20 per pair.
Couch Covers at \$2.25 to \$10.00
Library Table Covers of hand-buffed leather at \$1 to \$12

Shaving Stands, etc.

Very well made, 5-foot shaving stands, waxed or fumed oak, with adjustable mirrors, etc. \$11 to \$13.50
Smoking Stands, fumed or waxed oak, \$2.25 and up

Fireplace needs

Fire Screens, many designs, at \$3.50 to \$12.50
Andirons, very handsome, \$2 pair to \$6.00
Grates, several styles, at \$4.50 to \$6.00

Children's Toys

All of them of good design, strong and durable
Velocipedes at \$2.25, \$3.75, \$4.25 and \$5.00. Two styles at each price. Please do not confuse these Velocipedes with the cheap, light articles at lower prices
Toy Wagons, bright red ones, etc., at 65c to \$4.25
Wheelbarrows, right for the little worker, 75c-\$1.25
Automobiles, very strong, \$7.50 to \$12.50
Doll Carriages, at \$1.50 to \$2.75. Sure to please.

Aluminum Ware

Dozens of varieties of kitchen utensils in both the excellent "WAGNER" and "SWISSALU" makes. Clean, sanitary, beautiful, every housewife appreciates it.
Percolators at \$2.50 and up. Tea Kettles at \$3.30 and up.
Double Boilers at \$2.50 and up.
Every piece warranted.

"a gift for the home"

Whittall Rugs

Of all of our many exclusive lines of fine house furnishings and specialties for the library, the dining room, the kitchen and the bathroom, there is none of which we are more proud than the WHITTALL RUGS. These rugs are the standard of comparison, other manufacturers often say, "Our rugs are at least as good as WHITTALL'S." Most of you have seen these rugs, all have read of them. There is a WHITTALL RUG for every room in every home. Every one is guaranteed to be every thread wool, and the colors are strictly non-fade. The patterns are the standard of artistic excellence and they are just as durable as they are beautiful.

WHITTALL'S Anglo-Perisian Rugs in all sizes from 27 by 56 inches, at \$5 to 9 by 12 feet at \$7.50.
WHITTALL'S Royal Worcester Rugs, 27 by 54 inches at \$4.50, other sizes made on special order.
WHITTALL'S Chlidema Rugs, from 6 to 9 feet, \$25, to 9 by 12 feet at \$40.00.
WHITTALL'S Peerless Rugs, from 6 by 9 feet at \$22.50 to 9 by 12 at \$37.50.

WE SHOW THE LARGEST DISPLAY OF FINE RUGS IN THE SOUTHWEST AND INVITE YOUR INSPECTION OF THEM

Cut Glass

A lovely showing of bright, sparkling, deeply-cut American Cut Glass. Makes such pretty, useful Christmas gifts. Vases at \$2.00 and up. Water sets at \$6.75 and up. Bowls at \$4.50 and up. Sugar and Cream Sets at \$3 and up. Also Heisey Colonial Glassware.

Silver Ware

ONEIDA COMMUNITY SILVERWARE is too well known for its beauty and quality to need any description. A complete stock of the exquisite "Sheraton" pattern.
Also ROGERS BROTHERS' "1817," the old reliable. Their "Old Colony" pattern in a complete stock.

Fine China

Heideland China in the always popular "Gold Band" and decorated designs in a complete stock.
Also complete showing of Austrian plain white china.

Other Appropriate Gift Suggestions From Our Big Stock

Bathroom Mirrors, finished in white enamel, plate glass, \$1.75 to \$10.00
Telephone Stands, fumed oak, with stool or chair, \$2.25 to \$6.50
Tea Wagon, fumed wicker, rubber tires, glass tray, at \$17.50
Sewing Stand Baskets, ivory and fumed pine, very attractive, at \$6.75 and \$7.00.
Tabarets in many different woods and finishes, at 90c and \$7.00 each.
Ladies' Desks, in fumed and waxed oak, maple, fibre, etc., \$7.50 to \$25.00
Rockers, upholstering, in stylish tapestries, many patterns, \$10 to \$22.50
Chaise Lounges, natural shellac, wicker finish, most comfortable, \$35.00
Magazine Racks, shelves and side pockets, in fumed oak, at \$6.50
Bassell's Ball Bearing Carpet Sweepers, at \$3.50 to \$5.50
For the baby, pretty wicker Bassinettes, at \$4.00 to \$7.25
Rockers, upholstered, in fine leather, a great many styles, at \$20 to \$47.50
Dining Room Tables, Library Tables, Dining Room Chairs in large assortments.
Beds and bedding of every description. Prices are most reasonable.
SEALY MATTRESSES. Acknowledged the world's best, 20 year guarantee, \$22.00
Chiffonades, Wardrobes, Dressers and Dresser Tables, Kitchen Cabinets, etc.
Kitchen Utensils of every description, Stoves and Ranges, etc.

Barrows-Fooshee Furniture Co.

Corner First Street and Jefferson

Telephone 1666

Plenty of Salesmen

Prompt Auto Delivery Service



You've had trouble frying oysters or having them fried right for you. Now look at these. Notice how greaseless—how dry and crisp on the outside. They're moist and delicious on the inside. You put your teeth through the outer crust and get the real and only oyster taste on the inside. These are Crusto fried oysters.

Because Crusto is odorless and tasteless itself it preserves the food flavor unimpaired. Because it can be made "red hot" without burning, it cooks a juice-preserving shell on the food before any grease has a chance to soak in—before the food juices can dribble out.

Crusto helps good cooks to be better cooks. Better than lard and as cheap—cheaper than butter and better.



FRIED OYSTERS
AS SERVED AT
ORIENTAL HOTEL,
DALLAS

AT ALL GROCERS
COMES IN TIGHT TINS, 5 SIZES—
2 1/2, 4 1/2, 5 1/2, 10 1/2, OR 20 LBS.

CRUSTO—Houston, Texas

the suggested idea of quantity, quality, and assortment in reserve.

"The setting and arrangement leaves a 'comfy' Christmas feeling. Its form is attractive, its contents convincing. Its volume compelling."

"KEEPING AHEAD OF THE DEVIL."

Aboard his steam yacht, the Onondaga, Commodore E. C. Benedict, who is nearly 82 years old, has left New York with a party of friends for a five weeks' cruise to the Bahamas and West Indies. The cruise will include a series of fishing expeditions in Cuban waters, with President Menocal of the island republic as Commodore Benedict's guest.

It is expected that Commodore Benedict will be back at his home in Greenwich, Conn. in time to celebrate his birthday, which will be on January 24.

"I am going to enjoy this trip, which will be my fiftieth to the West Indies, immensely," declared Commodore Benedict as he stepped aboard. "I've come pretty close to four hundred thousand miles aboard my own yacht. They say the devil is chasing me, but I'm traveling in pretty swift yachts and motor cars, and he'll have to keep going mighty fast to catch up with me."

Hire a little salesman at The Republican office. A want Ad will see more customers than you can.

A HUNDRED ENJOY MOOSE SMOKER

Story Telling Night With Movie Men Relating Their Experiences

It was story telling night at the Moose home last night, when over a hundred members of the order met at a special smoker, and after the tobacco had begun to color the atmosphere, the speakers were brought forward.

Romaine Fielding and Jack Lewiston, of the Cactus Film company told numerous amusing experiences of theirs in connection with the work. Dr. H. W. Love, favored the assembly with a baritone solo. Other speakers were R. E. Marks, Dr. Grant Monical, Dr. H. A. Hughes, C. C. Thompson and others. Purlet Hinman of the Coliseum contributed the music.

At the business meeting which preceded the smoker, arrangements were made for the masquerade ball on Thursday night of this week, and the next smoker, which will occur during the expiring hours of the present year and the very early ones of the next. There will be some real entertainment stunts put on by people from the local theaters at the Moose Watch

WOMEN'S WAGES TO ADVANCE

The wages paid to girl and women workers in the stores of Massachusetts will take a jump with the arrival of the new year. At that time there will go into effect the new wage schedule which provides:

"No experienced female employee of ordinary ability shall be employed in retail stores at a rate of wages less than \$8.50 a week."

If a girl of ordinary ability, after reaching 18 years of age, has worked in stores for a year or more she is to be classed as experienced. Absence from duty during the twelve months' period shall not be counted by most stores.

Lightning Delivery Transfer and Storage Co.

Padded Furniture Vans. We store or move anything. Only absolutely fireproof warehouses in City.

Telephone 1126 and 594.
42 South Center

Oranges and Grape Fruit

In Fancy Packages for CHRISTMAS BARGAIN
Bananas 15c Doz. 3 Days Only
Will Ship Anywhere

Phoenix Fruit & Produce Co.
19 W. Jefferson St. Phone 1402

HAIR GOODS FOR SALE
Ladies' Toilet Parlor, Shampooer, Manicuring and Facial Massage, Hair Dressing; Expert Chiropodists, all foot troubles removed. Moles and warts removed by electricity.
SHIRLEY & SHIRLEY
Phone 1704
29 and 31 East Adams Street

DORRIS-HEYMAN Furniture Company

Will be open for Xmas shopping Wednesday, Thursday and Friday evenings