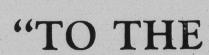
## AN ADVERTISING TOAST





Raise your glass, Mr. National Advertiser, and drink a toast "to the ladies" . . . was when they looked their best before a hot cook-stove, but you championed

This territory affords an unusually fertile field for quality travel goods

and that. And with that awakening of a new freedom they opened to you

bless their hearts! Time their freedom with

devices for the home, appropriate costumes for each hour and place and suitable your labor-saving {

gadgets for this Civic entertainments, bazaars and productions open a rich held.

a rich and fertile market for your merchandise. Mere

man realized the ladies knew how to buy ...

now they even buy his ties and socks. Statistics prove

that women are your best

Quality table service and linens are "at home" in these homes

market...

that the majority of buying for homes and families is theirs . . . when

can be merchandised easily here.

the money to spend. In the territory served by the Chicago Suburban Quality Group are they have Many fine beaches reflect a fertile

women with far more money to spend than the average. They are mistresses

they are vitally interested. They send

their children to

of fine homes in which Many country clubs afford the makers of golf togs and equipment an opportunity

excellent public and

entertain their clubs. They have time for taking part They private schools and colleges. Personal things for the winter and

recreation. Many have their own cars, are members of country clubs and riding

can travel and do so. In every phase of existence these women reflect a academies. They on outlet for quality merchandise.

perfect audience for your advertising message. But their social and civic activities have developed Many women who ride will interest adver-

tisers of leather goods and riding equipment. communities. They do not go far afield to buy, preferring in them an unusual loyalty to their own

Manufacturers of infants wear will find here a market for quality merchandise. to patronize their local businesses. Your advertising message delivered in the eight publications of the Chicago

Suburban Quality Group will reach them through channels in which they have the utmost confidence. Investigate!

## SUBURBAN QUALITY GROUP CHICAGO

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Phone CENTRAL 3355

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