



# AN ADVERTISING TOAST


## "TO THE


## LADIES"



Raise your glass, Mr. National Advertiser, and drink a toast "to the ladies" . . .  bless their hearts! Time


was when they looked their best before a hot cook-stove, but you championed  their freedom with


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


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


*Civic entertainments, bazaars and productions open a rich field.*



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


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


they have  the money to spend. In the territory served by the Chicago Suburban Quality Group are

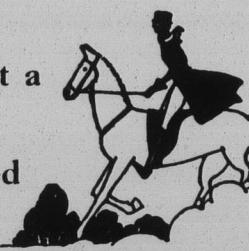
women with far more money to spend than the average. They are mistresses  of fine homes in which

they are vitally interested. They send  their children to  excellent public and

private schools and colleges. They  entertain their clubs. They have time for taking part

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

academies. They  can travel and do so. In every phase of existence these women reflect a

perfect audience for your advertising message. But their social and civic activities have developed 

in them an unusual loyalty to their own  communities. They do not go far afield to buy, preferring

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!

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