



BUMP!

ANOTHER KNOT FOR YOUR DOME MR. ADVERTISER, FOR IT'S NOT *the right* Berth . . .

Once we boarded a sleeper at night. In the semi-darkness we proceeded to seek our berth. Ah, there it was . . . we were sure of it! As our head prepared to lead our body between the curtains . . . the French heel of a slipper held in a feminine hand fell with a resounding thump. A knot immediately arose . . . and it was then we decided we had selected the wrong berth!

Upon this simple tale hangs an advertising lesson . . . especially today.

Too many national advertisers are trying to get into the wrong berth . . . and their heads are covered with knots as a result.

The wrong berth. It is that territory which brings big, round "goose eggs" on sales reports. Usually indicated like this . . . "Sales from advertising . . . 000000."

As a result Mr. Advertiser's head aches. Oh, how it hurts! Where is the right berth? Where can the poor, heckled advertiser find a place to rest? Is there such a place?

There most certainly is! Mr. Advertiser, you must walk . . . crawl . . . or stagger into the eight publications of the Chicago Suburban Quality Group . . . serving the richest buying territory in the whole country . . . **but get in!**

For in them every worthwhile advertising message is in the right berth. Here is rest . . . surcease from the bumps and jolts of unresponsive areas—and RESULTS.

This territory is populated by 221,000 people, all eager to buy your product if asked in the papers that carry their home town news, and in which they place their utmost confidence. They'll buy your product for they have the money to spend and are willing to spend it.

As long as you wander up and down the aisle, poking your head into strange berths, you may expect bumps and plenty of them.

Will you let us lead you to the right berth, as we're trying to do? If you're sensible you will.

You know, we'd like to enter your office and print on your wall in letters a foot high "The right berth for your advertising is the publications of the Chicago Suburban Quality Group . . . they bring RESULTS!"

And we know what we're talking about. The facts prove it. Won't you let us tell you more about these results? If you're sensible you will. It's the surest cure for a depression headache we know of.

CHICAGO SUBURBAN QUALITY GROUP

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OAK LEAVES • HIGHLAND PARK PRESS • MAYWOOD HERALD
GLENCOE NEWS • WINNETKA TALK • WILMETTE LIFE
• EVANSTON REVIEW • LAKE FORESTER •