



# Democrat or Republican . . .

## IT MAKES NO DIFFERENCE FOR HERE IS THE WAY TO PROSPERITY

Amid oratorical pyrotechnics that flare and sputter, the waving of banners, parades and band concerts, two great parties are selecting their choice for candidacy for president. Planks of platforms are being nailed into place by sweating orators amid hurrahs from the gallery. The assembled work each says means future returning prosperity!

To be sure, future prosperity is what we all want. We say "amen" to their good intentions. But you, Mr. Advertiser, we know what you want more than anything else. You want business that can be turned into dollars and cents *right now!* You want *present prosperity*. Let the future take care of itself.

All the party platforms and promises of future prosperity can't be cashed in on now. Try it at your bank if you don't believe us.

The peoples' choice is all right for the future but what about the advertiser's choice for the present? Now for our own little nominating speech . . .

For this important office allow us to nominate a group of eight papers serving a territory which has known no depression. It is far better situated than any other section of the country. Located on the rim of Chicago, it is the home of 221,000 people with money to spend and willing to spend it. They'll buy your product eagerly if you'll ask them. They'll support your product, for they obey with confidence the commands of these eight publications which have long served them faithfully, honestly, and well. Your advertising can claim some of the money they are spending. They will support you in your drive for present prosperity. Your cash books will prove it in just a few weeks.

For your prosperity, Mr. Advertiser, whether you are Democrat or Republican, allow us to nominate the unanimous choice of sensible, sane advertisers the country over . . . the Chicago Suburban Quality Group and the rich territory it serves.

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

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