



THIS business of playing the game *safe* is usually a matter of exercising our better judgment.

Baseball players learn this lesson early. They know that upon their good judgment depends the runs they score and if they want to win, runs alone count.

It's the same in business.

It takes good judgment to place advertising dollars where they will produce results. And results alone count!

The sad part about it is that men in charge of advertising do not always use their good judgment. They are not always careful in putting appropriations where they are safe . . . where they will produce "runs" on sales accounts. Too much goes into trying to steal bases by expensive campaigns in metropolitan newspapers and national publications.

And as a result they are thrown out. Out of results. Sometimes out of business.

In the eight publications of the CHICAGO SUBURBAN QUALITY GROUP, advertising appropriations are *safe*! They cannot help but be, for these papers reach the richest buying area in the country today. They reach a group of 221,000 people with money to spend and willing to spend it. Advertising in them produces results.

We're interested in results from and the safety of your advertising dollars. We have some interesting facts to give you about the unusual things other advertisers are doing here. Can't we get together? Once again it's a matter of your using good judgment.

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

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