



*Poor Weary Willy.  
No place to call home.  
The sky for a roof,  
His pillow, a stone . . .*

## "WEARY WILLY" ADVERTISING . . . LIKE THE LILIES OF THE FIELD "TOILS NOT NEITHER DOES IT SPIN"

Knights of the road . . . those erstwhile wanderers you meet along the highway and leave behind in a cloud of dust. You catch just a glimpse of them, as they plod along. You wonder how they live . . . where they come from . . . where they are going. Apparently they accomplish nothing. They are just Weary Willies . . . "toiling not . . . neither do they spin."

Mr. Advertiser, how much of your advertising appropriation goes for "Weary Willy Advertising"?

Let us make ourselves clear. How much of your advertising wanders aimlessly about the country in national publications and metropolitan dailies, accomplishing nothing? Its only results are bills.

From what we know there is a lot of "Weary Willy Advertising" today. Maybe some is yours, Mr. Advertiser.

It is acknowledged that the man who succeeds selects the territory where his opportunities lie . . . establishes a home there . . . starts to work and "stays put." No wandering for him. His success depends upon the concen-

tration of his efforts in one spot. You probably know these statements are true.

Isn't it logical then, that the success of your business depends upon the same principles? Select the territory where your greatest sales lie and concentrate your advertising there. Business cannot help but come.

Really, it's time your advertising settled down. It's time it amounted to something. The longer it wanders the more bills you will have to pay.

In the rich territory served by the eight publications of the Chicago Suburban Quality Group that advertising will be something. You can concentrate it among people with money to spend and willing to spend it on your product. These people are themselves solidly established. They have earned their success and respond to concentrated effort for they know, from experience, its value.

We would like to tell you more about this richest of territories and the eight publications that reach the people living in it. It will be well worth listening to on your part. May we?

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