

# The "IT" in your Quality

"It" . . . that something which sets a person, place or thing apart from others. "It" is that quality which makes a person stand out in a crowd . . . that quality which segregates a product or place from the ordinary. It is a valuable asset in any group of buyers . . . for it is a definite part of "quality!"

## MARKET

Your share of today's business, Mr. Advertiser. Are you getting it?

Many are not and they are having a pretty hard time keeping their heads above water. This is especially true if your product appeals to a discriminating class. Discriminating classes have woefully shrunk and shrunk and shrunk.

It hurts like fury to see your business dropping off. Territories that answered advertising immediately a couple of years ago aren't doing it today.

Today the advertiser who is coming out on top and is enjoying his share of the existing business has solved his problems of readjustment by *concentration*.

He has looked over the field carefully. He has picked out the most responsive portions . . . marked them in red on his sales map and is concentrating his advertising efforts there.

Such territories must possess "IT" . . . and that means buying power above the average.

The eight publications of the Chicago Suburban Quality Group reach such a market. It is a quality market and deserves to be spotted in red on every sales map in every office. It has "IT" . . . and should be first in consideration . . . last and always.

Think what this means to you. These eight publications of the Group will reach the most responsive 221,000 people in the Chicago area . . . yes, *in the country!*

These people are buying the things they want. They have the money to spend. They will buy your product if you'll ask them in their own publications in which they have the utmost confidence.

If such facts do not interest you, Mr. Advertiser-in-search-of-business . . . nothing will. Why not investigate today?

## CHICAGO SUBURBAN QUALITY GROUP

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