

Considered from any angle

a quality audience with
money to spend . . . and
willing to spend it

INCOME TAX RETURNS*: The territory served by the Chicago Suburban Quality Group reports almost as many taxable incomes as the great cities of Buffalo or Cincinnati; nearly twice as many as Hartford, Conn.; more than twice as many as New Haven, Omaha or Syracuse; three times as many as Dayton, San Antonio or Scranton.

nearly
200%
. . . . greater

In our territory, 14.5% of the population, men, women and children, filed individual income tax returns in 1930.

Compare that percentage with

5.4% for Buffalo
6.0% for Cincinnati

or with

7.9% for Hartford
5.9% for New Haven
5.6% for Omaha
5.3% for Syracuse
4.9% for Dayton
3.7% for San Antonio
3.7% for Scranton

The average for the latter group, all comparable to our group in population, is 5.3%.

AUTOMOBILE REGISTRATIONS†: 111 passenger automobiles per 100 families, as compared with 63 for the entire Chicago trading area.

HOME UTILITIES†: 95 residential telephones, 114 residential electricity meters and 106 residential gas meters for each 100 families.

*From Curtis Publishing Company's "Sales Opportunities"
†From Chicago Tribune's "Book of Facts"

These facts indicate wealth — Wealth indicates buying power

Reach these prosperous families through the

THE CHICAGO SUBURBAN QUALITY GROUP

- OAK LEAVES ♦ EVANSTON REVIEW ♦ WILMETTE LIFE
WINNETKA TALK ♦ GLENCOE NEWS ♦ HIGHLAND PARK PRESS
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