

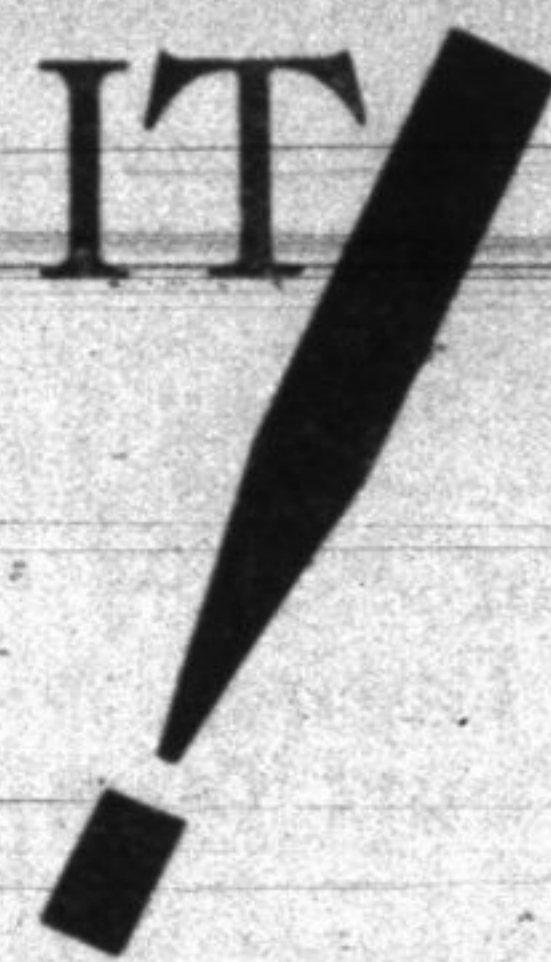
Advertise to the

# CREAM

of your market

A QUALITY AUDIENCE WITH MONEY TO SPEND  
AND WILLING TO SPEND IT!

"We invest our advertising dollars where they will do the most good," recently said an Advertising Manager. "We have to . . . the times demand it." All right, Mr. National Advertiser, in the territory served by the Chicago Suburban Quality Group is money . . . lots of it . . . ready to be spent on quality merchandise. On your merchandise if you claim the field. Here is a quality market untouched by concentrated effort. A territory where your advertising dollar will go to work for you NOW, resultfully when so many advertising dollars are scattered on barren ground. Let us advance just one argument to prove our point.



Some "Eye Opening" Figures, Mr. National Advertiser —  
Their Significance Cannot Be Overlooked

Table showing quality car ownership in Chicago Suburban Quality Group territory and in greater cities throughout the country for 1931.

In Territory Served by	Cadillac	LaSalle	Lincoln	Packard	Pierce Arrow	Total
Chicago Suburban Quality Group	1,565	1,192	853	3,495	315	7,420
Buffalo, N. Y.	903	448	318	1,233	981	3,883
Cincinnati, Ohio	554	300	294	1,455	240	2,843
Hartford, Conn.	422	168	57	628	168	1,443
New Haven, Conn.	532	205	100	601	162	1,600
Omaha, Neb.	256	102	170	426	46	1,000
Syracuse, N. Y.	445	265	84	744	267	1,805
Dayton, Ohio	752	183	121	600	53	1,709
San Antonio, Tex.	319	118	79	512	137	1,165
Scranton, Pa.	193	66	50	658	117	1,084

What do these figures reveal? Startling facts, you'll agree. Follow us:

1. There are nearly *twice* as many quality cars in *this territory* as in the great city of Buffalo, N. Y.
2. There are *three times* as many quality cars in *this territory* as in the metropolis of Cincinnati, O.
3. There are *more* quality cars in *this territory* than in Buffalo and Cincinnati combined, representing a city with a population *more than five times* that of this territory.
4. There are more than *four times* as many quality cars in *this territory* as in *any city of comparable size*.

Open your eyes, Mr. National Advertiser. Here's a rich and fertile field awaiting your message . . . ready to buy your product. Don't overlook it any longer. Concentrate your efforts where your advertising dollars will bring results. Investigate!

These facts indicate WEALTH — Wealth indicates BUYING POWER

Reach This Rich Market Through the

## THE CHICAGO SUBURBAN QUALITY GROUP

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