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from page 2)

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“ACRES OF DIAMONDS...”

about a little story, Mr. Chicago Manufacturer, which illustrates our point...

“Once upon a time” a man dissatisfied with his lot decided to seek his fortune elsewhere. He sold his farm and started for foreign lands. Wherever he wandered success eluded him. Finally he returned home to find that the buyer of his property had discovered diamonds... acres of them... on the land he had owned. [Many Chicago manufacturers are like that. They place their advertising in all sorts of media. They seek sales in unresponsive territories. They waste their efforts “in foreign lands.” Why not try at home first? In the territory served by the Chicago Suburban Quality Group are “diamonds”... yours for the digging. Your advertising message in the eight publications of the Chicago Suburban Quality Group will start digging NOW! It will reach 221,000 Suburban Residents... a quality audience with money to spend and willing to SPEND IT. This field represents the CREAM of the Chicago Market. All the facts indicate WEALTH... wealth indicates BUYING POWER! Distance may lend enchantment to the view but when RESULTS are of the utmost importance why not work this fertile field?

Reach This Rich Market Through the

THE CHICAGO SUBURBAN QUALITY GROUP

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

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