

# SHOTGUN *or* RIFLE?

*Both* have their Uses . . .  
*but for* Sure Results  
*the rifle is* It.

Shotgun pellets are all right for small game but for the big ones . . . where RESULTS count . . . the sportsman uses a rifle.

And what advertiser does not want to bring down the big game . . . does not want big results? He can't hope to scatter his message like shotgun pellets all over the countryside in newspapers of huge circulations and expect to hit the vital spots effectively. Only by aiming directly at this spot can he bring down his game.

National Manufacturers of quality merchandise will find their message in the eight publications of the Chicago Suburban Quality Group speeds home like a rifle bullet. It

produces results for it reaches the vital spot in the Chicago Market . . . a quality audience with money to spend and willing to spend it NOW.

This territory is the richest in the country. Its 221,000 people are all of refined and cultured taste . . . able to buy the better things and eager to do so.

The publications of the Group are produced like high-grade periodicals. They are printed on a good grade of paper and take 120-line half tones.

Each is closely read because of the intense local interest of each community in its own social and physical welfare. Therefore your advertisement is always seen and read.

You need only supply one set of plates and copy for reproduction in all eight publications of the Chicago Suburban Quality Group.

*Reach This Rich Market Through the*

## CHICAGO SUBURBAN QUALITY GROUP

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

Chicago Office 1016-17-18 Willoughby Tower Phone Central 3355

If you are interested in making a bull's-eye . . . in hitting the richest and most responsive spot in the Chicago Market with your advertising, it will pay you to communicate with the Chicago Group headquarters at once. The wealth and present activity of this territory will surprise you. We'd like to show you the facts.

All the facts indicate

**WEALTH**  
Wealth indicates  
**BUYING**  
**POWER**

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