

**MOD CHAMBER  
CALLS OFFICERS**

(Continued from page 5)

and widening of Green  
rough Highwood next  
believed, as recent ne-  
with the Northwestern  
ight of way through its  
e ben successful, ac-  
cretary Albert Axt of

rd J. Lyons who is  
e record in the state  
as the toastmaster and  
the Highwood Cham-  
ndid work in the past  
pects for the future.  
r Raymond Roth was  
er. Ernest Mayer of  
k gave an interesting  
tax situation. Other  
States Atty. A. V.  
istant, Atty. Geo. Mc-  
g. Gen. Bolles and  
Tiffany and Paul L.  
able to attend.

the proceedings was  
n of the colors by a  
Highwood American

usical features were  
the banquet and in-  
monies were a com-  
every way.

**eternity  
h for Stock  
rash at Inquiry**

spirit of youth was  
the 1929 stock mar-  
several leading New  
aid last week in an-  
committee's charge  
Street banks must  
says a New York

ed speculative orgy  
9, they recalled, the  
gs of some of Amer-  
omists and business  
ed aside. This, they  
as true in the com-  
fessional fields, as  
g and brokerage cir-  
es that "youth will  
the watchword of  
said, and conserva-  
scorned.

report of a sub-com-  
mitted States Senate  
nking and currency  
Street banks had  
k market crash by  
vergrowth of loans  
okers "for the ac-"  
The report also  
ormation by banks  
ites.

g bankers said it  
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ash on any one in-  
p. It was primar-  
spirit of the day,  
was one of extreme  
speculation. F.  
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s agreed that the  
s of security af-  
ontributory cause.  
insisted that this  
ice and should not

# "X"

## Marks the Spot

*wherein lies the Chicago Area's Buying Power*

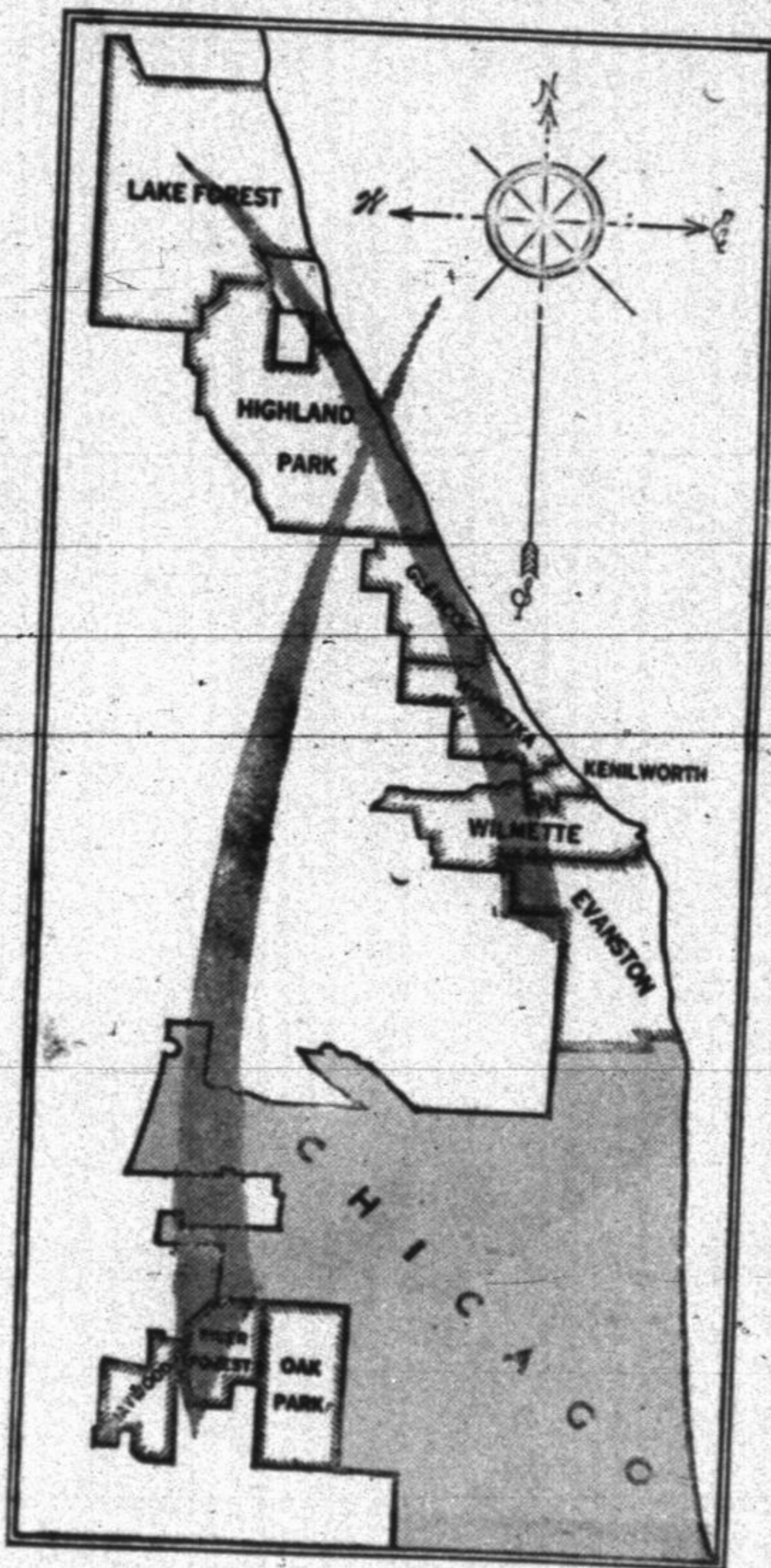
**T**HERE is no question about it. "X" indicates the greatest buying power in the Chicago Area . . . the CREAM of your market!

Here is a quality territory populated by 221,000 people . . . all of refined and cultured tastes. These people are accustomed to the better things of life. In fact they demand them, and are willing to pay for them. They live in suburban communities geographically close to Chicago.

But life in these communities is as unrelated to the metropolitan area as day is to night, and might just as well be a hundred miles away.

These people's interests are centered in their own communities and their activities. They are extremely loyal to them. They live the lives of people apart from Chicago.

And if they were a distinct city a hundred miles away, Mr. Manufacturer, you would advertise your product to them intensively. You would include their publications in your advertising budget. You would not depend upon



*All the Facts Indicate WEALTH . . .  
Wealth Indicates BUYING POWER.*

*The Chicago Suburban Quality Group office will be glad to supply you with facts about the wealth and buying power of this territory. A phone call or letter will have immediate attention.*

metropolitan dailies and national publications to sell such a rich market.

It is just as important here to go straight to these people through their own publications.

The papers of the Chicago Suburban Quality Group will reach them. These publications, produced like high grade periodicals, dominate the fields of their respective communities. They are looked for eagerly . . . read from cover to cover . . . and kept because they contain accounts of activities to be remembered.

Advertising in them PAYS . . . these people patronize local merchants, and buy goods advertised in their local papers.

Because they do, your message will be seen . . . your merchandise purchased.

You can advertise in all eight of these publications by furnishing just one set of plates or copy and one order. You receive only one bill. The rates are very attractive.

Why not investigate this unique and fertile territory TODAY?

*Reach This Rich Market Through the*

OAK LEAVES

WILMETTE LIFE

WINNETKA TALK

EVANSTON REVIEW

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LAKE FORESTER

MAYWOOD HERALD

HIGHLAND PARK PRESS

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