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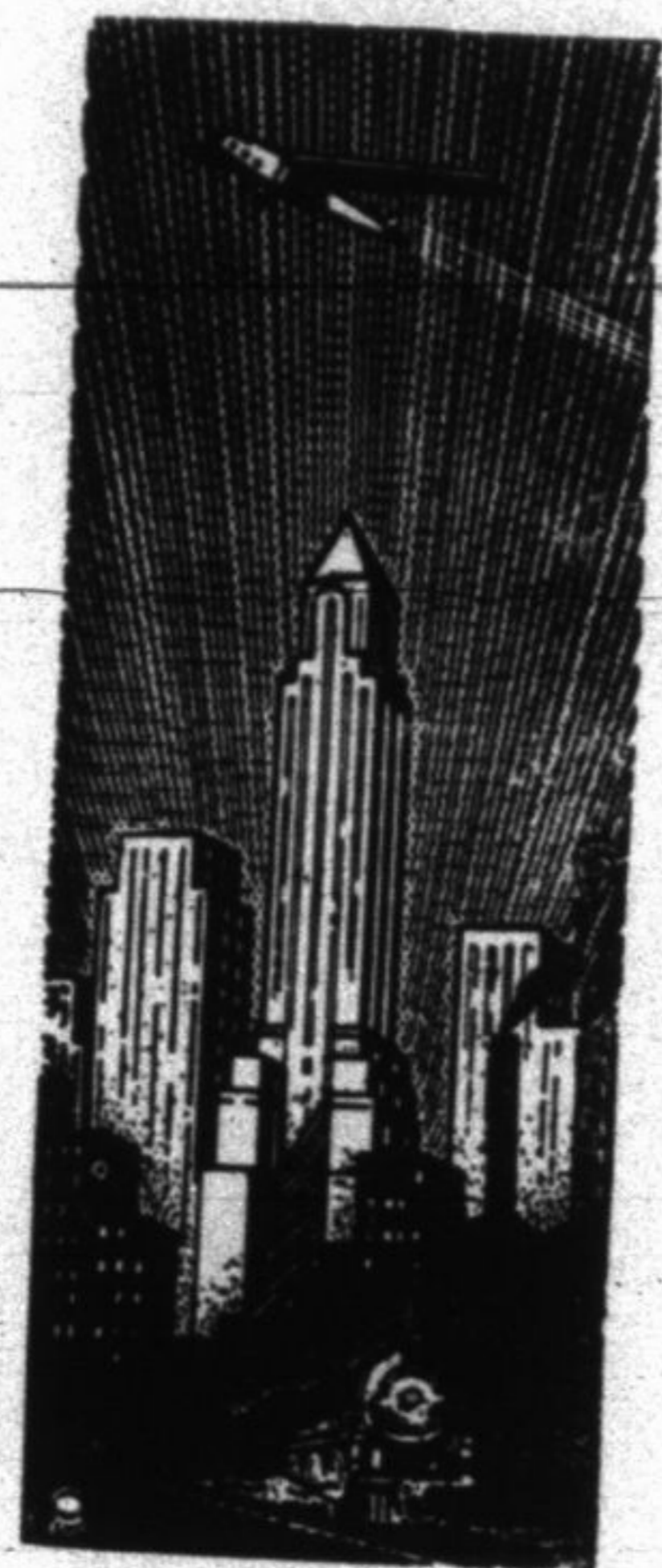
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WOULD YOU ADVERTISE YOUR PRODUCT IN A CITY OF 221,000



KNOWN TO BE THE RICHEST AND MOST RESPONSIVE BUYING AREA IN THE UNITED STATES?

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

CERTAINLY you would. Intensively! And there are few manufacturers who wouldn't. Such a city would be like a "DREAM CITY" to most advertisers.

It is *not* a dream! You have exactly the same thing right here and do not realize it! Not a single city . . . but the richest suburbs in the entire Chicago Area . . . 221,000 people. The CREAM of your market. A quality audience with money to spend and willing to spend it . . . completely covered by the Chicago Suburban Quality Group.

These 221,000 people need as much advertising addressed directly to them as if they were in a city all their own. They are proud of their in-

dividual suburbs and greatly prefer to do their buying there . . . to support their own merchants . . . build up their own communities.

Consider your dealers in this territory. Does general advertising really cover their rich market? No. They *need* local advertising just as much as those in a city a hundred miles from Chicago.

They need advertising in the Chicago Suburban Quality Group . . . eight distinctive papers that completely cover these rich suburbs.

This is the cheapest advertising you can buy . . . and the most productive. Think it over, Mr. Manufacturer, and investigate this fertile field.

Reach This Rich Market Through the

CHICAGO SUBURBAN QUALITY GROUP

Chicago Office 1016-17-18 WILLOUGHBY TOWER

Phone CENTRAL 3355