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CATCHING THE BIG ONES IS IN KNOWING WHERE TO FISH

ADVERTISING RESULTS COME FROM KNOWING WHERE TO ADVERTISE

DROP your hook here.
Experience tells you that close to this submerged log . . . or under those overhanging boughs the big ones lie. After fishing all over the pond . . . now you go directly to where fishing is worth while.

Mr. National Advertiser, are you fishing all over the pond . . . scattering your advertising message? Trying here . . . trying there for sales? Doubtless you are getting bites now and then or you would not continue to fish. But if someone experienced . . . someone who knows . . . were to say, "Here in this part of your market the big sales lay," you'd concentrate on that spot.

That's what we're telling you.

In the territory served by the Chicago Suburban Quality Group the people . . .

221,000 of them . . . are buying regularly today. They have far more money than the average and are buying quality merchandise and paying the price.

What about your share?

Just like the fisherman that moves from place to place so your advertising in metropolitan dailies and national publications will not pull in the real sales here. It takes concentrated effort.

The eight publications of the Chicago Suburban Quality Group afford the logical way of exerting it. They dominate their respective communities . . . the richest in the Chicago Area and advertising in them produces results.

Quit fishing all over the pond. We're telling you where the big ones lie. Investigate TODAY.

CHICAGO SUBURBAN QUALITY GROUP

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

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