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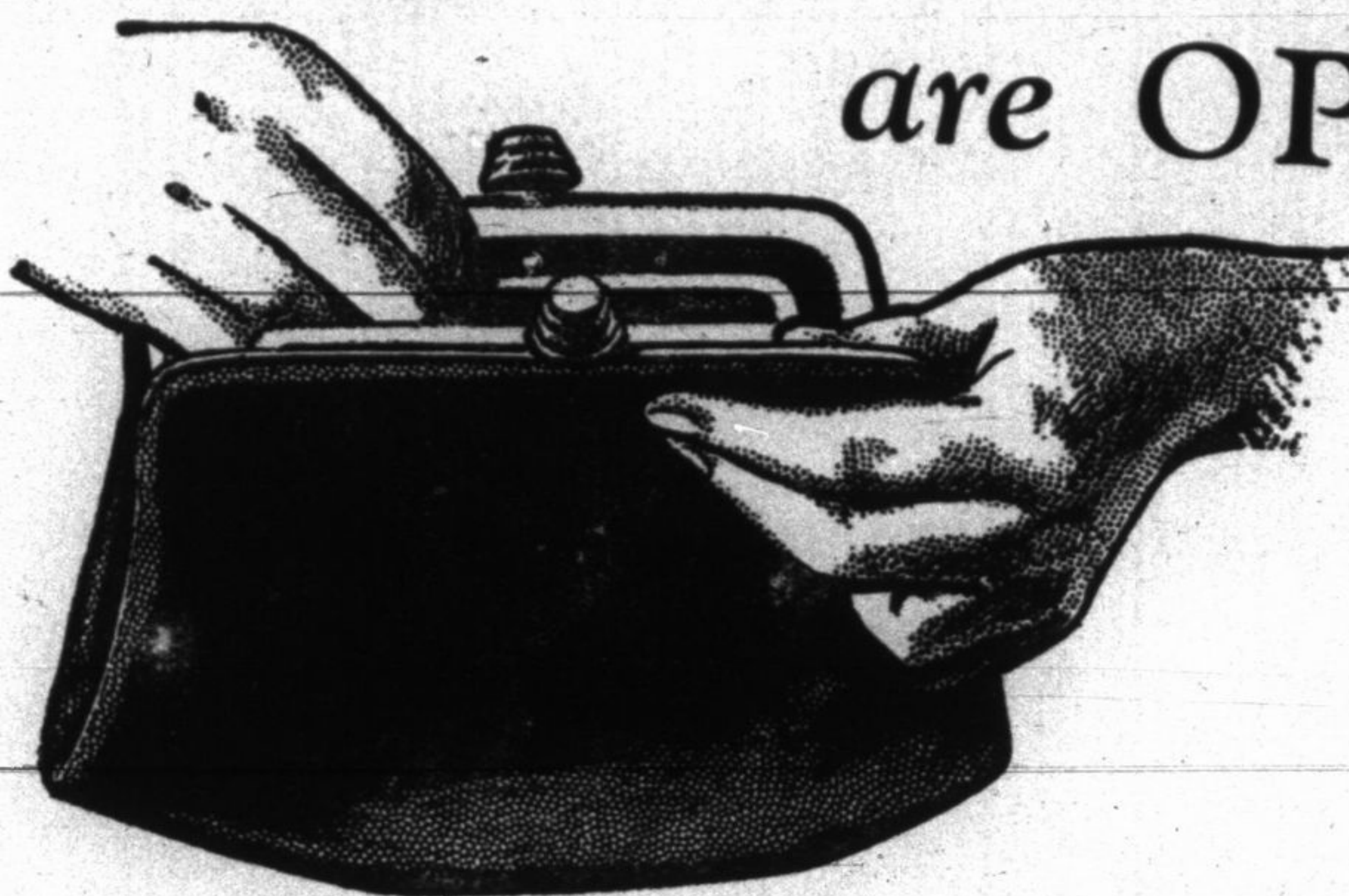
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Where Pocketbooks are OPEN . . .



THAT'S THE PLACE TO ADVERTISE NOW, let's get down to Brass Tacks . . .

"Snap!"

The nation's pocketbook closed abruptly in November of 1929 . . .

As time went on and it remained closed the smiles on the faces of you National Advertisers slowly faded. Your sensational sales records and sensational profits ended with that fatal "snap."

In the two ensuing years . . . and today the truth that if you are going to keep your head above water you must get your share of the existing business . . . became more and more definitely established in your minds.

This means that your advertising . . . as an essential sales tool . . . must work harder, and go farther than ever before. Your copy appeal . . .

your layouts . . . your artwork . . . *but particularly your media must be RIGHT!* Now, let's get down to brass tacks! Let's consider the place where that pocketbook may not be so tightly closed.

On the outskirts of Chicago is a compact, accessible million-dollar market which deserves your intensive cultivation at any time . . . but which especially merits your concentration now.

The suburbs which make up this market are in a far more normal condition than any other area. Its people . . . 221,000 of them . . . are better situated financially than the average, the country over. In fact they have plenty of money to spend and are willing to spend it. This territory shows unusual wealth

. . . and wealth indicates buying power. Their pocketbooks are open . . . the only ones in the country!

The times demand the most from your advertising. You are putting more punch and power into your message. But all this is lost if it fails to reach the proper people, who with a little persuasion, will buy your product.

Serving this quality market of the Chicago Area is the Chicago Suburban Quality Group, eight old and established publications in which these people place their confidence. Your advertising in them inspires action. It will increase your sales. It is to your advantage to investigate these publications. Do it TODAY!

CHICAGO SUBURBAN QUALITY GROUP

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

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