

SHOWER WON'T DO WHAT

TAKE a lesson from Mother Nature, Mr. National Advertiser.

For in Nature, we find a sound basis on which most any business can be conducted. And especially this advertising business.

Ask any farmer . . . or watch your own garden . . . and see the truth of our statements.

A shower won't do what a downpour will.

Aquarius, riding on light, fleecy clouds, pours forth a few drops of water upon dry fields and parched vegetation. Not enough to do any good. Not enough to bring results . . . to stimulate growth . . . and make for a bountiful harvest.

Scattered, intermittent showers are not much help in producing profitable crops.

Then Aquarius . . . in another mood . . . riding on black storm clouds . . . empties his watering pot on the parched earth. A regular downpour! And, how growing things sit up and take notice.

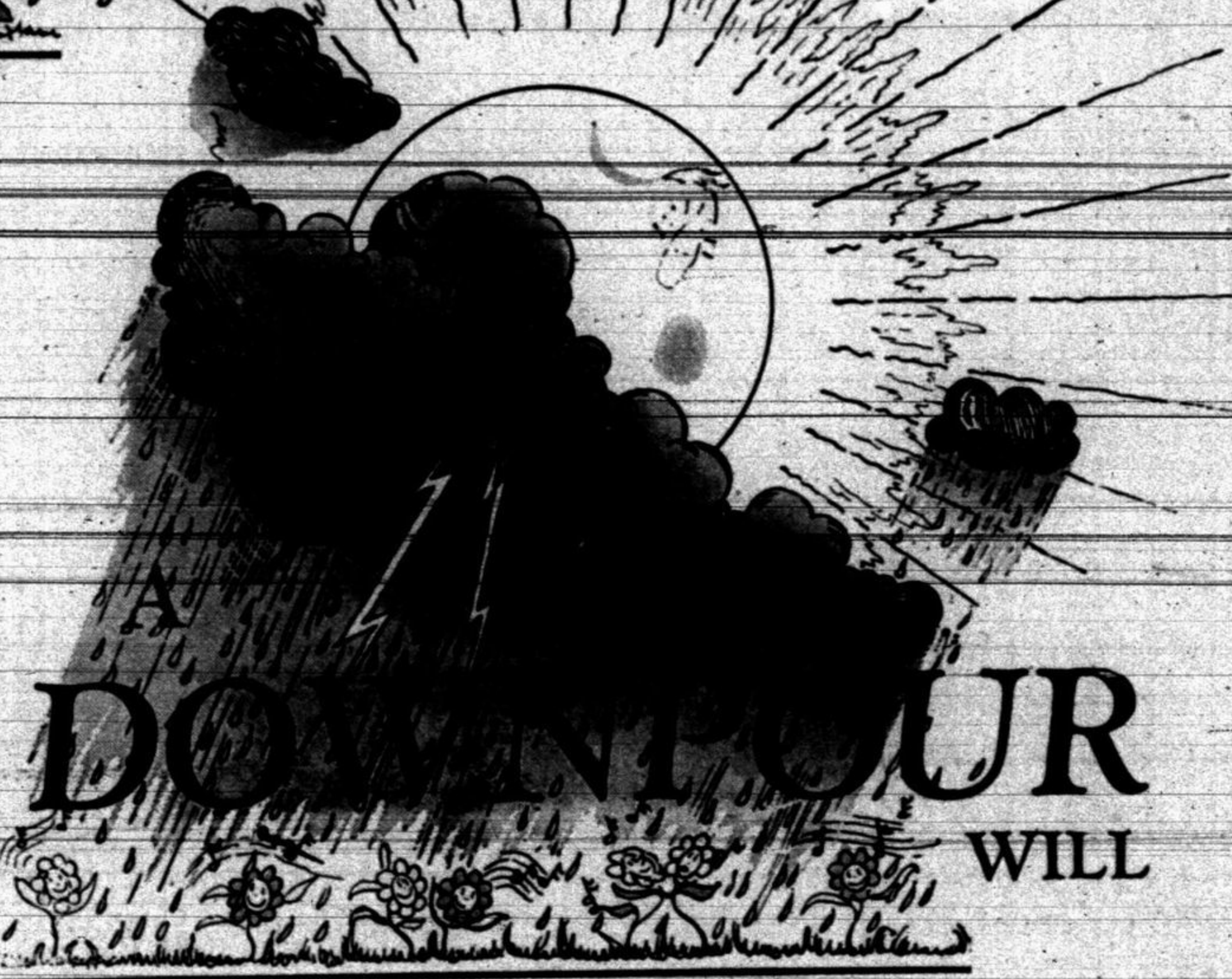
Advertising is like that.

Sales don't grow where scattered showers of metropolitan and national advertising fall.

It takes a veritable downpour of concentrated advertising, especially in times like these when the crust of resistance is hard.

Of course before there can be any crops, seeds must be there and the ground must be fertile.

There are plenty of these two factors in the fertile suburbs of the Chicago Area. There's wealth galore . . . and wealth indicates buying power.



There's a willingness on the part of the 221,000 people who live here to buy if asked in the right way . . . a willingness not found anywhere else.

They are only awaiting that localized downpour of intimate, concentrated advertising in their own papers. Then watch your sales grow.

Mr. National Advertiser, you can cloud up and rain all over the richest of this suburban territory through the eight publications of the Chicago Suburban Quality Group. Your advertising message in them will make sales bloom.

Why not take a tip from Nature's way of doing it and investigate this method of promoting sales in the most responsive area in the whole country? Do it TODAY!

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

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1016-17-18 WILLOUGHBY TOWER

Phone: CENTral 3355