

# SPEND!



**SPEND!** commands the government  
 . . . Spend! says the advertiser . . .  
 Spend! echoes the public . . .

Yet all sit back and wait for the other fellow to start the ball rolling.

Mr. National Advertiser, why don't you start it? It's logically up to you. Business leaders agree that advertising must lead the way to better times. *Yours is the power to persuade people to spend.*

Now, let's look at it from your angle and see how you can start something . . .

Business has not been kind to you. Naturally you must get quick returns from your money. That is necessary.

And your efforts will not bear fruit in territories where conditions have smothered that "I will" spirit of the people. These people must follow. So it's important to pick out the richest territory in the country where resistance is lowest. That's common sense.

But where is this territory that will give you these things?

North and northwest of Chicago are a group of self-governing suburbs . . . communities of lovely homes . . . of comfortably situated families.

Each maintains its own civic enterprises . . . has its own shops and stores. The 221,000 people who live here have felt the pinch less

than any other group in the country. They have money to spend. They are buying quality merchandise and will buy more if asked in the right way. Chicago is of no interest to them. It might as well be miles away.

Serving these communities are eight dominant publications. These long established "magazine-newspapers" of the Chicago Suburban Quality Group are looked upon as leaders whose messages . . . both editorial and commercial . . . demand attention.

In two eastern cities recently . . . Buffalo and Rochester . . . intensive local advertising proved its worth. It jarred loose idle dollars. Its great success resounded over the whole country. Many other cities followed their lead.

What then would result in these communities *which all the facts prove have far greater buying power than Buffalo or Rochester?*

In these communities lies the fuse to renewed prosperity . . . for increased business for you . . . Mr. National Advertiser. Concentrated advertising in these publications is the flame. Come, set it off and watch it spread. Don't wait. It is your duty to your government and that public which looks to you to lead the way!

*Reach This Rich Market Through the*

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