

SPIDER WEBS and PROSPERITY DO NOT MIX

DUSTY attics . . . lavender and old lace . . . spider webs!
What thoughts of romance they bring to mind . . . of days
gone by . . . of generations past.

Spider webs are all right when associated with such kindred
subjects. But today . . . in the romance of modern business . . .
NEVER! For spider webs and prosperity do not mix.

Too many business institutions and individuals have tried
to mix them. They have let them accumulate around their
finances. They have held onto money which is the life blood of
their prosperity. They have hoarded it miserly and called it
"economy." You are among them, Mr. National Manufacturer.
You . . . and you . . . and you!

Why not distinguish between the meaning of "economy" and
"hoarding"? Then better times can't help but come.

We realize, as well as you do, that you must be careful of
your expenditures . . . especially in advertising. That you must
economize. But this does not mean that your bank balance is to
remain untouched.

Economy consists of careful spending where money will bring
the greatest amount of returns.

Because we are sure you agree with us . . . here is where we
come into the picture. Through the eight publications of the
Chicago Suburban Quality Group you can reach, economically,
and without waste, the Cream of the Chicago Market. These
suburban communities, closely related to Chicago, yet with dis-
tinct individuality, are today the richest and most responsive
areas in the country. All the facts show more wealth and
greater buying power than metropolitan cities of comparable size
and greater.

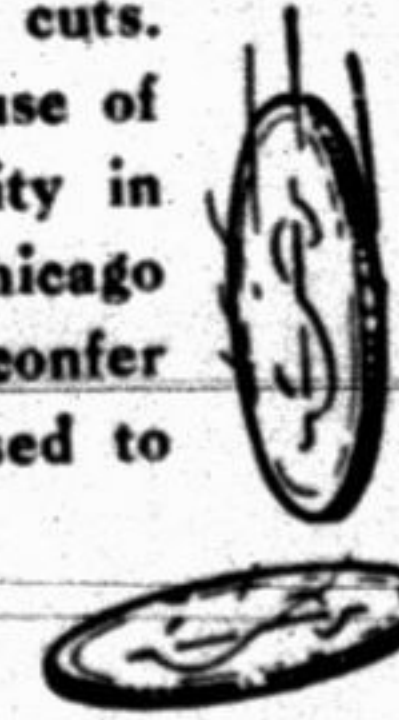
A few dollars invested in a carefully scheduled advertising
campaign in the Chicago Suburban Quality Group is true
economy, for the audience of 221,000 people are responsive and
such concentration assures complete coverage.

Mr. National Manufacturer, sweep away some of those spider
webs. Put some of those dormant dollars to work in the kind
of advertising that produces RESULTS! Why wait any longer
to turn the corner to better times? Investigate TODAY!



The CHICAGO SUBURBAN
QUALITY GROUP . . . what it is
and what it can do for YOU . . .

The Chicago Suburban Quality Group is composed of
eight dominant publications covering the richest suburban
communities of the Chicago Area . . . yes, in the country.
Each publication is alike in format and purpose, though
they retain their own individuality with no change in
ownership and policy. They afford the advertiser the
opportunity of reaching an exceptionally rich and re-
sponsive area easily . . . one order, one set of plates and
one billing for the entire group. These publications are
produced like high grade periodicals, printed on good
paper and take 120-line cuts. They are closely
and thoroughly read because of
interest of each community in
physical welfare. The Chicago
Group will be glad to confer
tiser. They will be pleased to
guarding the buying power
and assist with merchan-
tising plans.



Reach This Rich Market Through the

CHICAGO SUBURBAN QUALITY GROUP

Chicago Office: 1016-17-18 WILLOUGHBY TOWER

Phone CENTRAL 3355

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

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