

**CHURCH WINS  
TENTH DISTRICT**

(Continued from page 6)

Tenth Congressional  
 ed me the Republican  
 ongress. The victory  
 to the keen response  
 the public today to  
 demand for govern-  
 y and lower taxation.  
 y clearly shows that  
 rity of the voters in  
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 following measures  
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g of the federal bud-  
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 y present members

val of the federal  
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 to the Eighteenth  
 ich while not per-  
 n of the saloon will  
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 t a substitute plan  
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 lish as quickly as  
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9:45 a.m.  
 ervice, 11 a.m.  
 7:30 p.m.

5—Teachers meet-  
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Ladies' Aid at the  
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— The Luther  
 Meet at the  
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m.—Confirmation  
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—Confirmation  
 r's class.

cuts designed to  
 e annual saving  
 expenses for the  
 ip high school  
 a special session  
 week when re-  
 mbers were in-

**LAUNDRY**  
**ING CO.**  
 P. 178  
**CLEANING**

The "IT" in  
 your **Quality**  
**MARKET**

*"It" . . . that something which sets a person, place or thing apart from others. "It" is that quality which makes a person stand out in a crowd . . . that quality which segregates a product or place from the ordinary. It is a valuable asset in any group of buyers . . . for it is a definite part of "quality!"*

Your share of today's business, Mr. Advertiser. Are you getting it?

Many are not and they are having a pretty hard time keeping their heads above water. This is especially true if your product appeals to a discriminating class. Discriminating classes have woefully shrunk and shrunk and shrunk.

It hurts like fury to see your business dropping off. Territories that answered advertising immediately a couple of years ago aren't doing it today.

Today the advertiser who is coming out on top and is enjoying his share of the existing business has solved his problems of readjustment by concentration.

He has looked over the field carefully. He has picked out the most responsive portions . . . marked them in red on his sales map and is concentrating his advertising efforts there.

Such territories must possess "IT" . . . and that means buying power above the average.

The eight publications of the Chicago Suburban Quality Group reach such a market. It is a quality market and deserves to be spotted in red on every sales map in every office. It has "IT" . . . and should be first in consideration . . . last and always.

Think what this means to you. These eight publications of the Group will reach the most responsive 221,000 people in the Chicago area . . . yes, in the country!

These people are buying the things they want. They have the money to spend. They will buy your product if you'll ask them in their own publications in which they have the utmost confidence.

If such facts do not interest you, Mr. Advertiser-in-search-of-business . . . nothing will. Why not investigate today?

**CHICAGO SUBURBAN QUALITY GROUP**  
 Chicago Office: 1016-17-18 WILLOUGHBY TOWER  
 Phone CENTRAL 3355

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