



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

Yes Sir, There Are
“SLICKERS”
 Always on Your Trail!

The gullibility of the American people! You, Mr. Advertiser, are among them.

It's really astonishing. Even the most wary are subject to the "slickers" who follow them about.

Yes, the day of selling Brooklyn bridge and some yokel buying the Wrigley building has passed, although such "deals" are heard of from time to time. Yes, today you may steer wide of gold brick artists but the chances are many have succumbed to the present day refinements of these old shell games.

The chances are you may have lost your shirt or maybe just your collar in the stock market. Or, would it be too tender a spot to touch upon that investment in Florida real estate? Perhaps hidden away in your safety deposit box is some crackly, gilt-edged stock for a patent fly-trap . . . or some wildcat oil bonds . . . the result of a weak moment.

"Oh, no, I never become interested in things like that," you say. Well, the chances are in the medicine chest at home is Utah Snake Oil, "for aching backs," or Hairgrow, "it grows hair on a billiard ball," which you

covertly purchased from the corner medicine show. Everyone falls sooner or later.

And still you deny it? Well, let's get down to the advertising business.

"Invest your appropriation here," says the national periodical, and presents impressive charts and graphs and figures that prove their contentions of results. "Invest your advertising dollars here," says the metropolitan daily. "Every dollar invested will blossom like a mushroom in no time at all." And the sad part of it all is, Mr. Advertiser, *you do invest*. You who steer clear of patent medicines, gold bricks, stock markets, wildcat oil, Florida real estate, patent fly-traps and Utah snake oil!

P. T. Barnum said, "There's one born every minute . . ."

LET US LAY OUR CARDS ON THE
 TABLE . . . OUR STORY IS SIMPLE

(The Chicago Suburban Quality Group consists of eight well-established community publications serving the richest buying area in the country today. This area, rimming Chicago, is occupied by the homes of 221,000 well situated people . . . people with money to spend and willing to spend it. Nothing mediocre appeals to their tastes. They want the best, and are today buying quality and paying the price with the same unabated intensity they had when the rest of the country bought . . . when business was generally good.

(Mr. Advertiser, you want results. That's why you advertise. But today,

much of your advertising investment is wasted in unresponsive territories. Only concentration which you do not get in national publication and metropolitan daily advertising will bring you business.

(If you will place your message in the publications of the Chicago Suburban Quality Group . . . which these people read regularly and in which they have confidence you will concentrate your message *without waste* in a market that will respond readily and profitably.

(Our message is simple. We have facts to back it up. May we tell you more about this rich and fertile field?

CHICAGO SUBURBAN QUALITY GROUP

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