AY, AUGUST 4, 1982

th will mark the year at the fort. or C. (Square) torious invasion Paul Butler will bak Brook polo on the Army's ams will be the to compete in this year and this year and the championship There has aldeal of rivalry

The probable for Fort Sherimith, Capt. C. Wilkinson, Lt. ot. H. L. Branrook Mr. Paul teckton, James Balding.

Play rd Soft ue; Games

round of play Park Board t week with etaining their ce the conclureorganization ffected and a include three teams, which nd. The new he following Orioles, Ram-Port Clinton, ia. A schedfor the reand will be

e conclusion

on Lost

at Lincoln and game of set the dope blers 5-3. finish, trimon Friday

of the Howas a Sun-Mrs. Dan

son Glenn arrived in a several ves. Mrs. eterson, is nity. n. Cruickschull repnit at the rict Amerst Thurs-Vaukegan.

THERE ARE TWO PRINCIPAL GROUPS OF MERCHANTS IN THIS COUNTRY

The first and larger is the price group. Its appeal is always on price. It tries to buy and sell things cheaper, cheaper, cheaper.

To meet its demands manufacturers are continually lowering standards.

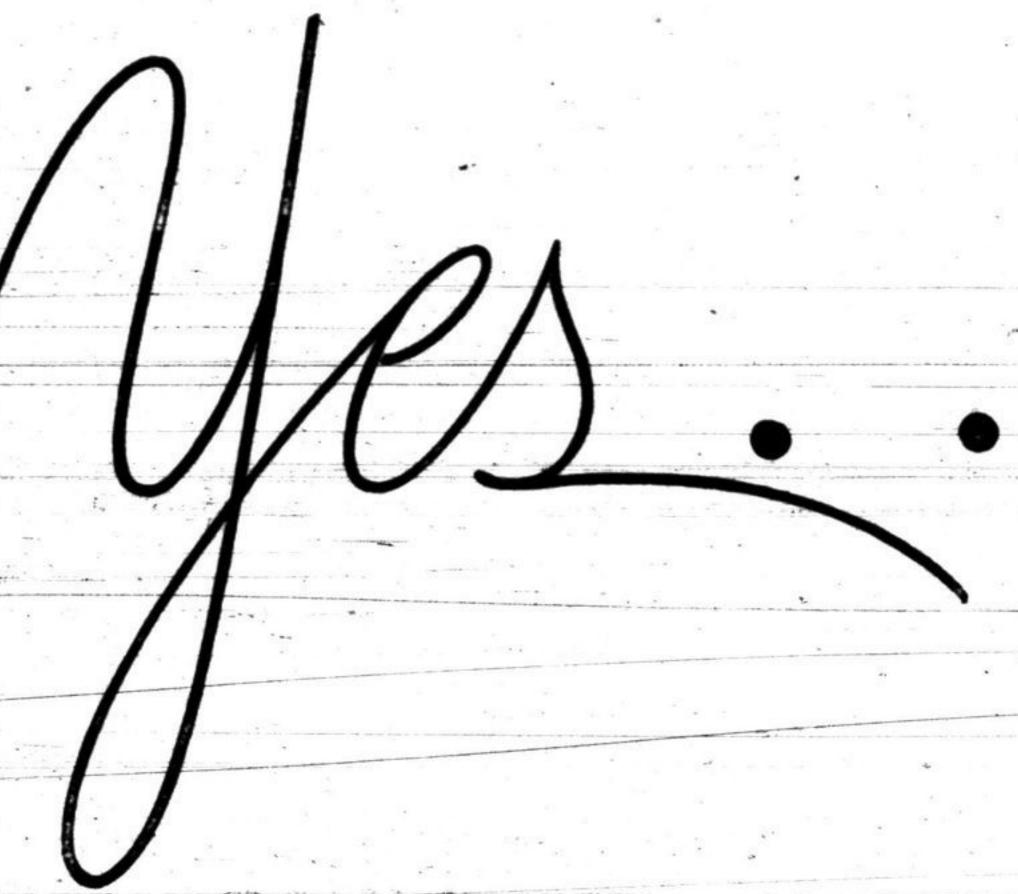
The other is the quality group. Here the effort is to offer the best possible quality at each particular price. To win the business of these merchants, manufacturers must produce better and better quality. The result of such competition is the very best merchandise to be had in each price classification.

Without any "ifs, ands or buts," this Store has always belonged to the quality group.

Our whole endeavor is to give you the best possible value at whatever price you wish to pay.

And, in these times of stress, our entire organization is pledged anew to the maintenance of our quality standards.

MARSHALL FIELD & COMPANY



... and there are two

groups of buyers, too,

Marshall Field & Company

THE CHICAGO SUBURBAN QUALITY GROUP REACHES THOSE WHO STILL INSIST ON QUALITY IN WHAT THEY BUY

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

Your advertisement speaks volumes for our own little story, Marshall Field & Company.

The reason is: we're a household byword (or should we say "buyword"?) with 221,000 people who are still as insistent upon quality in what they buy as you are in what you sell.

For, after all, it takes quality customers to keep business going for concerns like yours, and we specialize in reaching effectively those quality customers.

Our story is no news to you, because you're one of many leading concerns who use our advertising space quite regularly. We address it to you for the reason that you've helped us write this advertisement, and because we realize that other advertisers who don't know us so well will read it over your shoulder.

So thanks for the inspiration, Marshall Field & Company. As long as certain stores and shops and manufacturers stand by the merchandising ideals you've expressed, we'll thrive on advertising lineage.

CHICAGO SUBURBAN QUALITY GROUP

Chicago Office: 1016-17-18 Willoughby Tower

Phone: Central 3355