



**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

Yes . . .

*... 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

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