

**Through This Renamed Ma-
highway for Fair**

State Highway No. which passes through k as one of fourteen highways leading to Prograss—Chicago's onal Exposition—was ay by Major E. S. J. or the Exposition's division.

will be marked with enamel signs, bearing an anchor, and fas- standards. These at average intervals of a mile.

rist enters Chicago's ll find gaily painted oths, with attendants out information con- tourist camps, hotel s, the various at- so forth. Arrange- g made to have ban- ss the road.

**Adits Who N. Chicago
Are Captured**

ve bandits who held unty State bank in Sept. 5, were cap- Tuesday and re- go police were that a confession, nam- ber of the gang. ed are listed as , ex-convict; Clif- b, it is stated, con- Mrs. Monetta Stef- who is in a very in a Waukegan Beck and Frank Chicago. Their ages 24. The fifth man Pisewick, also of arrest is expected

**peaks
btary Meeting**

ates, principal of grammar school, ly luncheon of the club last Thurs- eld ave. tea room. an instructor at a Wan this past interesting talk ivities in the Boy

will be Rotarian of y's meeting.



*Poor Weary Willy.
No place to call home.
The sky for a roof.
His pillow, a stone . . .*

“WEARY WILLY” ADVERTISING . . . LIKE THE LILIES OF THE FIELD “TOILS NOT NEITHER DOES IT SPIN”

Knights of the road . . . those erstwhile wanderers you meet along the high- way and leave behind in a cloud of dust. You catch just a glimpse of them, as they plod along. You wonder how they live . . . where they come from . . . where they are going. Appar- ently they accomplish nothing. They are just Weary Willies . . . “toiling not . . . neither do they spin.”

Mr. Advertiser, how much of your advertising appropriation goes for “Weary Willy Advertising”?

Let us make ourselves clear. How much of your advertising wanders aimlessly about the country in national publications and metropol- itan dailies, accomplishing nothing? Its only results are bills.

From what we know there is a lot of “Weary Willy Advertising” today. Maybe some is yours, Mr. Advertiser.

It is acknowledged that the man who succeeds selects the territory where his opportunities lie . . . establishes a home there . . . starts to work and “stays put.” No wandering for him. His success depends upon the concen-

tration of his efforts in one spot: You probably know these statements are true.

Isn't it logical then, that the success of your business depends upon the same principles? Select the territory where your greatest sales lie and concentrate your advertising there. Business cannot help but come.

Really, it's time your advertising set- tled down. It's time it amounted to something. The longer it wanders the more bills you will have to pay.

In the rich territory served by the eight publications of the Chicago Suburban Quality Group that adver- tising will be something. You can con- centrate it among people with money to spend and willing to spend it on your product. These people are them- selves solidly established. They have earned their success and respond to concentrated effort for they know, from experience, its value.

We would like to tell you more about this richest of territories and the eight publications that reach the people liv- ing in it. It will be well wor- istening to on your part. May w.

CHICAGO SUBURBAN QUALITY GROUP

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EVANSTON REVIEW

WILMETTE LIFE

WINNETKA TALK

GLENCOE NEWS

OAK LEAVES

MAYWOOD HERALD

HIGHLAND PARK PRESS

LAKE FORESTER