hrough This Renamed Malighway for Fair

AY, SEPTEMBER 15, 1932

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.

ll be named the Mater one of the most tures of the Exposi-

will be marked with enamel signs, bearing an anchor, and fasstandards. These at average intervals a mile.

rist enters Chicago's ll find gaily painted oths, with attendants out information contourist camps, hotels, the various atso forth. Arranges made to have banss the road.

estimates have been tendance expected at Progress, the transon is making preparte a total of 50,000, sions during the five Exposition, June 1

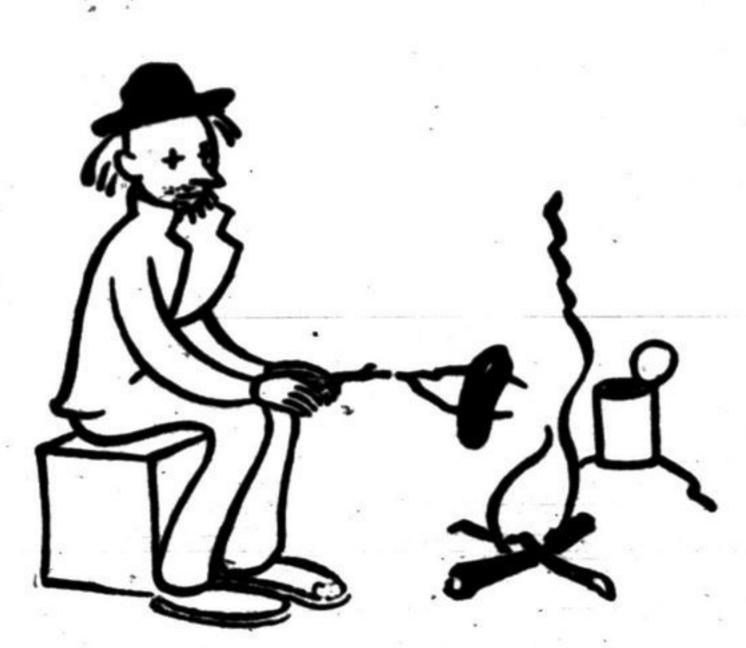
thousands of these will pass through both going to and Fair, and many will op long enough to other supplies and eir cars; food, re-

N. Chicago Are Captured

e bandits who held inty State bank in Sept. 5, were cap-Tuesday and rego police were that a confession, nammber of the gang. ed are listed as , ex-convict; Clifo, it is stated, con-Irs. Monetta Stefwho is in a very in a Waukegan Beck and Frank icago. Their ages 24. The fifth man Pisewick, also of rrest is expected

peaks otary Meeting

ates, principal of grammar school, ly luncheon of the club last Thurseld ave. tea room. an instructor at interesting talk vities in the Boy



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 highway 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. Apparently 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 metropolitan 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 settled 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 advertising will be something. You can concentrate it among people with money to spend and willing to spend it on your product. These people are themselves 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 living in it. It will be well wor 'istening to on your part. May w

CHICAGO SUBURBAN QUALITY GROUP

Chicago Office: 1016-17-18 Willoughby Tower

Phone: CENTRAL 3355

EVANSTON REVIEW

WILMETTE LIFE

WINNETKA TALK

GLENCOE NEWS LAKE FORESTER

OAK LEAVES

MAYWOOD HERALD

HIGHLAND PARK PRESS

vill be Rotarian of