

der in  
932 Production

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al months early in  
introduction of new  
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f commercial cars  
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Balcony  
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Jan. 6-7  
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Jan. 8-9-10  
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ONLY  
GOMERY  
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# AN ADVERTISING TOAST

## "TO THE LADIES"



Raise your glass, Mr. National Advertiser, and drink a toast "to the ladies" . . . bless their hearts! Time was when they looked their best before a hot cook-stove, but you championed their freedom with your labor-saving devices for the home, appropriate costumes for each hour and place and suitable gadgets for this and that. And with that awakening of a new freedom they opened to you



This territory affords an unusually fertile field for quality travel goods

Civic entertainments, bazaars and productions open a rich field.

a rich and fertile market for your merchandise. Merely now they even buy his ties and socks. Statistics prove that women are your best



Quality table service and linens are "at home" in these homes

market . . . that the majority of buying for homes and families is theirs . . . when they have the money to spend. In the territory served by the Chicago Suburban Quality Group are



Many fine beaches reflect a fertile field for bathing goods advertising



Sports clothes and court goods can be merchandised easily here.

women with far more money to spend than the average. They are mistresses of fine homes in which they are vitally interested. They send their children to excellent public and



Many country clubs afford the makers of golf, togs and equipment an opportunity.

private schools and colleges. They entertain their clubs. They have time for taking part in sports and recreation. Many have their own cars, are members of country clubs and riding



Woman's Clubs and gatherings afford an outlet for quality merchandise.

academies. They can travel and do so. In every phase of existence these women reflect a perfect audience for your advertising message. But their social and civic activities have developed



Many women who ride will interest advertisers of leather goods and riding equipment.

in them an unusual loyalty to their own communities. They do not go far afield to buy, preferring to patronize their local businesses. Your advertising message delivered in the eight publications of the Chicago



Manufacturers of infants' wear will find here a market for quality merchandise.

Suburban Quality Group will reach them through channels in which they have the utmost confidence. Investigate!

## CHICAGO SUBURBAN QUALITY GROUP

Chicago Office: 1016-17-18 WILLOUGHBY TOWER

Phone CENTRAL 3355

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