

REAL BOOST FOR SUBURBAN PAPER

Boston Chamber of Commerce Endorses Weeklies

The Boston Chamber of Commerce has endorsed the Suburban Newspaper as a medium for national as well as local advertising in the following article sent out recently into all parts of the United States.

"If you live in Boston, you read any one, or all, of the Boston dailies. If you live in Boston, and have been promoted here from any small town, you read the Boston papers and the weekly that the folks back home send every so often. The Boston papers you read for news, local metropolitan, national, and international. It is crowded with news. You haven't time to read it all, so you scan it rapidly, assimilate a little here and there, read the editorial. You've read the paper.

"But the home town paper you save to read thoroughly at your leisure. And you read it—title, date line, fire alarm bores, advertisements and fillers. You are interested to know that Hudson Appleby has been seen around town in a new car; that Patsy Miele can find no trace of the criminal who embezzled \$200 from the lunch cart; and that the dump will hereafter be closed on Tuesdays and Thursdays. That is news to you, news of much more importance than Marilyn's marriage.

"If you work in town, and live in the country, your own weekly gets the same attention. A weekly newspaper knits any community together. It is read by everyone in town. If you do not subscribe for it yourself, you borrow it from the woman next door, who reads it after the man upstairs gets through with it. One publisher within fifteen miles of Boston found that one subscription served eight families. Each family read it after the other got through with it.

Public Institution

"As a public institution, the suburban or country newspaper is a public service in the fullest meaning of the term. The publisher serves his readers with all of the local gossip and news, and he serves the advertiser in more ways than in placing his advertisement in the paper. Advertisers expect him to make arrangements for window displays, locate jobbers to handle advertised lines, hunt up business men to handle agencies, introduce advertised products among merchants, and act as a combination sales promotion manager and auxiliary salesman. All of this service is included in the payment for the advertisement. His business demands that he work for himself, for other people, and sometimes for nothing.

"When local organizations run a dance, or a profit-making entertainment he is expected to whoop it up in valuable advertising space by printing stories about it, arouse public sentiment, get the people interested. If it is a success, the publicity committee of the club gets the credit. If it is a failure, the publisher is blamed. And for all his trouble,

sometimes he gets a free ticket. "He records the history of the town from week to week. When the selectmen were just a little bit too self important and obdurate about putting the benches back on the public common in the Springtime, so that mothers and babies could enjoy the air, it was the town paper that ridiculed them into it to the amusement and satisfaction of all readers. Every reader knows the publisher, either personally or "by sight." They know the people in the news the same way. They are more personally interested in the news. It explains the difference in the attention given the metropolitan daily and the country weekly.

The Little Worries

"The publisher has his troubles, too. Publicity seekers are perhaps the most irritable of them all. National advertisers, particularly automobile accounts, seem to labor under the delusion that he does not know what to print, and that he would appreciate having someone send him stories all typewritten on one side of the paper in regulation form. Stories that they think are of absorbing interest to his readers, and always, even in the very receipt of the store, there is the insinuation that advertising will follow. He receives reams of it every week. If an article appeals to him, or if he thinks it will appeal to his readers, he prints it, but most of it goes into the waste basket. The national advertiser who actually advertises with him, gets the same fair publicity

treatment that he would get on any paper.

"The weekly lasts for almost a week. The daily is no longer read after 24 hours. The circulation of the weekly is misleading too, inasmuch as one paper does for the whole family, and sometimes for three and four families in the same house."



Women Like To Trade Here

because they know they are sure to get the choicest cuts of meat, and save money besides. We aim to make a permanent customer of every housewife who buys her meats from us. To do this we must give both QUALITY and PRICE at all times.

A FEW SPECIALS FOR SATURDAY

- Rolled Rib Roast Beef, no fat, no bone, per lb. 33 to 43c
- Pot Roast Native 17c
- Small Hams Calis 16 1/2c
- Sirloin Steak, choice cuts 41c
- Flank Steaks Native ... 29c
- Veal Patties 25c
- Veal Roast Shoulder ... 22c
- Veal Pocket Roast 15c
- Lamb Stew 10c
- SLICED BACON
- 3 pounds \$1.00

White Cash Market

1189 Wilmette Ave.
Phone Wilmette 2779
We deliver in Evanston, Wilmette, Kenilworth, Indian Hill, Winnetka
Our Phone Orders Receive Careful Attention

The New Goodyear Cord with the Beveled All-Weather Tread

WHOEVER uses them knows the quality of Goodyear Tires. He knows the greater mileage they give is a part of Goodyear quality. He knows their fine, troublefree performance is only another phase of Goodyear quality. And he has learned that the one true tire economy is Goodyear Quality and Goodyear Service.

As Goodyear Service Station Dealers we sell and recommend the new Goodyear Cords with the beveled All-Weather Tread and back them up with standard Goodyear Service

BRAUN BROS.
723 Oak St. Winnetka

GOODYEAR

ROOFING

What is it worth to you to know of a better roof than a reliable roofer? There is a vast difference in roofing material, also in the method of laying it. Consequently a big difference in the number of years it will last. Be sure you get the greatest value for your money. Be guided by facts not promises. Be protected by a guarantee that means something.

Over the Old Wood Shingles Our Specialty

We positively do not have any agents canvassing from door to door and therefore save the home owner what is commonly known as the agents' commissions, ten per cent or twenty five to forty dollars, depending entirely on the size of residence and quality of material used.

Flex-A-Tile Logan-Long **Johns-Manville Flinkote Products**

A small payment will reroof your residence; balance like rent. Without any obligation phone or write:—

HUDSON ROOFING COMPANY

1307 Chicago Avenue
Evanston, Illinois
Telephone: Evanston 8550 Residence: Evanston 8066

We Recommend



\$4.50

\$4.50

Blomdahl & Sundmark

805 Elm St.

Winnetka 1108

MONEY TO LOAN

We are prepared to make First Mortgage Loans on Chicago and Suburban Real Estate in amounts from \$2,000 to \$1,000,000 or over at 5 1/2 to 6% interest. Prepayment privileges with all loans.

In addition to loans on large apartment Buildings, we make loans on Single Dwellings and Two Apartments in good neighborhoods up to \$8,000 on the Installment and Amortized Plan. These plans provide for monthly payments and gradual reduction of the amount of interest paid.

We will finance Building Loans in conservative amounts for homes in selected localities where Installment or Amortized loans are applied for.

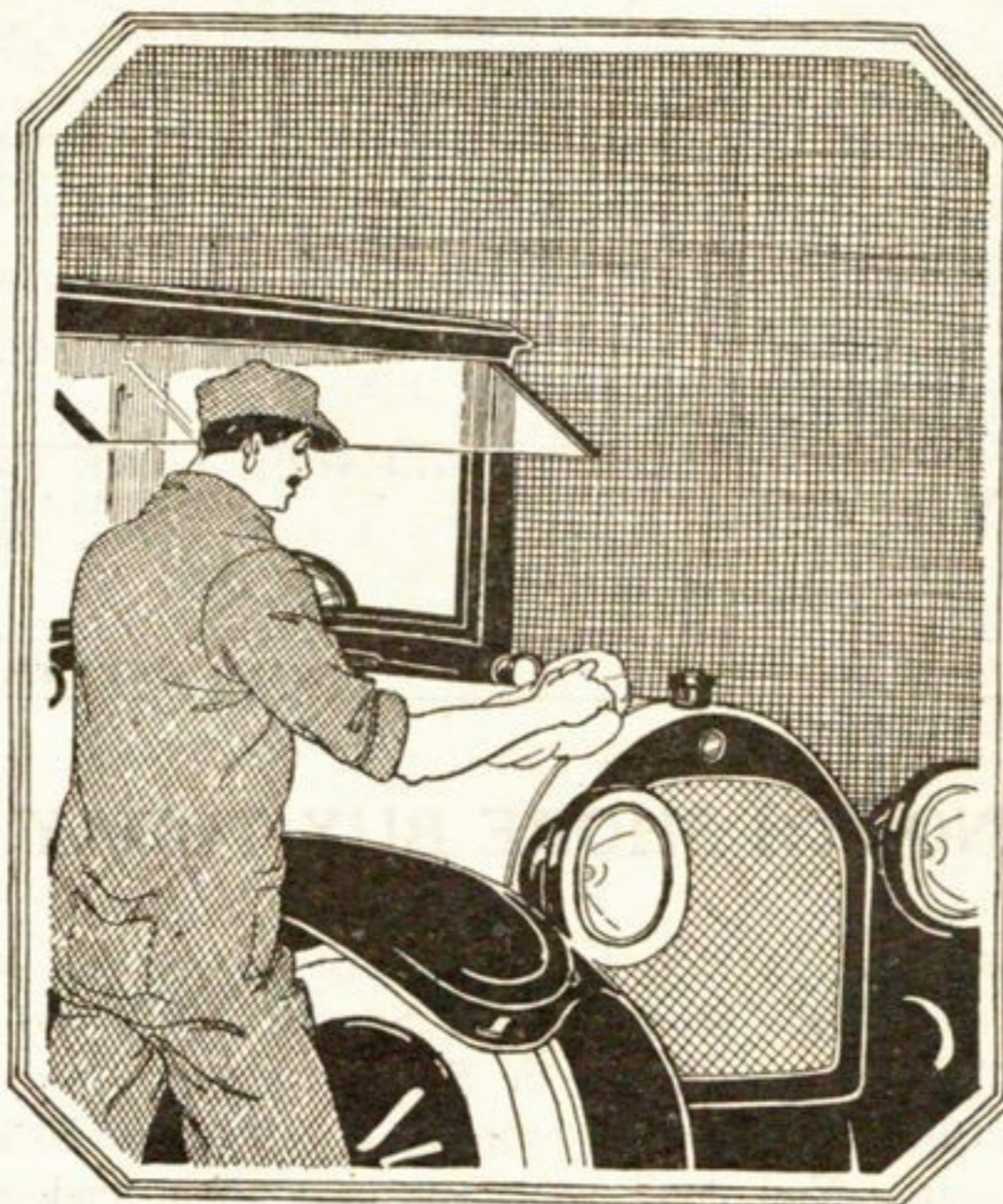
Write or call for particulars.

George H. Taylor Real Estate Mortgage Co.

312 South Clark Street,
Telephone Wabash 1246

Real Estate Mortgage Loan Correspondent of
The Prudential Insurance Company of America

AUTOMOBILE STORAGE



The Home of the Well-groomed Car

Our location and our unusual service to our customers make this the best garage in which to keep your car.

Washing

Polishing

Simonizing

Greasing

RICHARDSON'S GARAGE

726 Elm Street, Winnetka

Phone Winnetka 25 and 841