

WINNETKA TALK

WILMETTE LIFE AND GLENCOE NEWS

Advertising rates will advance June 1, 1928

WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS have made a splendid record of progress during the past three years. They have broadened in circulation, in influence, in reader interest and in editorial concept. The advertiser has been receiving a generous surplus throughout this period of expansion. We announce today an adjustment of rates to correspond with the increased value of our advertising space.

New Rate Cards gladly furnished on application.

New contracts for not more than six months will be accepted until June 1 at the present rates. If your contract is about to expire, it is to your advantage to renew at once under the current schedule.

The adjusted advertising rates, which may be had upon application, represent an extremely small increase.

While the circulation of WILMETTE LIFE, WINNETKA TALK and GLENCOE NEWS has shown a substantial increase, advertising rates in these publications have remained stationary for the past three years. During that period there has been a corresponding upward trend in influence and in reader interest—the logical result of a newer and broader editorial and promotional

THERE may be some of our readers who would be interested to know that the subscription price of WINNETKA TALK scarcely pays for the paper on which it is printed. Only your patronage of the advertisers who use our columns makes it possible for us to give you, week after week, the class of publication which WINNETKA TALK represents.

Increased use of our advertising columns is all that can make—and is making—WINNETKA TALK continually a better and more thoroughly representative periodical of the community.

It's the advertisers who are giving you WINNETKA TALK. The best way to express your appreciation is to read their announcements. Purchase from them—gain the savings they offer. Tell them where you saw their advertising.

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