

63%

Of ALL Classified Advertising Lineage Placed in Detroit Is Placed in The News!

FOR 15 years, The Detroit News has steadily increased its lead in want ads as compared with other Detroit newspapers until now it carries 63% of all the classified lineage published in the city.

Superior result-getting ability only could cause such tremendous preference, for response to classified advertising is always immediate. An advertiser using want ads has ample opportunity to experiment and learn for himself the comparative responsiveness to the different newspapers.

The fundamental reasons for this responsiveness, are

apparent. The News has Michigan's largest circulation—covering 100,000 more families in the local trading area than the next want ad medium. Moreover, 76% of its city circulation is home delivered by carrier, thus assuring the advertiser of the greatest number of readers per copy.

To hire, buy, rent, sell, exchange, retrieve lost articles, find jobs, make announcements, seek business opportunities and to perform a hundred other jobs, try News want ads. You'll find that the response will amply justify the great preference accorded The News by its readers.

Regularly
**The Detroit News
Prints From
3 to 4 Times
As Many Want Ads
As the Next Paper**

*You Need No Other Newspaper
When You Use The Detroit News*

The Detroit News

THE HOME NEWSPAPER

NEWS WANT ADS MAY BE PLACED AT ANY OF THE 650 NEIGHBORHOOD STATIONS
IN DETROIT OR PHONED DIRECTLY TO THE NEWS' MAIN OFFICE VIA CHERRY 7500