

STILL FURTHER AHEAD

The Detroit News Again Leads America in Advertising For Ten Months

Detroit News	27,359,682 Lines
Chicago Tribune	26,960,127 Lines
New York Times	26,896,034 Lines

The ten months' record of The Detroit News still further emphasizes the basic prosperity of the Detroit market and the productivity of The Detroit News.

Carrying 27,359,682 lines of advertising for the first ten months of this year, The Detroit News leads America in advertising volume, surpassing the leaders in New York and Chicago and repeating an achievement which has characterized its history during the last 15 years. In this period The Detroit News has been either first, second or third in advertising in America continuously.

Two factors have contributed to this outstanding accomplishment: the richness of the Detroit field and the thorough coverage of The Detroit News.

4 out of 5
Detroit Homes Taking
Any English Newspaper
Get The Detroit News

From its inception The News has been the home newspaper of Detroit. Today it is more than ever relied upon by the home makers of America's fourth city. Its women's pages, sport pages, financial pages and news service are without equal in Detroit for accuracy, completeness and interest.

The calibre of The Detroit News service to its readers was exemplified during the recent unparalleled sessions on the New York Exchange, when The Detroit News had closing quotations on the street 20 minutes after the ticker stopped, nearly two hours ahead of any other local paper.

Small wonder that The Detroit News reaches four out of five Detroit homes taking any English newspaper and that the logical consequence is an advertising patronage without equal in America.