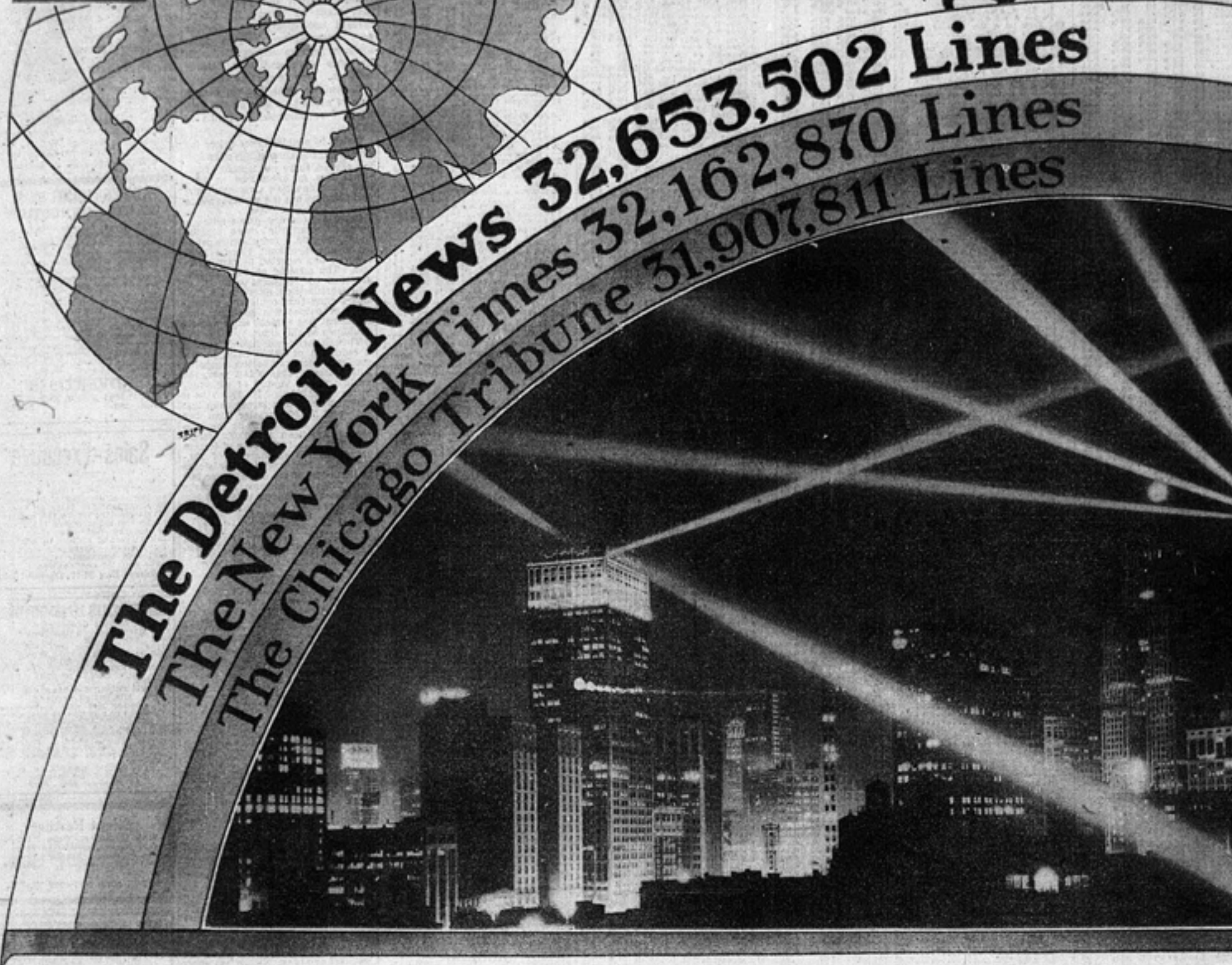


First in the World in Advertising in 1929



For 16 Consecutive Years The Detroit News
First, Second or Third in Advertising in America!

FINISHING 1929 with a volume of 32,653,502 lines, The Detroit News again leads the entire world in advertising, surpassing the leading newspapers in cities such as New York, Chicago and Philadelphia. This is the SEVENTH time The News has been world champion in advertising and the sixteenth consecutive year in which it has finished either first, second or third . . . a record unique in the annals of American journalism.

This remarkable accomplishment still further emphasizes the importance of The News' thorough home coverage in the Detroit field, and the unique opportunity it offers advertisers to adequately cover this fruitful market with one newspaper. The News, by actual survey, goes into four out of five Detroit homes taking any English newspaper, and enjoys an esteem among its readers equaled by few other newspapers in America.

The 1929 Advertising Score The Detroit News, 32,653,502 Lines

1 THE DETROIT NEWS	32,653,502	27 Birmingham News	17,555,522
2 New York Times	32,162,870	28 Flint Journal	17,505,654
3 Chicago Tribune	31,907,811	29 Pittsburgh Sun Telegraph	17,343,900
4 Washington Star	26,621,881	30 Philadelphia Ledger	17,203,026
5 Pittsburgh Press	25,249,762	31 Cleveland Plain-Dealer	17,110,372
6 Baltimore Sun	25,015,019	32 Dallas Times Herald	16,988,450
7 St. Louis Post-Dispatch	23,652,160	33 Boston Globe	16,823,558
8 Los Angeles Times	22,349,752	34 Buffalo Evening News	16,786,786
9 Chicago Daily News	21,153,274	35 Cleveland Press	16,674,392
10 Newark News	21,073,570	36 Dayton News	16,633,806
11 New York Herald-Tribune	20,913,511	37 Denver Post	16,565,184
12 Columbus Dispatch	20,625,459	38 Houston Chronicle	16,558,816
13 Akron Beacon Journal	20,269,715	39 Atlanta Journal	16,355,154
14 Kansas City Star	20,257,280	40 Los Angeles Evening Herald	16,142,796
15 Milwaukee Journal	20,126,854	41 Cincinnati Times Star	15,929,616
16 New Orleans Times-Picayune	18,892,220	42 Providence Bulletin	15,719,573
17 San Francisco Examiner	18,576,801	43 New Haven Register	15,582,396
18 Philadelphia Inquirer	18,468,000	44 Detroit Times	15,507,814
19 Oakland Tribune	18,282,656	45 Detroit Free Press	15,483,622
20 Boston Herald	18,257,342	46 Toledo Blade	15,463,052
21 Indianapolis News	18,151,155	47 Grand Rapids Press	15,428,182
22 New York Sun	18,079,077	48 Canton Repository	15,359,280
23 Hartford Times	17,911,558	49 Minneapolis Tribune	15,021,816
24 Brooklyn Daily Eagle	17,849,172	50 Spokane Review Chronicle	14,944,616
25 Akron Times-Press	17,622,314	51 Minneapolis Journal	14,829,173
26 Seattle Times	17,570,448	52 Boston Post	14,729,102

The Detroit News

York Office
KLEIN, INC., 50 E. 42nd St.

THE HOME NEWSPAPER
Over 350,000 Daily—Over 400,000 Sunday Circulation

Chicago Office
J. E. LUTZ, 180 No. Michigan Ave.