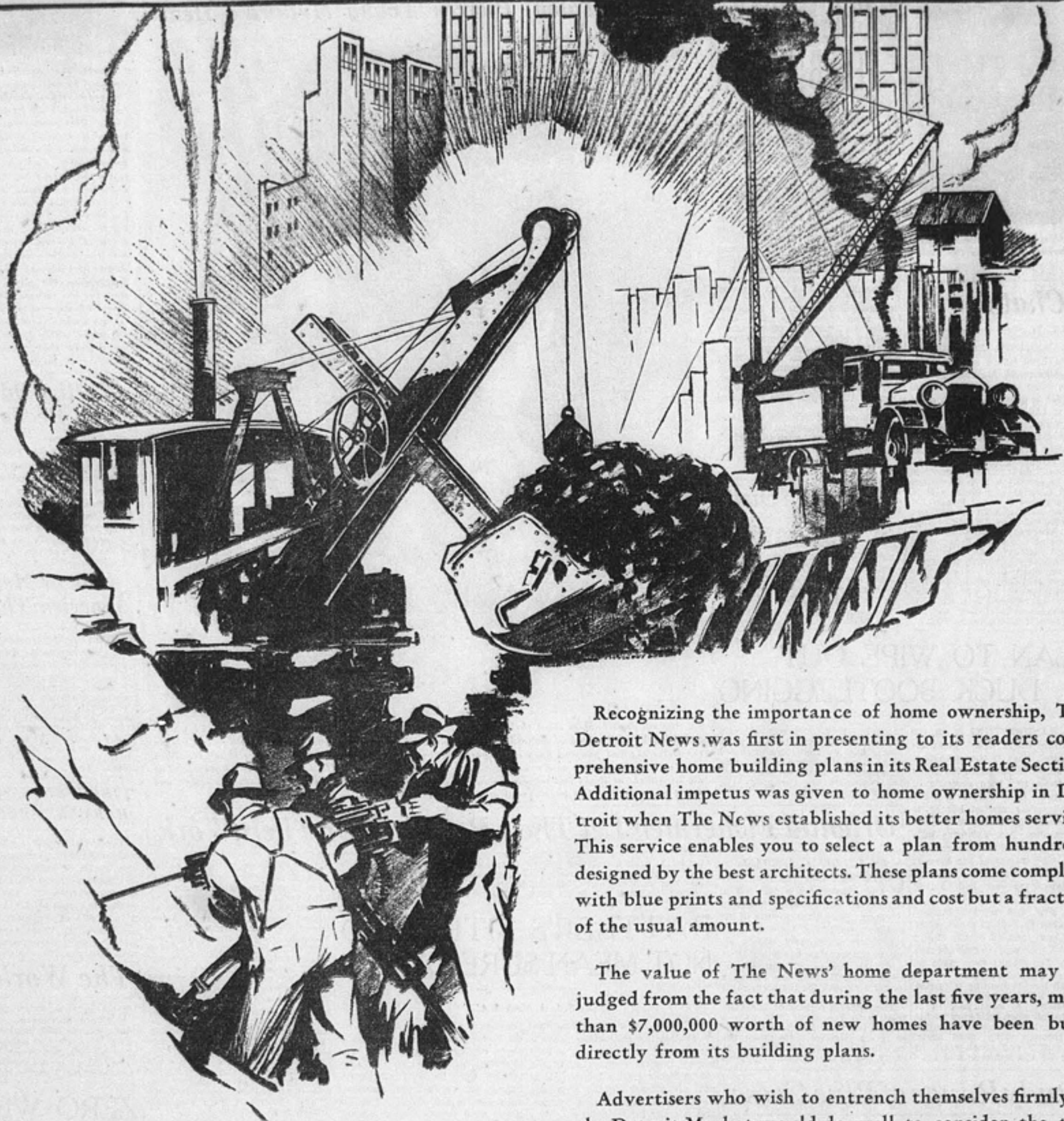




BUILDING FOR A GREATER DETROIT



THE progress of a city may be measured by the tonnage of excavations in a year and by the construction of new buildings, commercial and residential.

Public opinion unanimously asserts that the latter classification, home building, is one of the most commendable efforts of industry, for the home, after all, is the foundation of the social structure.

Recognizing the importance of home ownership, The Detroit News was first in presenting to its readers comprehensive home building plans in its Real Estate Section. Additional impetus was given to home ownership in Detroit when The News established its better homes service. This service enables you to select a plan from hundreds designed by the best architects. These plans come complete with blue prints and specifications and cost but a fraction of the usual amount.

The value of The News' home department may be judged from the fact that during the last five years, more than \$7,000,000 worth of new homes have been built directly from its building plans.

Advertisers who wish to entrench themselves firmly in the Detroit Market would do well to consider the tremendous reader interest and following a newspaper must build up to warrant such response. Add to this the fact that News coverage of the local trading territory is unequalled by any medium in any city of Detroit's size or larger and you can appreciate the logic and economy of concentrating your advertising in The Detroit News.

Visit The News' Booth at the Builders' Show
 The Builders' Exhibition now in progress at Convention Hall offers prospective home owners thousands of suggestions which are sure to be of value. Visit The News' booth in particular and ask about its home plans department.

The Detroit News

THE HOME NEWSPAPER

GREATEST CIRCULATION WEEK-DAY OR SUNDAY IN MICHIGAN