

The Important Link in Selling the Detroit Market

*The Detroit Sunday News
Reaches Over 400,000 Homes*

FEW markets like Detroit's are available for conquest by any advertiser, for here you have a marvelous combination of purchasing power and economical coverage. Detroit is on the upgrade. Make no mistake about that. Employment figures are rising and with these, sales. In this, America's fourth market, you therefore have fundamental conditions favorable. On top of that you have media offering economies in selling perhaps unequalled by any other market of equal size in America. Employing The Detroit News weekdays and Sundays you can round out your campaign with telling effect. Use the weekday editions of The News to sell the general public and the dealer who represents you. Use the Sunday

News to reach the whole family when it has the opportunity to discuss in family council your proposition. And if there is any particular group you wish to reach The Sunday News offers Society, Rotogravure, Sports, Arts, Automotive, Aviation, Financial and Fiction sections, each with a specific as well as a general appeal. Or you may wish to use color; in The Sunday News you can gratify that desire. And all of these advantages become doubly effective when you consider that The Sunday News has upwards of 400,000 circulation, by far the greatest in Michigan, largely home delivered and concentrated in the fertile Detroit area where one-third of the population and one-half the wealth of Michigan resides.

The Detroit News

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