

\$545,000,000 in WAGES

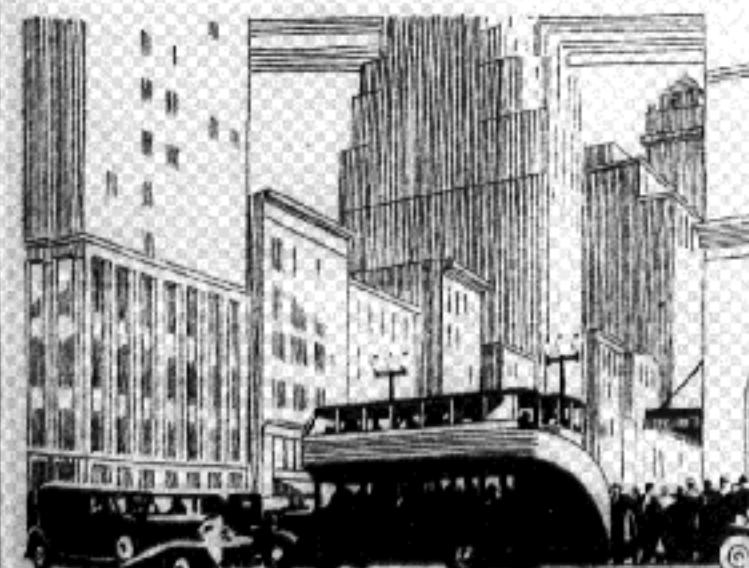
represents only part of Detroit's buying power



In order to get a complete picture of the tremendous market Detroit offers you, you must add to this staggering sum another great sum made up of income from all other sources. Consider also that Detroit is exceeded only by New York and Chicago in the value of its manufactured products, the number of individual income tax returns filed and the number of passenger cars operated.

How can you best offer your product in this market? . . . How can you get your share of profit for the commodity or service you have to sell?

The experience of many decades has proved beyond doubt that the best selling approach to the Detroit market is through the pages of The Detroit News.



This paper stands in a unique position of influence throughout the Detroit area, and its claims are based on bedrock.

When Detroit was a comparatively small town, half a century ago, *The Detroit News* had thorough

coverage. It was the town's oracle and guide in the good old-fashioned sense. Today with Detroit the center of a trading area embracing over 2,300,000 people, people whose influence stretches far out into the world, *The Detroit News* continues to have the same thorough coverage, and is still regarded by the people of Detroit as an integral and

necessary part of the great community it serves. It is still instinctive for all Detroiters to look to *The News* to interpret and influence the life and habits of the city.

The week-day issues of *The News* reach four out of five of the English-speaking homes in Detroit



with 76% of this circulation being home delivered. The week-day and Sunday News, together, represent over 90% actual coverage of these homes.

Important and successful advertisers know the value to their business of this extraordinary situation. They are proving its value month in and month out by their successful use of its advertising columns.

For 17 years *The Detroit News* has been either first, second or third in advertising lineage in the United States newspaper field, due solely to the tested power of this paper to produce profitable results for its advertisers!

In 1930, 51% of the national advertisers using one newspaper in Detroit used *The Detroit News*. Three other newspapers divided the remainder.

These are broad statements. We can show you at any time, in detail, overwhelming evidence of actual results directly traceable to advertising in *The Detroit News* . . . not only to the advertising of local merchants, but particular evidence in the case of national advertisers!

The Detroit News

THE HOME NEWSPAPER

Member 100,000 Group of American Cities

New York Office
I. A. Klein, Inc., 50 E. 42nd Street

Chicago Office

J. E. Lutz, 180 N. Michigan Ave.