Women Readers Prefer The Detroit News

Proof:

63% of Women's Wear Advertising Goes to The News

THE DETROIT NEWS plays a vital part in the life of the Detroit family. It is depended upon, not only to bring news into the home about world and local events, but also information on health, diet, child problems, home economics, cooking, interior decorating, dressmaking, patterns, music, literature, social events, gardening, beauty aids and scores of other subjects of intimate interest to the home-maker.

The result of this effort in bringing news and information of great import to women readers is visibly reflected in the fact that during 1930, the Women's Editors of The News received nearly 200,000 letters from readers requesting reprints of articles in The News, patterns and other matter prepared by the Household and Women's Departments.

This intimate and tremendous reader interest and confidence, plus The News' intensive coverage of the financially able homes in Detroit, make it easy to understand why women's wear advertisers place nearly twice as much advertising in The News as in all other Dertoit newspapers combined.

The Detroit News

THE HOME NEWSPAPER

The Detroit News