

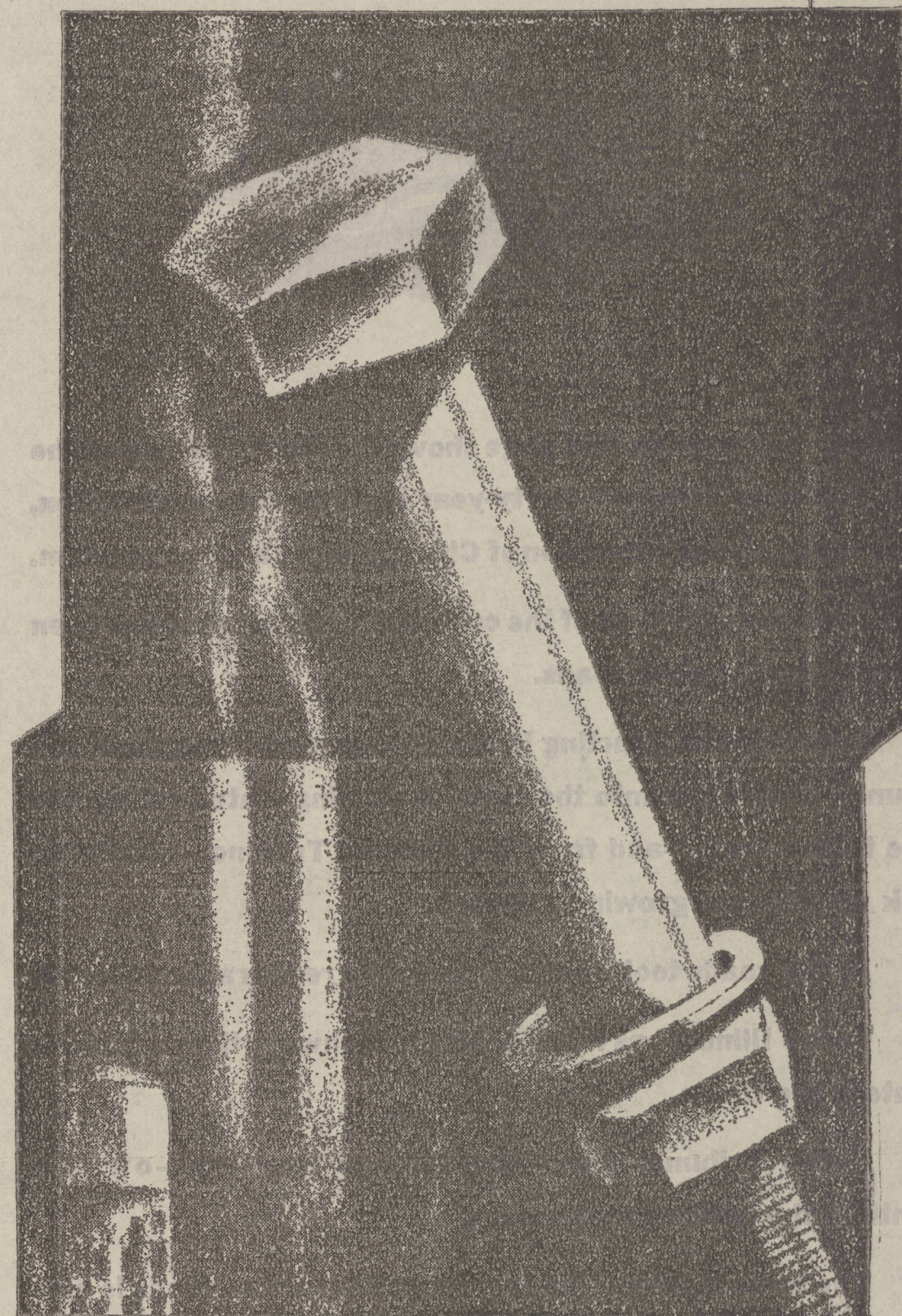
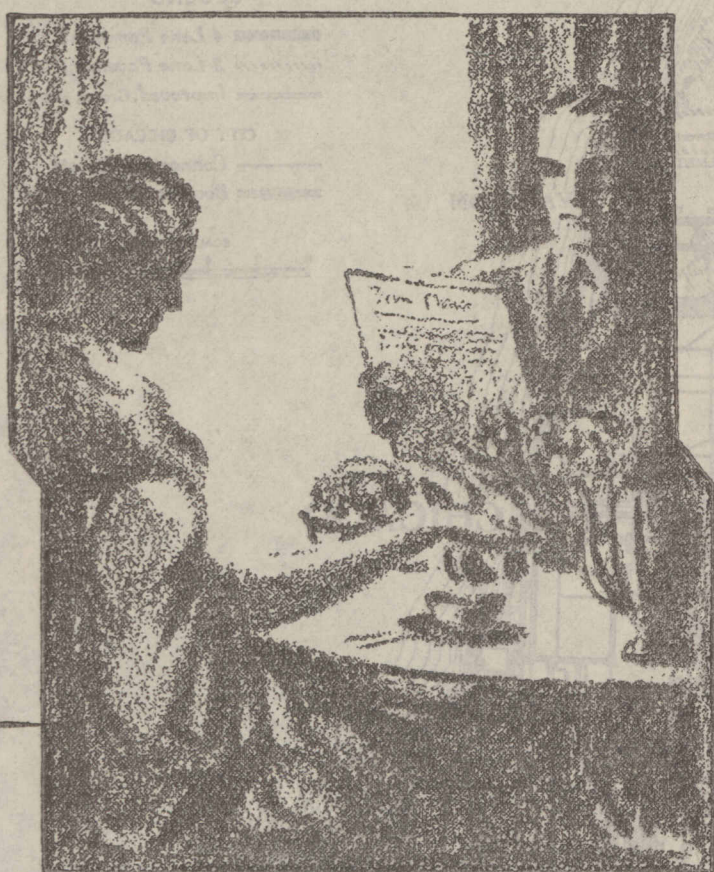
# On the Purchase of "Nuts and Bolts"

No automobile buyer ever was fussy about the number of nuts and bolts or the number of pounds of steel the manufacturer provides per dollar. He pays for *performance, power and prestige*—for a *belief* in the manufacturer who makes his car—for the *confidence* he has in the product. Likewise, in the buying of space in publications, space buyers concentrating solely on the number of "nuts and bolts" delivered by a publication are losing the glory and profit of *performance* for advertising—a substitution of the *technical* for the *practical*.

Publications can, and frequently are reduced to mathematical equations—to "nuts and bolts" and poundage, but that takes no stock of *human beings*, of what men and women will or will not do who read a publication. Human beings are not equations or numbers. They are *persons*—mentalities—intelligence on foot. They either *have* or *have not*. They translate life into either *action* or *stagnation*. They eat *well* or *scantily*, dress *well* or *shabbily*, buy *freely* or *count their small*

*change*. Scanning of circulation reports gives no barometrical readings of these things, so important in sales making.

In Detroit, The Free Press offers advertising buyers no mere imposing assemblage of "nuts and bolts" as circulation, nose counting data or arithmetical calculations alone. It offers an exclusive opportunity to sit down quietly each morning in a quarter million homes and tell the story of your product to a group of *human beings* who have *faith* in the newspaper they read. These are the men and women who have *made* Detroit and who are *keeping it active*.



Primarily, The Free Press is a *sales-making* medium for advertisers, offering the seasoning of time and the association values of principles and ideals whose soundness has been an obvious accompaniment of a hundred years of journalism. It wields a definite influence. It is a well defined power in the community it serves. It is welcomed and *believed* in the homes in Detroit representing the true *buying power* of this area. Its coverage of every other home enables good advertising to function profitably without waste—to extract from every advertising dollar the *performance* that 1931 conditions demand.

Here is Quality plus Quantity  
SUNDAY CIRCULATION OVER 300,000  
DAILY CIRCULATION OVER 225,000

## The Detroit Free Press

1831 ~ A CENTURY OF SERVICE ~ 1931

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