

Sales Managers: Look at all 3

BUICK**59%**of N.Y. Market Sales
are in the suburbs**MERCURY****66%**of N.Y. Market Sales
are in the suburbs**CADILLAC****55%**of N.Y. Market Sales
are in the suburbs**OLDSMOBILE****57%**of N.Y. Market Sales
are in the suburbs**CHEVROLET****65%**of N.Y. Market Sales
are in the suburbs**PACKARD****59%**of N.Y. Market Sales
are in the suburbs**CHRYSLER****54%**of N.Y. Market Sales
are in the suburbs**PLYMOUTH****56%**of N.Y. Market Sales
are in the suburbs**DE SOTO****60%**of N.Y. Market Sales
are in the suburbs**PONTIAC****54%**of N.Y. Market Sales
are in the suburbs**DODGE****57%**of N.Y. Market Sales
are in the suburbs**STUDEBAKER****63%**of N.Y. Market Sales
are in the suburbs**FORD****69%**of N.Y. Market Sales
are in the suburbs**NASH****66%**of N.Y. Market Sales
are in the suburbs**GRAHAM****63%**of N.Y. Market Sales
are in the suburbs**HUDSON****67%**of N.Y. Market Sales
are in the suburbs**LA SALLE****57%**of N.Y. Market Sales
are in the suburbs**LINCOLN****61%**of N.Y. Market Sales
are in the suburbs**WILLYS****72%**of N.Y. Market Sales
are in the suburbs

1. NEW YORK SUBURBS - 60% 108,640

2. NEW YORK CITY - 40% 72,334

3. TOTAL MARKET - 100% 180,974

NEW PASSENGER CAR SALES,
9 MONTHS 1939

Individually by cars, and collectively in total, the bigger part of the new car market in New York is in the suburbs.

And in the suburbs, the Herald Tribune outsells the other leader in new passenger car advertising by 29% weekdays, 35% Sundays.

NEW YORK

Herald Tribune

NEW YORK: Main Office—230 West 41st Street • BOSTON: M. L. Tyler
CHICAGO, DETROIT, ST. LOUIS: Osborn, Scolaro, Meeker & Co.
SAN FRANCISCO, LOS ANGELES, SEATTLE, PORTLAND: Geo. D. Close, Inc.
PARIS: European Edition, New York Herald Tribune