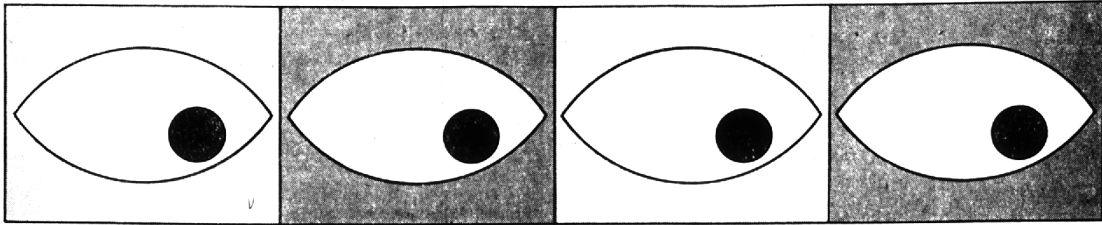


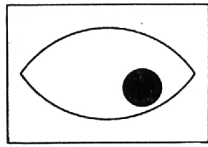
...we think you'll like  
what you see when you see



# the bright difference

in today's

# Detroit Times



The eyes are a symbol. We hope you will recognize them, and remember them as a symbol. A symbol for the "bright difference" you will find in the Detroit Times. What is the "bright difference"? It is many things:

*The red color is gone* from the front page of the Detroit Times. In place of red we now use a cool green . . . a comfortable green that helps contrast paper and type . . . and helps to make The Times easier to read.

*The type-style is new.* It is a new member of the modern Sans Serif family. And like any family it has children. The Sans Serif children, to be used as the mood of the story, or the department of the newspaper indicates, are named SPARTAN, TEMPO, VOGUE AND FUTURA. A practical example would be the use of sturdier type in the sports pages, and a lighter type in the women's pages. This is all quite technical, of course . . . but it's part of the "bright difference".

*Two new local columnists* will appear in The Times . . . a part of the "bright difference". *John Manning*, Editor of The Times, and a newspaperman in Detroit for 10 years, will write one of the local columns. *Harvey Taylor* will write a second local column. Taylor has been covering theatre, drama, music and stage and writing features for The Times for many years. He is a brilliant writer. And his column may be witty . . . or sad . . . or as they say in the trade, "off beat". But his "beat" will be Detroit and suburbia. His column will be part of the "bright difference".

*There will be a regular bridge column* by B. Jay Becker. Becker is a bridge master and top authority, who will write for you with finesse and skill. Read Becker on bridge in The Times . . . a brightly different bridge column that can help improve and brighten your bridge.

*Three times each week Jack Crellin*, tops in labor reporting, will write a column under the title "The Labor Front". Jack Crellin's objective column will bring light to the complications of labor and industry, and be a part of the "bright difference".

*Brightly different will be a new cartoon panel* called "Mr. Abernathy". On the sophisticated side, and new for the readers of The Times. We think you'll like it.

And part of the "bright difference" will be seen in a series by two of Detroit's best reporters, Eddie Batchelor and John Creecy. This team will write a continuous, magazine type of coverage of a subject close to all of us. They hope to translate, in terms of local interest and urgency, the nation's concern over school problems. And this, too, will be a part of the "bright difference".

*A Sunday feature section* to run a minimum of 16 pages. As the trade would say, this is a "Wrap-up" of many activities and interests. Art, books, theatre and music, will be a part of this section, called "Tempo of The Times". The section will portray family and personal activities, from cameras to sports cars, the care and feeding, so to speak, of both.

*Continuing, but with different lay-out*, will be the great reporters, Considine, Kilgallen, Winchell, Bishop, Fleson, Pegler, Conniff, Baer. And all will help to make The Times brightly different.

*And as always, the want ad section*, or as they say in the newspaper business, the classified advertising section. But in The Times it will be bright and different. Each of the want ads will carry a "miniature headline". A little headline, bold faced on each classified ad. At no extra cost to the advertiser, and at great saving of patience for the reader. We feel these little advertisements will produce wonderful results, and they are a "bright difference".

If you will try it—and we hope you will, we think you'll buy it. Get The Times . . . it's got it! See the "bright difference" in the Detroit Times.

PHONE WO 3-8800 FOR HOME DELIVERY OF THE DAILY AND SUNDAY DETROIT TIMES