

**WHO WILL
RECEIVE THE
JEWISH
NEWS?**



**WHY WILL
THESE
PEOPLE READ
THE JEWISH
NEWS?**



**WHY HAS
THE JEWISH
NEWS SUCH
ENORMOUS
ADVERTISING
VALUE?**

15,000 Jewish Families In Detroit, 60,000 Individuals Plus 700 Families In Flint, 700 Families In Grand Rapids And Hundreds of Others In Pontiac, Lansing, Saginaw, Bay City, Mt. Clemens, Ann Arbor and Elsewhere in Michigan.

It Is the Only Community Sponsored Paper In the U. S. It Will Contain News of Interest and Importance To Every Jew! It Will Carry All of the Nationally Recognized News and Feature Services.

Because . . . It Is the Only Jewish Publication That Reaches 95% of Detroit's Jewish Buying Power . . . In Addition to Other Rich Michigan Markets.