

# We Reach More People In Our Own Hometowns Combined Than The Detroit Free Press Or The Detroit News.

	Circulation	Penetration
<b>OBSERVER &amp; ECCENTRIC NEWSPAPERS</b>	<b>147,875*</b>	<b>65%</b>
THE DETROIT FREE PRESS	93,581**	41%
THE DETROIT NEWS	115,838**	51%

\*Certified Audit of Circulations plus newsstand sales \*\*Audit Bureau of Circulations

We always knew our twice weekly newspapers were doing well in the twelve suburban areas we serve around Detroit. But when we put together all the figures—including the competition's own numbers—we found out that the Observer & Eccentric Newspapers reach more people in our own hometowns combined than either the Detroit Free Press or The Detroit News. Surprised?

Then ask us for the proof.

We have a short film plus all the facts and figures you'll need to put your advertising in this rich market where it will be noticed, read and acted on. Call your helpful Observer & Eccentric advertising representative today. That's 261-2300 in Livonia (Wayne County) or 644-1100 in Birmingham (Oakland County).

The  
**Observer & Eccentric  
Newspapers**