



69%* of air travelers are Observer & Eccentric readers. Gordon Boring (owner of Livonia's Wicker Basket Balloon Center) is one. His friend, Steve Hamilton, of Canton, (in the balloon on the right) is another. And if you fly-you're another.

*Market Opinion Research, Inc. study for Observer & Eccentric Newspapers 1978

Photos by Observer & Eccentric photographer, Bob Woodring (who is another).

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