



What makes a hometown newspaper a hometown newspaper?

Good coverage of local events is a big part of it. And attractive, informative advertising by area business people completes the printed image of a good hometown newspaper.

But the people behind the pages—the reporters, editors, sales staff, pressmen, artists, photographers, clerical staff, management, and carriers are also a great big part of what hometown newspapers are all about.

There is a saying in the newspaper business that everyone can do their job beautifully, but if the carrier doesn't lay the finished product on the doorstep, we might as well all go home.

We think our carriers do a great job of delivering the hometown news. That's why we recently treated them to a night at the Detroit Zoo complete with the Detroit Shriner units of Moslem Clowns and Highlanders.

Observer & Eccentric family night at the Zoo is always great fun and just one of the advantages of being a hometown newspaper carrier.

If you have an eleven to fourteen-year-old son or daughter who would like to join the Observer & Eccentric hometown newspaper family, give us a call, we'd like to make it possible.



Observer & Eccentric

CIRCULATION

591-0500 In Livonia 644-1100 In Birmingham 651-7575 In Rochester

