



*Philip H. Power, Publisher*

Welcome to the world of Observer Newspapers, Michigan's largest and finest twice-weekly newspaper group.

Welcome, too, to this special section, published to mark the dedication of our new central office and production plant.

In it you will find out a great deal about Michigan's most modern newspaper facility -- a plant that has been called one of the most modern in the world -- and about how we at Observer Newspapers take advantage of it to produce for you some of the best suburban newspapers in this country.

Our goal at Observer Newspapers is no different from that of any news medium: To inform and serve the communities in which we publish newspapers.

What is different is the way we go about doing it.

● Our new plant is one of the first ever built in this country specifically to meet the requirements of suburban newspapers. It stresses high technology computerized processing of news and advertising, and it contains the fastest and highest quality offset press equipment in the entire area. It is truly a "second generation" newspaper plant, as different from the antiquated newspapers of the past as a modern jet plane is from an old horse and buggy.

● We publish in our newspapers news and advertising information that is uniquely relevant to the seven suburbs we serve -- suburbs forming the northwest corridor of the metropolitan area, the most rapidly growing, richest slice of the area's suburban market.

## *A Commitment To Journalistic Excellence*

● We publish newspapers of unquestioned integrity and quality, using a staff of thoroughly seasoned professionals, with the intent of providing newspapers that serve their communities in a professional way that no other medium -- print or electronic -- can match. Our stack of state and national awards of excellence is larger than any similar newspaper group in the state.

● Because of our emphasis on locally relevant news and advertising and because of our practice of publishing twice each week, we can serve and inform our communities in the classical and still needed tradition of the hometown newspaper.

With the market we serve, the excellence of our staff and our newspapers, the hometown relevance and acceptance of our products, and the technology and efficiency of our brand new plant, we look forward to the future with optimism -- optimism great enough to commit \$3.5 million to our new plant and equipment in order to provide even better newspapers for our readers.

For suburban journalism of the sort we practice is on the cutting edge of what is new, exciting and dynamic in the metropolitan area.

*Sincerely,*

*Philip H. Power.*

June 19, 1971