

## A Commitment To Excellence

Excellence is hard to define, harder to achieve.

But in a few short years, Observer Newspapers' editorial staff has carved out a new standard of accomplishment for community newspapers, gaining more state and national awards than any other newspaper group of its type in Michigan.

Eddie Edgar, known and loved throughout the area as "The Stroller", . . . Women's Editor Margaret Miller, whose women's coverage ranges far beyond the usual pap into the heart of what concerns today's suburban woman. . . Martha Mahan, with over 20 years experience as a reporter, but with a heart that is as young as today. . . George Maskin, a Sports Editor who has the guts to tell it like it is in his weekly "Observing Sports" column. . . Entertainment Editor Betty Masson, who recognizes that the creative use of leisure is a critical need in building the good life in the suburbs.

These are men and women who understand what excellence in journalism is and why it is vitally important to the development of the communities served by Observer Newspapers.

They constitute that vital margin between excellence and mediocrity.

