


Odd Jobs from page D1

so you couldn't feel the horse," said Baldwin.  
"The comfort of a cushion was one thing Baldwin definitely missed when he spent four months training for the mounted patrol. He was a student of the Detroit Police Department's mounted division, which hosts training sessions in Rouge Park.

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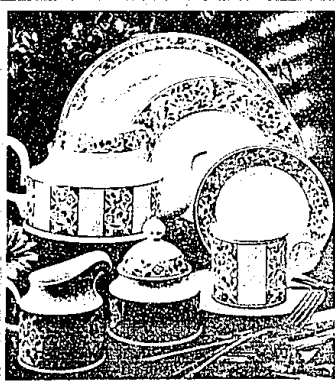


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and she just did her first parade, the Halloween parade and she did phenomenal during that. She's a Percheron thoroughbred mix. Her name's Moondancer."

**Q. Are the horses trained just like you?**  
A. "Well yeah. We have another guy that's been to school for actual training of horses and he goes out and gets them used to our type of riding. The horse works out six months to a year. We still consider them in training until they've done it for a year but it depends on the horse. Like (Moondancer) still has problems with trucks backfiring."

**Q. How many horses have you worked with so far?**  
A. "This is our third horse. We had Spanky that we just sold two months ago he's in semi-retirement. And the other horse M&M, we had to retire because he had arthralgia and he kept falling asleep and falling over when he was tied up."

**Q. Do you only patrol on horseback during milder seasons?**  
A. "We ride all year round unless the weather doesn't permit. Temperatures limits are over 90 or under 30 degrees. Like today we've got 30 mph winds and gusts up to 50 that's not ideal horse riding weather. The horses get really spooky because they can hear things that really carry in the wind and horses are pretty spooky to begin with."

**Q. Have you ever been tossed out of the saddle?**  
A. "Only in training. I got tossed twice."

**Q. So how much time do you actually spend riding the horse?**  
A. "Conservatively, I'm in the saddle maybe four hours a day."

We have to groom the horse and I have to drive out to the club and go to the stables and pick the horse up and put him in the trailer."

**Q. Does the riding keep you in good shape?**  
A. "Yeah you build up certain muscles and you find out quick why horse people are bow-legged and kind of have a rolling gait. You learn to kind of hold your knees in position kind of like a Thighmaster."

**Q. What's the most unusual thing that has happened to you out on the street?**  
A. "Well, one day I was on M&M and he was a huge horse, really big, tall and good looking. Walking up Woodward I'm going past these cars that are angle parked and see these four people sitting in this car smoking something out of pipe. So I walk the horse up there and they don't see me they're obviously not expecting a horse."

Well the horse's personality was very inquisitive so he puts his nose right on the passenger window and the guy turns around and gets this look on his face like he just got hit with a two by four. We got them and took them in custody but the guy's face was just priceless."

**Q. Did you envision this type of police work when you went to the academy?**  
A. "No, I really didn't. But it's okay, I like it. It's laid back and it's a nice change of pace because you don't have people constantly complaining. Like when you pull them over for a parking ticket and you've got people that are mad or yelling or upset. When you're on the horse, people actually look for you to have some interactions with you."

## Microsoft unveils new online travel service for web surfers

Microsoft has entered the travel business. The software and media company launched Microsoft Expedia last week, a free travel looking service on the Web. The service is part of Microsoft's accelerated efforts to expand its presence on the Web. This fall and winter it also is debuting investor services, online games and city entertainment listings on the Internet, and is revamping its Microsoft Network online service into a subscription Web site with six "channels" of entertainment and consumer programming.

Expedia will let travelers book air travel, rental cars and hotel rooms through the Worldspan reservation system and pay for them via credit card. They also can browse a library of multimedia travel guides with maps and information.

## Suburban Detroit: We have the leadership in readership!

Average-Issue Readership  
January, 1994      January, 1996

Publication	Jan 1994	Jan 1996	% Change
The Detroit News and Free Press (Wed. Daily)	1,121,000	1,881,000	73%
SPRING News and Free Press	765,000	991,000	40%
SPRING News Weekly & Sat. Daily	37%	825,000	47%
SPRING News Weekly & Sat. Sunday	37%	897,000	48%
SPRING News Weekly & Sat. Sunday	37%	975,000	49%
SPRING News Weekly & Sat. Sunday	37%	1,000,000	51%

SPRING delivers more weekday readers than The News and Free Press combined!

Now there are more reasons than ever to go home with SPRING Newspapers. SPRING continues to be the primary weekday newspaper for suburban residents of this suburb-driven market. For example:


- 48% of adults in the SPRING survey area read SPRING weekly and daily newspapers.
- SPRING delivers, on average, 1,060,000 total readers every week.
- That means SPRING delivers 1,167,000 gross impressions for an entire week.

Compare these numbers to your other media alternatives: only 37% of adults in the SPRING survey area read the weekday Free Press or The Detroit News.

More suburban Detroit readers turn to SPRING.

- SPRING delivers more weekday suburban readers with household incomes over \$50,000.
- SPRING delivers more suburban homeowners (51%) than any other weekday newspaper.

To find out more about how the Detroit market has changed, and for information about our current audit, call the SPRING Newspaper Network at 1-800-362-8878.



SPRING Newspaper Network  
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REACH PEOPLE WHERE THEY LIVE.

\*Source: 1996 Detroit Suburban Survey and 1994 National Readership Survey of U.S. Newspapers by Market. Circulation, readership and gross impressions are based on a nationally representative sample.