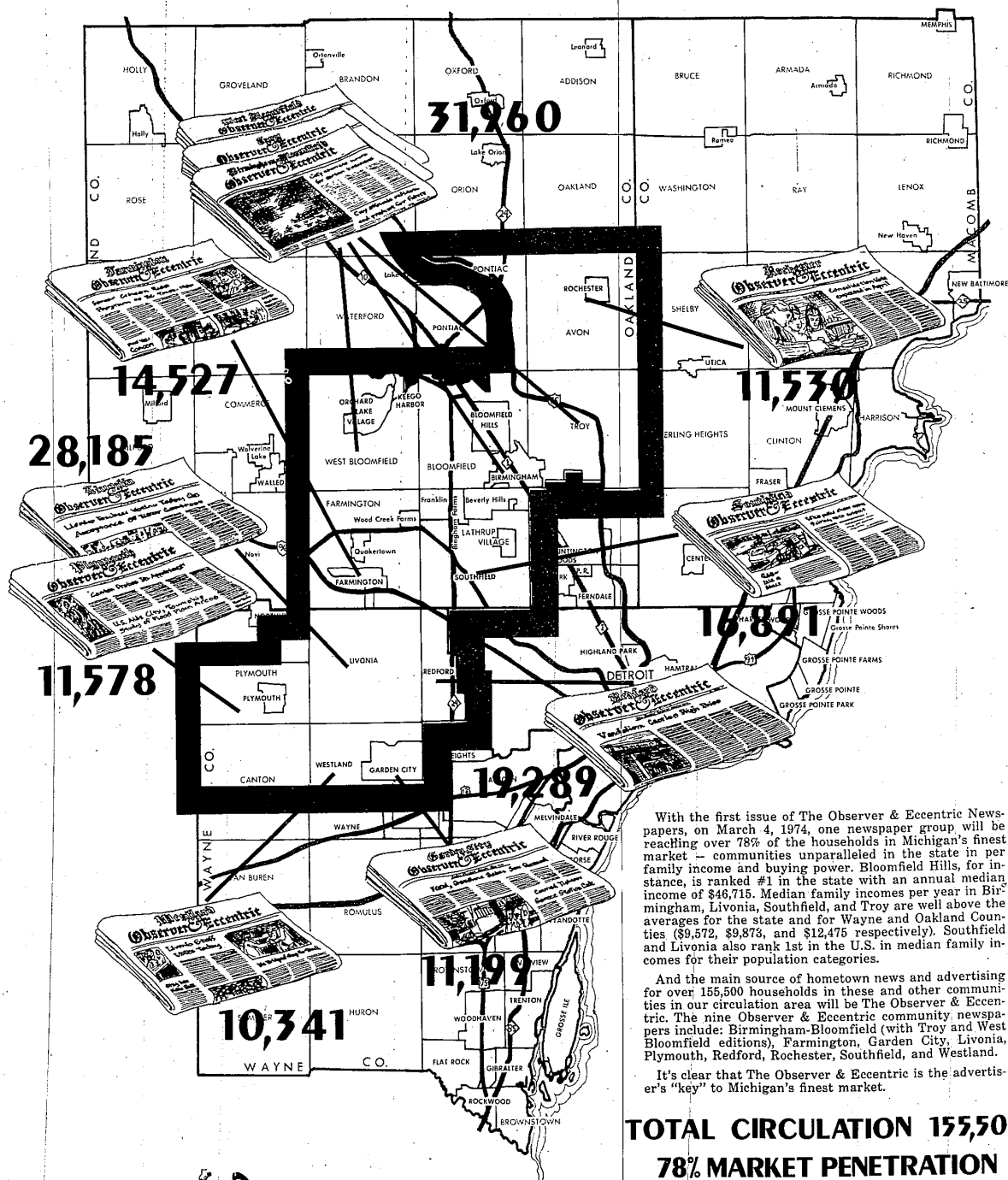


# Serving Michigan's Finest Market...



With the first issue of The Observer & Eccentric Newspapers, on March 4, 1974, one newspaper group will be reaching over 78% of the households in Michigan's finest market — communities unparalleled in the state in per family income and buying power. Bloomfield Hills, for instance, is ranked #1 in the state with an annual median income of \$46,715. Median family incomes per year in Birmingham, Livonia, Southfield, and Troy are well above the averages for the state and for Wayne and Oakland Counties (\$9,572, \$9,873, and \$12,475 respectively). Southfield and Livonia also rank 1st in the U.S. in median family incomes for their population categories.

And the main source of hometown news and advertising for over 155,500 households in these and other communities in our circulation area will be The Observer & Eccentric. The nine Observer & Eccentric community newspapers include: Birmingham-Bloomfield (with Troy and West Bloomfield editions), Farmington, Garden City, Livonia, Plymouth, Redford, Rochester, Southfield, and Westland.

It's clear that The Observer & Eccentric is the advertiser's "key" to Michigan's finest market.

**TOTAL CIRCULATION 155,500**  
**78% MARKET PENETRATION**

**The  
Observer & Eccentric  
Newspapers**

Division of

**SUBURBAN COMMUNICATIONS CORPORATION**

OUT OF A  
GREAT PAST  
IS BORN A  
GREAT FUTURE



BIRMINGHAM OFFICE  
1225 Bowers  
Birmingham, Mich. 48012  
(313) 644-1100

LIVONIA OFFICE  
36251 Schoolcraft  
Livonia, Mich. 48150  
(313) 261-8600