

OUT OF A GREAT PAST IS BORN A GREAT FUTURE

MARCH 4, 1974

We take great pride in announcing the merger of Observer Newspapers, Inc., and Suburban Newspapers of Michigan, publishers of The Eccentric Newspapers. Our new name is Suburban Communications Corporation and, as of March 4, 1974, our publications will be called The Observer & Eccentric Newspapers.

Throughout our individual publishing histories, which began in the late 19th Century, each newspaper has traditionally been dedicated to journalistic excellence; each has been primarily concerned with community affairs; each has been innovative in publishing to continually better serve readers and advertisers alike. In merging, we combine our accomplishments, the best features and methods of both groups, to provide you with the finest suburban community newspapers in the nation.

The Observer & Eccentric publications will consist of nine community newspapers in both Oakland and Wayne Counties: Birmingham-Bloomfield (with Troy and West Bloomfield editions), Farmington,

Garden City, Livonia, Plymouth, Redford, Rochester, Southfield, and Westland. Each of our newspapers will retain its individual community identity, publishing news and advertising of special interest to the residents of its area.

All The Observer & Eccentric newspapers will be published twice a week . . . the new publication days will be Monday and Thursday. Our total circulation for each day will be over 155,500, reaching more homes in the communities we serve than any other publication.

Using the experience, philosophies and skills, which have served us so successfully in the past, as guidelines in our planning, we are confident that our first editions will mark the beginning of an even greater future. We look forward to serving you as one organization . . . The Observer & Eccentric Newspapers.

The Observer & Eccentric Newspapers



SUBURBAN COMMUNICATIONS CORPORATION