



When workshop time came, O&E sales people were broken into teams. Each was given an ad to revamp and make more effective. Apparently Team 3 hit the mark. With back to camera is Audrey Roof of display sales. Others from left are Brenda Boyce of copy layout, Mike Karagozian of display advertising, Rose Stemmermann of classified sales, and Ron Tabaczka, Cooperative Ad Coordinator.

## How do the people who sell our advertising spend their Saturdays?

Well, sometimes they go to class to learn better ways to serve Observer & Eccentric advertisers.

Big Ten football action notwithstanding, some 34 of our sales people hit the books, so to speak, on one recent Saturday.

From 9 a.m. to 4:30 p.m. they labored. They heard talks by two ad experts. They then put into action in workshop sessions what had just been discussed.

All work ground to a halt at noon. Heaping trays of food appeared and then disappeared. Yes, and later there were periodic radio checks on progress of Michigan and Michigan State gridiron clashes.

But for the better part of that day it was nose-to-the-grindstone, learning to create better ads and harder-hitting copy.

Participants also learned about photo ads and ways to help merchants take better advantage of their cooperative advertising programs.



The setting was exotic for Team 5, the publisher's office to be exact. But the group wasn't concerned about the decor. Instead it was turning an average ad into a great one. The three ladies at left are Glennie Merrillat of the Livonia art staff, Jan Ryan of display advertising and Shirley West of classified. Their male teammates are Rick Ficorelli of classified and John Muir of display advertising.

Buffet trays of turkey, corned beef, potato salad, pickles and special breads from Ben & George's Delicatessen of Livonia were welcomed at noon. Vel Ellis of display sales ate heartily, as only hungry sales people can.



Putting on the session were Tom Riordan (left) and Bill Melms of TARCO, a newspaper management seminar firm of Jackson. Riordan has 30 years in the newspaper field, including 16 as a weekly publisher which put him in close touch with the ad field. Melms is a 37-year advertising veteran. He has been with Jacobson's 30 years as director of marketing and advertising.

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