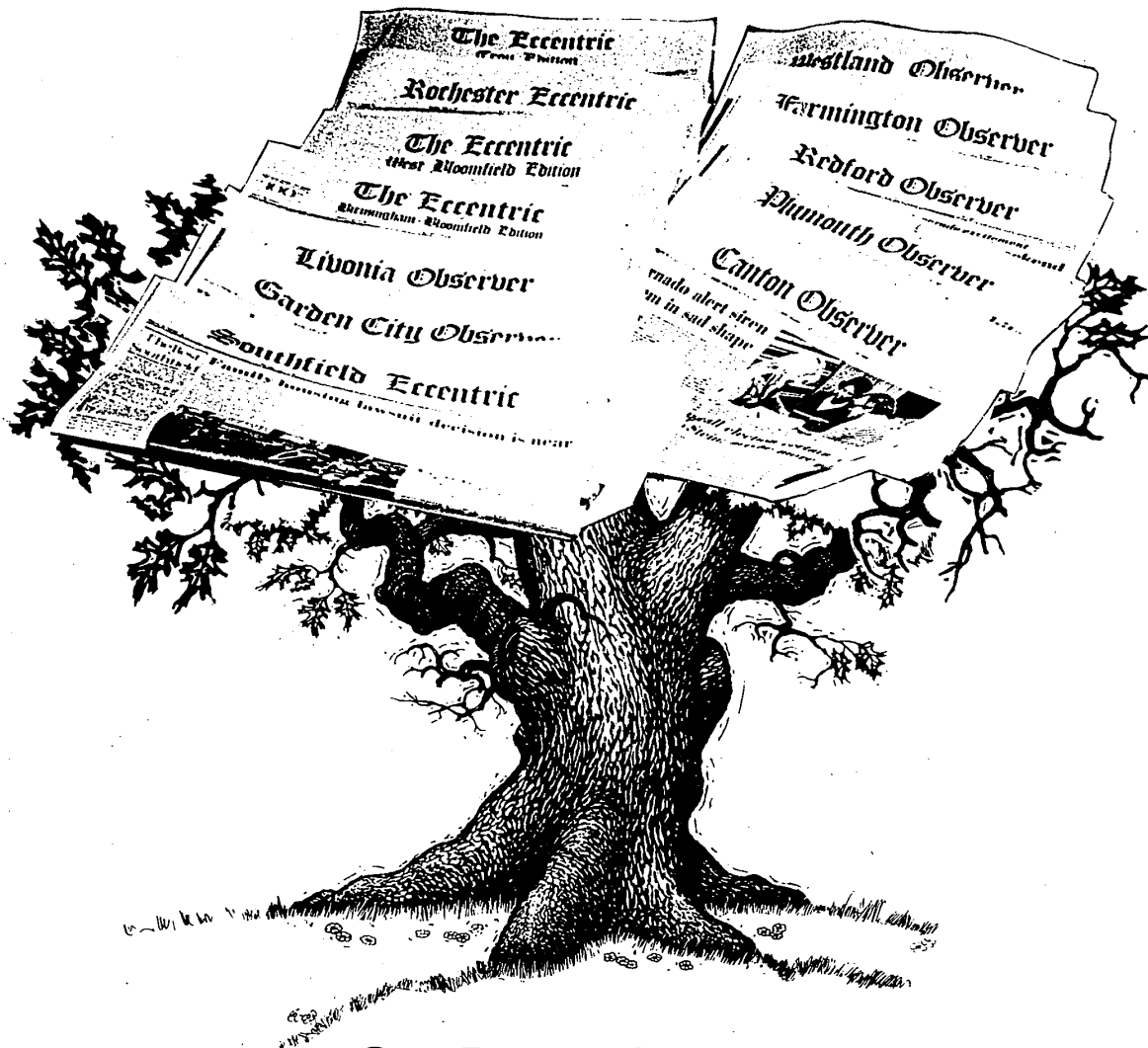




Our Roots Go Deep

The Observer & Eccentric Newspapers have histories that span nearly a century. While our growth has accelerated during the last decade, our beginnings are rooted in the late 1800s.

Two newspapers, The Plymouth Mail and The Farmington Enterprise were first published in 1868.

Late in 1965 the Observer group, which included six newspapers and a combined circulation of nearly 86,000, were purchased and The Plymouth Mail and The Farmington Enterprise added in 1966. In February 1970 the Southfield Observer was launched and within six months the Southfield News, a 25-year old publication, was purchased and the "Southfield News and Observer" began publishing.

Realizing that weekly newspapers could not keep pace with suburban growth, publication of the Observer group was increased to twice each week.

In 1970 the most modern offset newspaper publishing plant in the nation was built at Schoolcraft and Levan in Livonia, placing the newspaper at the hub of its circulation area. The Goss Metro press, with a capacity of 64 pages and the speed of 60,000 copies an hour, began operating late in 1970 and the Observer offices

were occupied in 1971. The 12 Observer & Eccentric newspapers are currently printed in this plant.

The Eccentric newspapers have deep roots that begin in 1878 with the Eccentric in Birmingham. The Eccentric's expansion began with the publication of the Southfield Eccentric in October 1970 and was continued with the Rochester Eccentric in August 1972. Within 10 years the total Eccentric circulation climbed from 12,500 to 60,000.

Suburban Communications Corporation was formed late in 1973 and The Observer Newspapers and The Eccentric Newspapers merged in March 1974.

In November 1976 Suburban Communications added Sliger Home Newspapers, Northville Record, The Novi News, The Brighton Argus, The South Lyon Herald and The Walled Lake News, to its group.

And now, as we gain a foothold on the new year and look to the future, our growth has taken a new and exciting direction. We are currently extending our use of computers and modern technology throughout our operations in order to better serve our more than one half million readers.

The
Observer & Eccentric
Newspapers