

# Professionals Are Our People

Each one of the Observer Newspapers is individual, specifically edited to suit the needs of its own particular community. Unlike most newspaper groups, control over each newspaper is vested in its editor, who determines news coverage and story play, expresses his own viewpoint in an editorial column and makes story assignments.

This is not simple work, nor is it suited for amateurs. Observer editors are men of high training and vast experience, united in the commitment to local relevance, integrity and professionalism.

IN SOUTHFIELD, Dan McCosh is a man who combines an analytic eye for the future of the community with a humorous approach to the doings of the present. In Farmington, Emory Daniels understands the heritage of the community's past, but recognizes that the tough decisions must be made today. In Livonia, Wylie Gerdes senses how one of the largest cities in Michigan needs thorough, accurate and fair reporting. Fred Delano in Plymouth is a man who understands the stresses of a community with a rich heritage in the past and an enormous potential in the future.

In Garden City and Westland, Leonard Poger has the insight to see below the surface to bring readers a background understanding of what is happening and why. Maurie Walker in Redford realizes that the community is more than just a township, and he gives his readers the kind of penetrating news coverage they deserve.

THE POUNDING guts of a newspaper operation lies in its newsroom, where editors, reporters and photographers gather to hammer out the news. Observer Newspapers' new building has a newsroom unlike any other: Carpeted, air conditioned, with individual desks and files for each staff member, an interview area, microfilm reader and morgue, and colorful wall panels to break up interior space provided by New Era Interiors, of Detroit.

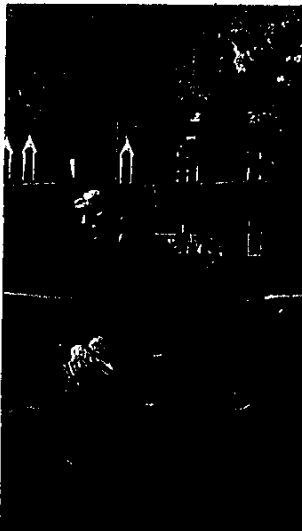
An efficient and comfortable newsroom means better working conditions for editorial staff members, and that means better news coverage in your hometown newspaper.



LEONARD POGER



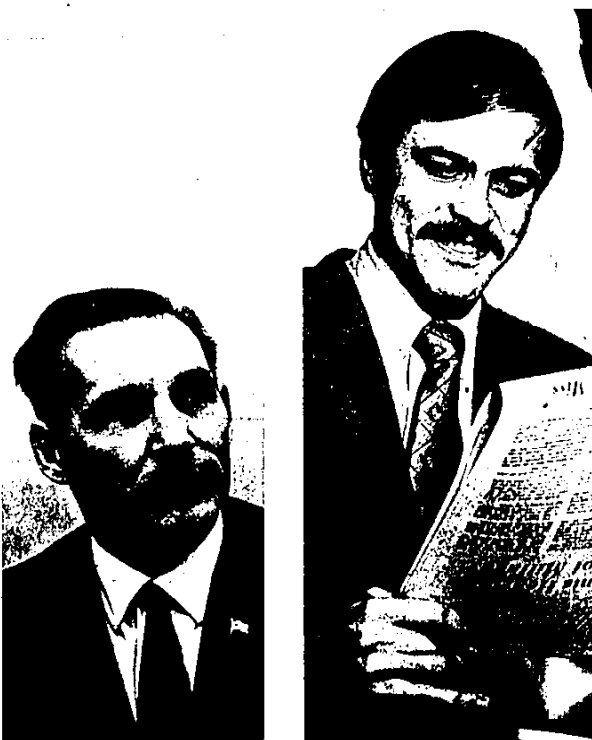
FRED DELANO



EMORY DANIELS



WYLIE GERDES



DAN MCCOSH



MAURIE WALKER