



A LARGE specially designed camera is an important piece of equipment in the final phases of the offset printing process and is located at the central plant in Novi. Full page size negatives are made of each of the pages to appear in the paper. After opaquing work has been done two pages at a time are

put into a NuArc plate burner and the image from the negative is burned onto a special aluminum plate instead of a print onto paper being made in the normal photographic process. This plate is then specially treated to bring out the image and then the plate is ready to be clamped onto the press.

## Enterprise Offering Both Paid, Free Circulation

The Farmington Enterprise management has always placed considerable importance on the value of paid circulation on the premise that people read thoroughly what they pay for while they often discard quickly what is thrown inside their door or on their door step free.

This is why over the past several years, The Farmington Enterprise has put great emphasis on constantly increasing its paid circulation and making regular and thorough readers out of newcomers as they become residents of the community as well as old-time citizens of the community. The Enterprise's paid circulation is now nearing the 7,500 mark and continuing to grow. Approximately 65 per cent of the permanent residents of Farmington City and Township are Farmington Enterprise paid subscribers. We are proud of this percentage of assured readers.

BUT, THE Enterprise management is also aware of the fact that many business people have a desire to get their messages delivered into all new homes as fast as they are built and to every new family coming into the community as fast as they move in. The movement of families from one community to another and one state to another, particularly in those families where the bread winner is employed by a large corporation, is ever increasing.

Because of this, The Enterprise also offers total circulation in Farmington City and Township to all of those advertisers who desire it and at an only slightly higher rate than for the paid circulation newspaper circulation.

This is how it works: ONE SECTION of the paper (referred to as our FULL COVERAGE section) is made up each week. This section is inserted as a part of the regular paid circulation newspaper. But, in addition to being delivered as a part of the newspaper to all paid subscribers, this section ALONE is also deliv-

ered to all homes on every street in the City and Township where the families have not yet decided to become paid subscribers. The total distribution to both paid readers and non-subscribers is 14,000.

To accomplish this a "tabbed out" mailing list is used in those areas where there is still rather sparse or spread-out development.

In the more concentrated areas of the community, which now represents a substantial portion of the city and township, the papers and full coverage sections are handled by carrier boys under the direct supervision of a well trained circulation manager.

THE CARRIER boys leave the entire newspaper with the FULL COVERAGE SECTION included in it at the homes of all paid subscribers and collect from them monthly. At those homes where the families are still not paid subscribers, the carrier boys leave only the FULL COVERAGE SECTION of the newspaper.

It is no "hit-and-miss" distribution plan since the boys have a complete list of every home in their distribution area indicating whether a household gets the full coverage section of the paper only or the total newspaper as paid subscribers.

Unlike many free circulation distribution plans, it gives assured distribution. It is not a case of going into the area and finding a boy who will count the number of homes in that area and then drop shoppers or so-called newspapers off to him and then hope that he delivers them to all the homes as he is supposed to.

The  
Enterprise  
Gives Complete  
Farmington  
News Coverage

## 3 Publishers Join in Project

The press and camera equipment that is being used by The Enterprise to bring you our attractive "New Look" is the most modern and thoroughly perfected offset equipment for newspaper production on the market today.

For newspapers serving communities the size of Farmington, or even two or three communities of the size and population density of Farmington City and Township, the purchase of this equipment would be prohibitive from an economical standpoint.

Many newspapers across the country who have also recognized the values of converting to the offset printing method in recent years, have chosen to "farm out" their production work to a large newspaper plant located other than in their own community. But, another trend has also developed, and that is for a group of publishers to join together in setting up a central printing plant of their own to handle the final camera and press work for them and to still retain their own composition and preparation of pages up to the point where they are finally ready for the press.

It is the latter approach that The Enterprise management has chosen to follow.

WHILE publishers in other parts of the country have joined with area publishers in a joint printing program of this kind in the past, the corporation that The Farmington Enterprise is now affiliated with is the first such to be formed in the State of Michigan.

The Farmington Enterprise Incorporated's major stockholder, Russell S. Strickland (who also is the major stockholder of The Plymouth Mail Inc.) has joined with two other publishers of community newspapers in this general area to form Inter-City Press, Inc. The other two publishers are William Sliger (owner of the Northville Record, Novi News and South Lyon Herald with

offices and a newspaper plant in Northville) and Robert Silbar (owner of the Fenton Independent and Fenton Ad-Venture with a plant and offices in Fenton).

The formation of the new corporation to handle the final camera and press work of all six of the papers published by these men really started more than a year ago when initial talks by them along with Michael Kiley, assistant and advisor to Russell Strickland, were started.

EVERY aspect of this combined final product approach was covered. All parties agreed very early in the discussions that they favored retaining the major portion of the control over their papers in their own plants. It was further agreed that each paper should retain its own individual identity in format and content.

The next step then became to find the best possible geographic location for the central plant for all involved and to begin selecting the finest equipment to do the job. Three or four sites were considered but somewhere on a major roadway in Novi was finally determined to be the best location. The property selected was a site on Grand River Ave. (U.S. 16) approximately two miles west of the traffic light in the heart of Novi Village. Allen Heyn, Farmington builder and developer who owns the property, agreed to put up the building required and lease it to Inter-City Press, Inc.

CONSTRUCTION got under way in the late fall and equipment for this central plant began coming in shortly after the first of the year. It has now all been installed, tested and in operation.

The problem of staffing the new offset printing plant also had to be resolved. The decision was in favor of using already well trained printers from the plants of each of the

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Coming

Thursday, April 8th

AN EVENING

AT THE

LOWREY ORGAN

Featuring

FRANK  
RENAUT

"Pop" Organist



• TIME-7:30 PM -- DATE--Thursday, April 8

• PLACE - ROMA HALL 27777 Schoolcraft

ADMISSION - FREE

with our compliments

WELSBY house of music

33317 GRAND RIVER

474-9370