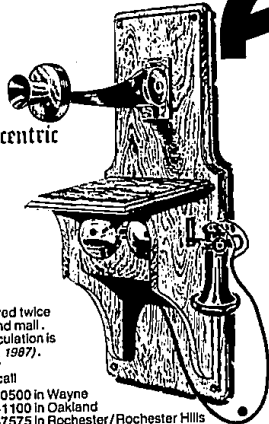


THIS PAGE IS WORTH A RIP (or snip)

The names and numbers listed here will help you understand our newspapers and locate people and departments in



THE Observer & Eccentric
NEWSPAPERS

So feel free to clip, snip or rip this page for future reference.

CIRCULATION

Observer & Eccentric newspapers are delivered twice each week by carrier and mail. Our current audited circulation is 60,959 (September 30, 1987).

To begin receiving your Observer or Eccentric call 591-0500 in Wayne 644-1100 in Oakland 651-7575 in Rochester/Rochester Hills

These also are the numbers to call if you experience a problem with delivery. Office hours are from 8:30 a.m. until 5:15 p.m. To become a carrier, call 591-0500 or 644-1100.

Fred Wright is our Circulation Director; 591-2300 ext. 500

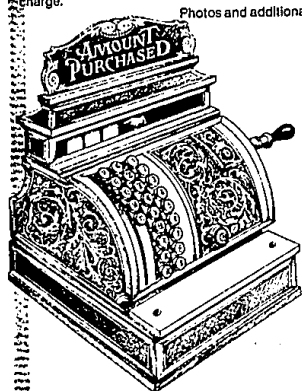
ADVERTISING

There are two basic types of advertisements in The Observer & Eccentric Newspapers:

DISPLAY

These ads are found in the main sections of the paper and are filled at a column-inch rate. We will provide layout, typesetting, and copywriting if you need it, at no additional charge.

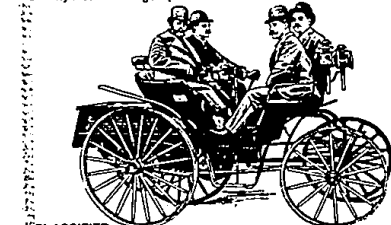
Photos and additional artwork are available for a fee.



Our representatives will be happy to visit your place of business and discuss a marketing strategy with you, along with information pertaining to deadlines, contract rates, research data, and upcoming special supplements. Our display telephones are:

644-1100 in Oakland
591-2300 in Wayne

Monica DiCola heads our Retail Advertising department in Oakland (644-1100 ext. 348) and Mark Lewis is our Wayne County Retail Manager (591-2300 ext. 469)



CLASSIFIED

These ads are found in the Classified sections of the papers and are placed in columns under the appropriate classification for the item that is to be bought or sold. They are billed at a line rate. Our Classified telephone lines are open daily from 8:00 a.m. until 5:30 p.m. Monday through Thursday and from 8:00 a.m. until 5:00 p.m. Friday.

Call: 644-1070 in Oakland
591-0900 in Wayne
852-3222 in Rochester/Rochester Hills

Our computerized classified phone system will route your call to one of our ad takers. We suggest that you jot down what you would like to say before calling and have your Visa or MasterCard ready if you plan to use one of them.

Classified ads are also available in display format for Real Estate and Automotive clients and are billed at an inch rate. To arrange for a classified display ad call:

644-1100 in Oakland
591-2300 in Wayne

Jack Padley manages our Classified department (591-2300 ext. 497).

Dick Brady directs all advertising and promotion for The Observer & Eccentric Newspapers; 591-2300 ext. 400

EDITORIAL

Ever wonder who to call when you have a question or comment about what you've read in your hometown newspaper? Perhaps you've wondered how to let us know about news or photo tips? All news tips should be called to the community editor at the telephone number listed below. If you receive no answer, call The Observer, 591-2305 or The Eccentric, 644-1101.

LETTERS TO THE EDITOR

Editorials are published every Thursday. The lead editorial is written by the community editor. Editorials printed below the lead are written by a member of the editorial department. To reach the community editor, call the number listed. To reach the county editorial staff, call the appropriate number. All letters to the editor must be legibly written and signed. Please restrict letters to 300 words. We reserve the right to condense any letter and may refuse publication.

CLUB AND FASHION SHOW NOTICES

Notices of club activities appear in the Thursday Suburban Life section. All notices must be written legibly and received by 5 p.m. Monday to be included in Thursday's paper. If you have questions, please call the appropriate Suburban Life editor.

STREET SCENE

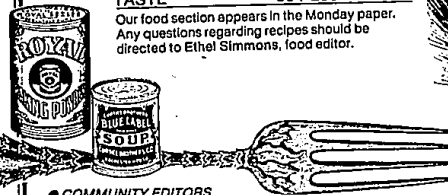
591-2300 Ext 302

This section, which is written for readers in the 18-35 age range, appears in our Monday paper. It focuses on activities and events throughout Detroit as well as in our 12-community circulation area. For further information, call Sue Mason, 591-2300 Ext 302.

TASTE

591-2300 Ext. 305

Our food section appears in the Monday paper. Any questions regarding recipes should be directed to Ethel Simmons, food editor.



COMMUNITY EDITORS

BIRMINGHAM	Judy Berne 644-1100 ext 248
CANTON	Neal Haldane 459-2700
FARMINGTON	Bob Sklar 477-5450
GARDEN CITY	Leonard Poger 591-2300 ext 307
LIVONIA	Emory Daniels 591-2300 ext 311
PLYMOUTH	Neal Haldane 459-2700
REDFORD	Emory Daniels 591-2300 ext 311
ROCHESTER	Tom Baer 651-7575
SOUTHFIELD	Sandy Armbruster 644-1100 ext 263
TROY	Tom Baer 651-7575
WEST BLOOMFIELD	Judy Berne 644-1100 ext 248
WESTLAND	Leonard Poger 591-2300 ext 307

SUBURBAN LIFE SECTION EDITORS

BIRMINGHAM	Becky Haynes 644-1100 ext 264
CANTON	Julie Brown 459-2700
FARMINGTON	Loraine McClish 477-5450
GARDEN CITY	Sue Mason 591-2300 ext 302
LIVONIA	Sue Mason 591-2300 ext 302
PLYMOUTH	Julie Brown 459-2700
REDFORD	Sue Mason 591-2300 ext 302
ROCHESTER	Carol Azizian 651-7575
SOUTHFIELD	Shirlee Isien 644-1100 ext 265
TROY	Carol Azizian 651-7575
WEST BLOOMFIELD	Becky Haynes 644-1100 ext 264
WESTLAND	Sue Mason 591-2300 ext 302

CREATIVE LIVING SECTION EDITORS

OAKLAND COUNTY	Co Abalt 644-1100 ext 245
WAYNE COUNTY	Marie McGee 591-2300 ext 313

EDITORIALS

OAKLAND COUNTY	Rich Perlberg 644-1100 ext 242
WAYNE COUNTY	Sue Rosiek 591-2300 ext 349

LETTERS TO THE EDITOR

BIRMINGHAM	1225 Bowers, Birmingham, MI 48009
CANTON	489 South Main, Plymouth, MI 48170
FARMINGTON	33203 Grand River, Farmington, MI 48024
GARDEN CITY	36251 Schoolcraft, Livonia, MI 48150
LIVONIA	36251 Schoolcraft, Livonia, MI 48150
PLYMOUTH	489 South Main, Plymouth, MI 48170
REDFORD	36251 Schoolcraft, Livonia, MI 48150
ROCHESTER	410 North Main, Rochester, MI 48063
SOUTHFIELD	1225 Bowers, Birmingham, MI 48009
TROY	410 North Main, Rochester, MI 48063
WEST BLOOMFIELD	1225 Bowers, Birmingham, MI 48009
WESTLAND	36251 Schoolcraft, Livonia, MI 48150

SPORTS

Each community has its own sports editor. To report scores, call the appropriate editor.

SPORTS SECTION EDITORS

BIRMINGHAM	Marty Budner 644-1103 ext 257
CANTON	Dan O'Meara 591-2305 ext 339
FARMINGTON	Dan O'Meara 591-2305 ext 339
GARDEN CITY	Brad Emmons 591-2305 ext 323
LIVONIA	Brad Emmons 591-2305 ext 323
PLYMOUTH	Dan O'Meara 591-2305 ext 339
REDFORD	Brad Emmons 591-2305 ext 323
ROCHESTER	Jim Toth 644-1103 ext 244
SOUTHFIELD	Marty Budner 644-1103 ext 257
TROY	Jim Toth 644-1103 ext 244
WEST BLOOMFIELD	Marty Budner 644-1100 ext 257
WESTLAND	Brad Emmons 591-2305 ext 323

BUSINESS NEWS

591-2300 Ext.325

The business section is published Thursdays. In addition to the story coverage and columns, the section contains several calendars: BUSINESS PEOPLE covers promotions, internal awards and retirements for anyone living or working in our circulation area. We will print photographs if space permits. DATEBOOK covers upcoming meetings and courses of interest to business people.

MARKETPLACE briefly covers new businesses, new products and other business-related items. Submit items for these in writing by 5:00 p.m. Monday. For these calendars, call Barry Jensen (ext. 325) For all other items, call Marilyn Fitchett, 591-2300; Ext. 331.



WEDDINGS, ENGAGEMENTS, ANNIVERSARIES

We publish photographs and announcements of weddings, engagements and major anniversaries of local residents or former local residents. These appear as soon as possible, depending upon available space. Forms for announcing these events are available from any of our local offices, or you may model your announcement on an example you've read in the newspaper. The best reproduction can be made from a 5" x 7" black and white photo, but others will do. Please avoid regular or color Polaroid pictures.

PHOTOGRAPHS

Reprints of photographs that appear in the paper are not available. However, if a photograph is used and not needed for our files, it will be made available to the first person calling in. Such photographs will be held in any of our offices for two months, awaiting pickup. To inquire about a photograph, please call the editor who ran the picture, i.e.: Sports, Suburban Life, Entertainment, Creative Living, News.

RELIGION

Religious news is published Thursdays. The religion calendar is published on these pages. Calendar deadline is Monday noon. All material must be in writing. For more information, call your local suburban life editor

OBITUARIES

We publish obituaries of local residents and former local residents. Most obituary information is received from area funeral homes. If a local funeral home is not involved, please call the community editor at the appropriate telephone number. All obituaries appear at the discretion of the community editor. Obituaries are printed without charge.

CREATIVE LIVING

News of the arts appears every Thursday. Deadline for notices of gallery shows (which must be legibly written) is 5:00 p.m. Monday. For more information, call the appropriate Creative Living editor.

ENTERTAINMENT

591-2300 Ext. 305

Entertainment pages appear Thursday and include feature stories, theater and other entertainment reviews, TABLE TALK restaurant news column, and the UPCOMING calendar, which deadlines each Thursday (for items to appear the following Thursday). Submit all information to Ethel Simmons, entertainment editor.

MOVIE REVIEWS

591-2300 Ext. 302

All questions about movie reviews, which appear every Monday in our STREET SCENE section, should be directed to Sue Mason.

Steve Barnaby is Managing Editor of The Observer & Eccentric Newspapers; 591-2300 ext 300

THE
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NEWSPAPERS

Wayne County: 36251 Schoolcraft, Livonia MI 48150
Oakland County: 1225 Bowers, Birmingham, MI 48009

Editorial Offices

33203 Grand River, Farmington, MI 48024
489 S. Main, Plymouth, MI 48170
410 Main, Rochester, MI 48063