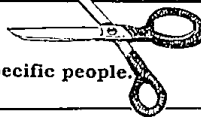


This page is worth a rip, clip, or snip

The following information will help you understand
The Observer & Eccentric Newspapers.
It is designed to help you sort out our various departments and locate specific people.
So feel free to snip, clip or rip this page for future use.



CIRCULATION

The Observer & Eccentric Newspapers are delivered twice each week by carrier and mail. Our current audited circulation is 158,367 (9/29/88). To begin receiving your Observer or Eccentric, call:

591-0500 in Wayne County
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 in Wayne County or
644-1100 in Oakland County.

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 billed at a column-inch rate. We will provide layout, typesetting, and copywriting if you wish, at no additional charge. Photographs and additional artwork are available for a fee.

Our representatives are 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 telephone numbers are:

644-1100 in Oakland County
591-2300 in Wayne County
Monica DiCola heads our Retail Advertising department in Oakland (644-1100 ext. 548) 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 County
591-0900 in Wayne County
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 County
591-2300 in Wayne County

Jack Padley manages our Classified department (591-2300 ext. 467).

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 your community editor at the telephone numbers listed in the center column of this page. 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 5:00 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. 331

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. 331.

TASTE

591-2300 ext. 305

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

COMMUNITY EDITORS:

Birmingham.....Dave Varga—644-1100.....ext. 248
Canton.....Jeff Counts—459-2700
Farmington.....Bob Sklar—477-5450
Garden City.....Leonard Poger—591-2300 ext. 307
Lakes.....Phil Sherman—644-1100.....ext. 264
Livonia.....Emory Daniels—591-2300 ext. 311
Plymouth.....Jeff Counts—459-2700
Redford.....Emory Daniels—591-2300 ext. 311
Rochester.....Tom Baer—651-7575
Southfield.....Sandy Arbuster—644-1100 ext. 263
Troy.....Tom Baer—651-7575
West Bloomfield.....Phil Sherman—644-1100.....ext. 264
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. 331
Livonia.....Sue Mason—591-2300.....ext. 331
Lakes.....Carolyn DeMarco—644-1100 ext. 250
Plymouth.....Julie Brown—459-2700
Redford.....Sue Mason—591-2300.....ext. 331
Rochester.....Susan Steinnmueller—651-7575
Southfield.....Shirlee Iden—644-1100.....ext. 265
Troy.....Susan Steinnmueller—651-7575
West Bloomfield.....Carolyn DeMarco—644-1100 ext. 250
Westland.....Sue Mason—591-2300.....ext. 331

CREATIVE LIVING EDITORS

Oakland County.....Co Abatt—644-1100.....ext. 245
Wayne County.....591-2300

EDITORIALS

Oakland County.....Judy Berne—644-1100.....ext. 242
Wayne County.....Sue Rosick—591-2300.....ext. 349

LETTERS TO THE EDITOR

Birmingham.....805 East Maple, Birmingham, MI 48009
Canton.....744 Wing, Plymouth, MI 48170
Farmington 21898 Farmington Rd., Farmington, MI 48024
Garden City.....36251 Schoolcraft, Livonia, MI 48150
Lakes.....805 East Maple, Birmingham, MI 48009
Livonia.....36251 Schoolcraft, Livonia, MI 48150
Plymouth.....744 Wing, Plymouth, MI 48170
Redford.....36251 Schoolcraft, Livonia, MI 48150
Rochester.....410 S. Main, Rochester, MI 48063
Southfield.....805 East Maple, Birmingham, MI 48009
Troy.....410 S. Main, Rochester, MI 48063
West Bloomfield.....805 East Maple, Birmingham, MI 48009
Westland.....36251 Schoolcraft, Livonia, MI 48150

SPORTS

Each community has its own sports editor; to report scores, call the appropriate editor:

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
Lakes.....Bill Parker—644-1103 ext. 257
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—644-1103 ext. 257
Westland.....Brad Emmons—591-2305 ext. 323

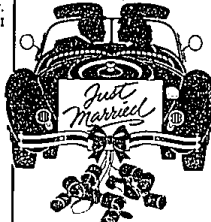
BUSINESS NEWS

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 p.m. Monday. For these calendars call Barry Jensen, ext. 325. For all other items call Marilyn Fitchett, 591-2300 ext. 302

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 are accepted. 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. Notices of gallery shows must be legibly written and submitted by the 5 p.m. Monday deadline. For more information, call the appropriate Creative Living editor.

BUILDING SCENE

591-2300 ext. 302

Construction and building news appears every Monday and Thursday. All information related to this subject should be submitted to Marilyn Fitchett, editor, one week prior to publication.

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. 331

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.

EDITORIAL OFFICES:

36251 Schoolcraft, Livonia, MI 48150
805 East Maple, Birmingham, MI 48009
21898 Farmington Road, Farmington, MI 48024
744 Wing Street, Plymouth, MI 48170
410 Main, Rochester, MI 48063

THE
Observer & Eccentric
NEWSPAPERS

