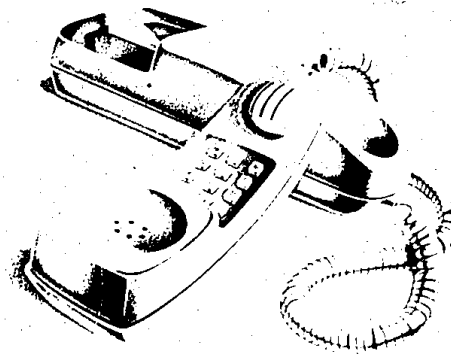


NEWS YOU CAN USE!

CAN WE HELP YOU?

With five offices, dozens of editors and advertising representatives, various circulation managers and nearly 400 telephone extensions, we'll be the first to admit that sometimes it can be a bit difficult to reach the right person at our newspapers. So we've put this page together to make it easier for you to find the person you're looking for.

Our main telephone numbers have not changed, however now you may call us **directly** at the numbers listed below or through our main switchboard operator who will transfer you to the correct extension. Fold this page and slip it into your telephone directory. Then, you will have up-to-date information when you need to reach us.



CIRCULATION

The Observer & Eccentric Newspapers are delivered every Monday and Thursday. To start your subscription or discuss a delivery problem, call:

591-0500 in Wayne County
644-1100 in Oakland
651-7575 in Rochester/Rochester Hills

Office hours are 8:30 a.m. to 5:15 p.m.

To become a carrier, call

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

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 surcharges.

Our display telephone numbers are:

644-1100 in Oakland County • FAX 644-1314

591-2300 in Wayne County • FAX 953-2232

CLASSIFIED:

These ads are found in the Classified sections of the papers and are placed in columns under the appropriate classification. The term 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

652-3222 in Rochester/Rochester Hills

953-2232 • FAX

Our computer and classified ad system will allow you to place an ad to one of our databases. We suggest that you know what you would like to say before calling and that you have a Visa, MasterCard, or money if you can't reach one of our offices. Classified ads are also available in our classified ad section and in our classified ad section and in our classified ad section.

644-1100 in Oakland County • FAX 644-1314

591-2300 in Wayne County • FAX 953-2232

CUSTOMER SERVICE

Customer service representatives are available to answer your questions through the phone 24 hours a day. Call: 953-2231.

EDITORIAL

Have you ever wondered what it's like when you have a question or comment about what we've heard in your hometown news story? Don't just assume we know what you want to let us know what you think.

All news stories should be sent to the editor's office by the telephone number listed below. If you have a question about a story, please call the editor's office. If you have a question about a story, please call the editor's office.

The editor's office: 953-2104 in Wayne County, 644-1101.

LETTERS TO THE EDITOR

Editors are pleased to read your letters. The editor's office will accept letters written by the community. Letters are accepted for publication on a first-come, first-served basis. Letters are accepted for publication on a first-come, first-served basis. Letters are accepted for publication on a first-come, first-served basis.

CLUB AND FASHION SHOW NOTICES

Notices of club activities and fashion shows should be sent to the editor's office by the telephone number listed below. If you have a question about a story, please call the editor's office.

STREET SCENE—953-2131

This section, which features photos and stories about the local scene, appears in the Monday edition of the paper. If you have a question about a story, please call the editor's office.

TASTE—953-2105

The editor's office is pleased to read your letters. The editor's office will accept letters written by the community. Letters are accepted for publication on a first-come, first-served basis.

CREATIVE LIVING

News of the arts appears every Thursday. If you have a question about a story, please call the editor's office.

BUSINESS NEWS—953-2125

The business section is published Thursdays. In addition to the story coverage and columns, the section contains several calendars. Business People covers promotions, internships 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, 953-2125. For all other items call Marilyn Filchett, 953-2102.

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 1/2" x 7 1/2" black and white photo, but there are also color photographs and color photos.

PHOTOGRAPHS

Requests for photographs that appear in the paper are not guaranteed. However, if a photograph is needed and needed for a specific purpose, we will make every effort to provide it. Photographs will be held for two weeks for two months, depending on the need. To insure that a photograph is needed, please call the editor's office at the time of the request. For more information call your local subscription editor.

RELIGION

Religious news is published Thursdays. The religion calendar is published in these papers. Calendar deadline is Monday night. All material must be submitted by the deadline. For more information call your local subscription editor.

OBITUARIES

We publish obituaries of local residents and former local residents. Most obituary information is received from area funeral homes. If you have a home or are involved, please call the community editor at the appropriate local office number. A fee is charged for the publication of the obituary. For more information call your local subscription editor.

BUILDING SCENE—953-2102

Construction news is published Thursdays. The building scene is published in these papers. Calendar deadline is Monday night. All material must be submitted by the deadline. For more information call your local subscription editor.

ENTERTAINMENT—953-2105

Entertainment news is published Thursdays. The entertainment section is published in these papers. Calendar deadline is Monday night. All material must be submitted by the deadline. For more information call your local subscription editor.

MOVIE REVIEWS—953-2131

Movie reviews are published Thursdays. The movie reviews section is published in these papers. Calendar deadline is Monday night. All material must be submitted by the deadline. For more information call your local subscription editor.

COMMUNITY EDITORS

Community editors are available to answer your questions through the phone 24 hours a day. Call: 953-2231.

SUBURBAN LIFE SECTION EDITORS

Suburban life section editors are available to answer your questions through the phone 24 hours a day. Call: 953-2231.

CREATIVE LIVING EDITORS

Oakland County: Co. Abbott 644-1100 ext. 245
Wayne County: Bob Spier 953-2113

EDITORIALS

Oakland County: Judy Berne 644-1100 ext. 242
Wayne County: Sue Rosick 953-2149

LETTERS TO THE EDITOR

Birmingham: 805 East Maple, Birmingham, MI 48009
Canton: 744 Wing, Plymouth, MI 48170
Farmington: 21896 Farmington Rd., Farmington, MI 48336
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
Rochester: 36251 Schoolcraft, Livonia, MI 48150
Southfield: 805 East Maple, Birmingham, MI 48009
Troy: 410 S. Main, Rochester, MI 48307
West Bloomfield/Lakes: 805 E. 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 Butler 644-1103 ext. 257
Canton: Dan O'Meara 953-2139
Farmington: Dan O'Meara 953-2139
Garden City: CJ Riga 953-2139
Livonia: Brad Emmons 953-2139
Plymouth: Dan O'Meara 953-2139
Rochester: Brad Emmons 953-2139
Rochester Hills: Jim Torn 644-1103 ext. 241
Southfield: Marty Butler 644-1103 ext. 257
Troy: Jim Torn 644-1103 ext. 244
West Bloomfield/Lakes: Bill Parker 644-1103 ext. 257
Westland: CJ Riga 953-2106

EDITORIAL OFFICES:

3151 Schoolcraft, Livonia, MI 48150 591-2300 • FAX 953-2231
805 East Maple, Birmingham, MI 48009 644-1100 • FAX 644-1314
21896 Farmington Rd., Farmington, MI 48336 477-5450 • FAX 477-5702
744 Wing, Plymouth, MI 48170 459-2700 • FAX 459-4024
410 Main, Rochester, MI 48307 953-2113

CIRCULATION OFFICES

3151 Schoolcraft, Livonia, MI 48150 591-2300
805 East Maple, Birmingham, MI 48009 644-1100
410 Main, Rochester, MI 48307 953-2113

ADVERTISING OFFICES

Display—
Wayne County:
3151 Schoolcraft, Livonia, MI 48150 591-2300 • FAX 953-2231
Oakland County:
805 East Maple, Birmingham, MI 48009 644-1100 • FAX 644-1314
Classified—
Wayne County:
3151 Schoolcraft, Livonia, MI 48150 591-0900 • FAX 953-2232
Oakland County:
805 East Maple, Birmingham, MI 48009 644-1070 • FAX 644-1314
Rochester/Rochester Hills:
652-3222
Commercial Printing:
3151 Schoolcraft, Livonia, MI 48150 953-2168 • FAX 953-2169

VICE PRESIDENT AND GENERAL MANAGER

Dick Isham 953-2252

MANAGING EDITOR

Steve Barnaby 953-2100

ADVERTISING DIRECTOR

Mark Lewis 953-2150

CIRCULATION DIRECTOR

Fred Wright 953-2234

PRODUCTION DIRECTOR

Jim Simonson 953-2180

CONTROLLER

Craig Phelps 953-2250

COMPUTER SERVICES DIRECTOR

Carol Penrose 953-2290

THE
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NEWSPAPERS