

## from our readers

### Amoco responds to Crackerbarrel

To the editor:

Your June 10 Crackerbarrel Debate column arrived at several incorrect conclusions because you apparently ignored the fact that there are almost always two sides to any issue. While I can't speak for other companies, the impact of Amoco Oil Company's Discount for Cash program on service station dealers and customers, based on our experience in a dozen or so cities around the country, is almost exactly opposite than your column would lead readers to believe.

First, let's clarify what Amoco is offering to its dealers and customers. The program has two major components: a 2.8 cent per gallon reduction on all gasoline dealers buy from the company, and a 4 percent fee assessed on dealers for all credit card transactions.

While each dealer can tailor this program to fit his operation, the results around the country speak for themselves. Gasoline sales have increased 10 to 20 percent, or even higher, a clear indication that customers like what their dealers have to offer. Independent surveys in these markets show that customers — including credit card holders — like Discount for Cash and want it continued.

While you clearly have no love for oil companies, it should be obvious to you that this wouldn't be the reaction if Amoco's program really is anti-dealer

and consumer, as you charge.

While many Amoco dealers everywhere have been skeptical before Discount for Cash was explained to them, they quickly changed their minds because it gives them a chance to compete more effectively for economy-minded customers.

Customers like it because they have a choice they never had before. Credit card customers appreciate the same choice, and overwhelmingly prefer its options to paying an annual fee for their Amoco credit card.

Amoco believes Michigan dealers and customers should at least have the opportunity to experience the same benefits others have around the country. In any case, motorists will continue to have all the options they now have for obtaining petroleum products

and services in whatever manner they prefer.

Amoco appreciates this opportunity to clarify the issues raised in your column.

J.A. Basford  
Amoco District Manager

### Author clarifies book's subject

To the editor:

I want to thank Loraine McClish and the Observer for the nice article about me, my book and the Ambassador award.

One point I must make clear, however. Although "The Long Blue Edge of Summer" is the only guide to the shore-

line I know of that has the mile-by-mile basic information on camping, boat-launching sites, lighthouses, museums, et al, there are other, more general guides such as George Cantor's fine trio of books, and dozens of volumes on specific aspects of the coast.

Again thanks. Writing about Michigan is a labor of love.

Doris Scharfberg  
Farmington

### 'Porky's' column is criticized

To the editor:

Why would you publish such an article as Betty Monson's (guest columnist) on May 10? Monson seems to be totally

unconcerned about her pubescent daughters' lying to her, and sneaking into an "R"-rated movie. Even after Monson discovers this, her daughter returns to the same theater the next day and sneaks in to see "Porky's" twice more. If your family newspaper normally advocates honesty and trust, well, you missed it in this article.

Secondly, if kids didn't know how to sneak into an "R"-rated movie before, they certainly do now. If you feel that kids don't read your "guest columnist" articles, well I would think that the title "Porky's" could attract their attention.

Perhaps you should consider more carefully what you print in your "guest columnist" spot in the future.

Margie Matovina  
Farmington Hills

## ymca highlights

The Farmington area YMCA provides a variety of services for youth and adults in the community. Further information may be obtained by calling 553-4020 between 9 a.m. and 10:30 p.m. daily.

**DAY CAMPING** — Keep your child involved in fun activities this summer. The Y has a variety of day camps for boys and girls ages 3 1/2 to 12. Call the YMCA at 553-4020 for a brochure. Sessions begin weekly at modest fees.

**TEENAGE ADVENTURE** — Sign up for one of the many backpacking trips. Teenagers can go canoeing, hiking, camping and fishing. Call 553-4020 for backpacking brochures.

**LEARN TO SWIM** — Have you child take swim classes at the YMCA. Qualified instructors teach classes in your own neighborhood or at the YMCA Olympic-sized pool.

**DO YOU HAVE A BAD BACK?** — The YMCA teaches a medically approved back relief class. The class begins July 7 and meets on Monday and Wednesday for six weeks from 8-9 p.m.

**FITNESS CLASSES** — Fitness classes meet all summer long. Sign up today to stay in shape.

**TENNIS** — Adult and child classes begin the week of July 6. Classes meet every two weeks, Monday through Thursday. The fee for members is \$16 and \$20 for non-members. Susan Burrows, instructor.

**TEEN FITNESS** — Get physical on a YMCA summer teen fitness class. It begins on Monday, June 28 and meets twice a week (Monday and Wednesday) from 10-11:15 a.m.

**FLIP FOR GYMNASTICS** — Boys and girls can learn tumbling, flips and apparatus work. There are a variety of classes for 4- to 14-year-olds.

**FARMINGTON FAMILY DAY** — Families can enjoy themselves at the YMCA on Sunday afternoon, June 27, from noon to 6 p.m. Cool off in the pool, play a game of basketball or racquetball. Free to members, \$5 to non-members.

**MIDDLE SCHOOL HAPPENING** — Boys and girls in middle school can enjoy a night out on June 27 from 6:30-9:30 p.m. Gym, swim, music and movies will highlight the evening. Members, 50 cents and non-members \$2.

**CEDAR POINT TRIP** — Farmington YMCA members and friends in grades 6, 7 and 8 can sign up for a day of fun at Cedar Point on June 30. The bus leaves the Y at 8 a.m. and returns at 10 p.m. Each person is responsible for their own meals. The cost is \$25.

**GOLF** — Classes begin for adults as well as children the week of July 5. Fee is \$14 for members and \$20 for non-members. Jack Emery, golf pro, teaches the class.

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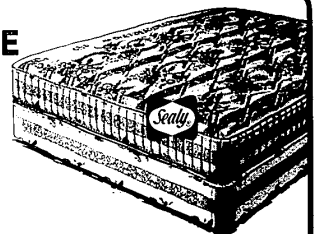
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