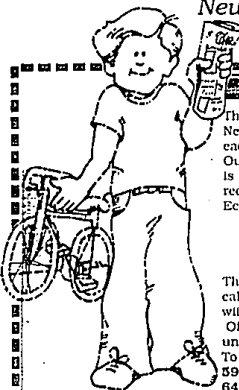


This page is worth a rip, clip, or snip

The following information will help you understand The Observer & Eccentric Newspapers. It is designed to help you sort out our various departments and locale 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. 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 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. 487).

Click 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. 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

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	 Dave Varga—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
Lakes	 Sue Mason—591-2300	ext. 302
Livonia	 Carolyn DeMarc—644-1100	ext. 250
Plymouth	 Julie Brown—459-2700	
Redford	 Sue Mason—591-2300	ext. 302
Rochester	 Susan Steinmueller—651-7575	
Southfield	 Shirlee Iden—644-1100	ext. 265
Troy	 Susan Steinmueller—651-7575	
West Bloomfield	 Becky Haynes—644-1100	ext. 264
Westland	 Sue Mason—591-2300	ext. 302

CREATIVE LIVING EDITORS

Oakland County	 Co Abatt—644-1100	ext. 245
Wayne County	 Marie McGee—591-2300	ext. 313

EDITORIALS

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



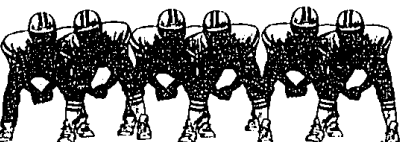
LETTERS TO THE EDITOR

Birmingham	 805 East Maple, Birmingham, MI 48009
Canton	 489 S. 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 S. Main, 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
Livonia	 Brad Emmons—591-2305	ext. 323
Plymouth	 Dan O'Meara—591-2305	ext. 339
Redford	 Brad Emmons—591-2305	ext. 323
Rochester	 Jim Tolh—644-1103	ext. 244
Southfield	 Marty Budner—644-1103	ext. 257
Troy	 Jim Tolh—644-1103	ext. 244
West Bloomfield	 Marty Budner—644-1103	ext. 257
Westland	 Brad Emmons—591-2305	ext. 323

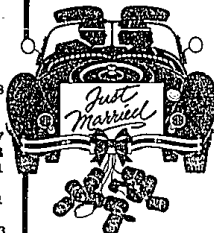


BUSINESS NEWS

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. 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 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.

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.

EDITORIAL OFFICES:

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

THE
Observer & Eccentric
NEWSPAPERS

36251 Schoolcraft, Livonia, MI 48150 (313) 591-2300
805 East Maple Birmingham, MI 48009 (313) 644-1100