

Sportswear Suggestions

FLANNEL SLACKS \$3.95 up GOLF HOSE \$1.00 and \$1.50

A PECK'S.

STAY-POCKET KNICKERS..... SUEDE WIND BREAKERS.... The New Straw Hats Are In

IN RACE FOR CAMPUS BEAUTY QUEEN



Orsyth Back From
Capital Conference
James Rector Attends Containe On Church Work Actor Callege Of Frenchers
Rev. Warrier L. Ferryth, rector

WHO IS SELLING 13,000 People in this Birmingham Area?

HIRTEEN THOUSAND men and women, boys and girls, live in the Birmingham-Bloomfield trading area. Every day they eat 39,000 meals. Every day they wear 13,000 ensembles of clothing, 13,000 pairs of shoes. Every day they buy drugs and toilet articles. Every day they ride in automobiles and buy gasoline, oil, tires.

They must have washing machines or laundries to wash their clothes. They must have stoves on which to cook their meals, pots and pans to cook them in, dishes to eat them from.

These 13,000 people are among the most prosperous in Michigan. They can afford to buy not only the bare necessities of life, but also the luxuries.

> is selling these 13,000 people? Who is supplying their everyday needs? Who is furnishing the luxuries of which

The merchant who has his finger on the pulse of the community through the advertising columns of the Birmingham Eccentric! The merchant who keeps these 13,000 prospective customers of his awake to the fact that he has the goods they want at a fair price. The merchant who proves that he is upto-date, who keeps his name a household word on 13,000 pairs of lips through steady, well-planned advertising!

The Birmingham Eccentric reaches 89% of all the people in the Birmingham-Bloomfield trading area.

It is the only advertising medium in which you can reach the wealthy Birmingham district with blanket goverage cheaply, effectively, constantly!

Phone II for our advertising representative and let him ex plain further how you can sell this market.



The BIRMINGHAM ECCENTRIC PHONES 11, 12,