

ANOTHER FIRST*

For

The Birmingham Eccentric

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AWARDED

FIRST PLACE

for

GENERAL EXCELLENCE

Among All Michigan Suburban Weeklies

"All the news that's fit to print" is an old saying that describes the thoroughness with which a newspaper serves its community, but it doesn't adequately portray the standard of modern journalism as demanded by today's subscriber. To practice the "fit to print" style of publishing would be the easy way out. It could be accomplished with a minimum of effort on the part of the publisher and his staff.

We, at the Eccentric, have aspired to go far beyond the minimum, or adequate, in keeping readers informed,

entertained and in touch with every phase of local knowledge in the news and advertising columns of our paper. We are pleased to have our efforts recognized by the impartial judges of the Michigan Press Association who, last Friday, awarded the Blue Ribbon symbolizing the best weekly in the top division of competition among the papers of the State of Michigan. It was the 16th state or national award bestowed upon The Eccentric in the past five years . . . an average of more than three every year!

***No Other Michigan Weekly Has Received So Many Awards . . .**

1956: 1st Place . . . Award of Excellence for the outstanding Suburban Weekly in Michigan. 1955: 1st Place for General Excellence in the United States. Honorable Mention for Best News Story in newspapers over 1,500 circulation in United States. Honorable Mention for Best Use of News Pictures among all newspapers in United States. Honorable Mention for Excellence in Typography among newspaper in United States. 1954: 1st Place . . . Award of Excellence for outstanding Suburban Weekly in Michigan. 2nd Place . . . Special Issue for newspapers over 2,000 circulation in United States. 2nd Place . . . Best Column (One Subject) in newspapers in United States. Honorable Mention for Excellence in Typog-

raphy among newspapers in United States. Honorable Mention for General Excellence among newspapers in United States. 1953: 2nd Place . . . General Excellence among newspapers in United States. 2nd Place . . . Award for General Excellence among newspapers in Michigan. 1952: 3rd Place . . . Award for General Excellence among newspapers in Michigan. Honorable Mention for General Excellence among United States newspapers. 1951: Honorable Mention for Community Service among newspapers in United States. Honorable Mention for Excellence in Typography among newspapers in United States . . . plus many awards in years prior to 1951.