

Special Floor Samples NOW ON

TERMS ARRANGED at no extra charge

Curiosity Shoppe

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1770 S. Telegraph, Bloomfeld Hills

THE BIRMINGHAM (MICH.) ECCENTRIC 5-D

This is the fourth of a series dealing with the 10 cardinal factors which have chartered the

course of our business operation.

Reliability

Webster's Definition: RELIABILITY: Suitable or fit to be relied on; worthy of dependence; trustworthy. RELY: to rest with confidence, as when satisfied with the veracity, integrity or ability of persons.

You don't test a printer's reliability on every order you place with him. It is our belief, after 82 years' experience, that probably two-thirds of all orders placed with us are trouble-free and problem-free. Any reasonably qualified printer could produce the jobs without challenge to his reliability.

But the "third" job frequently can test a printer's reliability in one or more ways: veracity, integrity or ability.

If this "third" job happened to be YOURS, you may be interested to know how we would relate to any of the problem aspects of it.

Starting with our sales representative, you will find him qualified (he knows the technical aspects of everything that goes into the order you place with him) to anticipate many of the problem-area characteristics of your job before it reaches our manufacturing operation. You can believe him and accept his recommendations, knowing he is not just trying to sell something. It is reassuring, in these days, to know you can rely on our salesman's veracity, integrity and ability.

And next, when the job gets to our plant you can rely on us to produce it as it should be produced. You can trust us to follow your specifications; you can rely on our ability to give you the highest quality and you can believe us when we discuss any problem aspects that develop during its production. And, finally, when we make you a delivery promise, you can be confident that we will make that delivery as promised.

And the invoice you receive can be trusted. We produce over half of our orders without having to submit a quotation; this is evidence attesting our customers' confidence in us-that we are indeed trustworthy!

As your supplier we want you to know that you can always RELY on us to satisfy your every printing requirement - you can believe us, trust us and have confidence in our ability to produce the highest quality of graphic excellence.

> DAY AND NIGHT OPERATION . . . and a Detroit Sales Office to serve you

THE AVERILL PRESS, INC.

(Formerly the Printing Division of The Birmingham Eccentric)

PLANT-JORDAN 4-6644

DETROIT SALES OFFICE—TRINITY 5-2629



Epilepsy Education Honor

The 1,300,000 volunteer workers of the United Foundation this week officially cited the Michigan Epileps; Center, a Torch Drive agency agency of the members and any agency of the conducted graphs of misunderstanding and superaction of the 1959 Torch Drive in charge of community campaigns, presented Burt Shurley, president of Michigan Epilepsy Center and Association, (316 Lone Pine Court, Bloomfield Hills) with a certificate of recognition for a state-wide educational program conducted through radio, television, posters and newspapers during April to help 70,000 people in Michigan and the pilepsy.

Library's Friends

Start New Season With New Officers

The Board of Friends of Epilepsy and the Baden public library has elected diffuse the 1959-00 section of the Baden public library has elected diffuse for the 1959-00 section. The Board of Friends of the Baden public library has elected diffuse for the 1959-00 section of the Baden public library has elected diffuse for the 1959-00 section of the Baden public library or at 627 Pilgrim. Birmingham.

Senior men's club plans proceeding the Baden public library or at 627 Pilgrim. Birmingham server for its meeting, May 8. Andrew Ten Eyek Jr., son of the year, and plans for program conducted the year and The 1,300,000 volunteer workers of the United Foundation his week officially cited the Michigan Epileps; Center, a Torch Drive agen; or its 5th annual educational contents are supported by the support of the standard and superaction automation engines, misunderstanding and superaction surrounding epilepsy. Mrs. Worth Krauger, cochairman of the 1959 Torch Drive in charge of community campaigns, presented Burt Shurley, president of Michigan Epilepsy Center and Association, (316 Lone Pine Court, Bloomfield Hills) with a certificate of recognition for a state-wide educational program conducted through radio, television, posters and newspapers during April to help 70,000 people in Michigan with epilepsy.

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: Detroit, Michigan
April 1, 1959.

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ROBERT H. DUDLEY TOWNSHIP CLERK.

Kingswood Missile Man Talks At Mercy College (Continued from Page 4-D);

road hugging!



Wheels are five inches farther apart. This widens the stance, not the car, gives you road-hugging stability, less lean and sway. Only Pontiac has it!

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