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(Formerly Franklin Village Salon)

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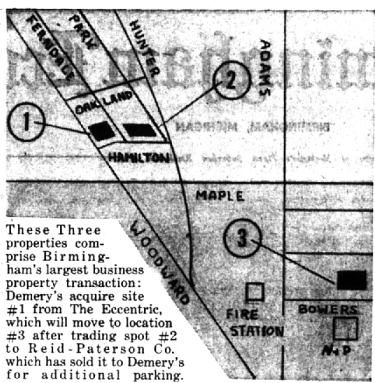
— WORTH \$225 OR MORE

Win \$50 for your favorite Charity, Church, Club—or meal coupon books of \$5, \$10 or \$25—or a luxurious Dinner—in the novel Popular Foods Contest in effect daily. Secure entry blanks and full details in the restaurant, 11 a.m. to 9 p.m. daily. No entry fees nor purchases necessary.

Extra Opportunities on Mondays and Tuesdays — and Afternoons 2-5 p.m. (except Sunday)

Each visitor on Mondays and Tuesdays and from 2 to 5 each afternoon except Sunday, will receive 2 contest tickets. Enter as often as you like. You may win more than once. Anyone over 16 may enter. Not necessary to be present to win. Winners names will be posted each Monday at 1 p.m.

Distinctive Cafeteria Service • Distinguishing Table Service • Carry-Out Pantry



Store

(Continued from Page 1-A)



CHARLES A. PECK

have delivery service, charge accounts, and issue S&H green stamps with purchases.

The Eccentric's new plant will be one-story, with face brick on the front and for feet toward the rear on each side. The remainder will be attractively painted cinder block.

Editorial, display advertising, composing room, and stock room—the quiet aspects of the publishing and printing businesses—will be placed on the east side of the building, George Averill emphasized.

There will be adequate off-street parking for employees and customers.

This'll Be Our Eighth Move in Eighty-Two Years

Announcement that the Birmingham Eccentric had sold its two buildings and has purchased other property in Birmingham marks the eighth move in the 81-year history of the paper.

Almeron Whitehead and George H. Mitchell, founders of The Eccentric in 1878, started with a few pieces of equipment in the back

room of Whitehead's apartment. The first move was to the second floor over a store on the west side of N. Woodward, just north of the present Wilson Drug.

FROM THERE, it moved to the ground floor store on E. Maple, then to a store that is now the F. J. Mulholland Co.

The next move was to the rear of a store on Pierce street and was there, on February 14, 1920, that the present editor and publisher, George R. Averill, took over The Eccentric.

IN 1922, Averill purchased the building at 220 N. Woodward where the paper presently is located and began to expand the printing facilities.

Paul N. Averill, George Averill's brother, joined the paper in 1928 and within a few months took over the advertising department.

Paul Averill has been largely responsible for the growth of the printing division of The Birmingham Eccentric and has soon become a partner with his brother.

GEORGE AVERILL'S son, George William, joined the paper in January, 1946, and became managing editor the following June.

On Dec. 2, 1952, The Eccentric bought the building at 234 N. Woodward in which its editorial, display advertising departments and composing room had been operating for nearly 10 years.

On July 1, 1954, the commercial printing department had become so large that the Averill Press, Inc. was formed to handle the job printing business.

Demery's B'ham Will Feature:

Special features of Demery's Birmingham will be:

- Three entrances.
- An 11-foot overhang to make a covered pedestrian-way.
- See-thru display windows on three main sides.
- Store-side parking for cars.
- First escalators in the Birmingham area.
- Complete air-conditioning.
- Recessed lighting.
- Custom-made counter, fixtures and store interior.
- All mechanical and utility equipment contained in penthouse.
- Only S & H green stamp premium gift center in the Birmingham area.

Butler

(Continued from Page 1-A)

"But we always came back to Birmingham in which to build our most enterprise," he said.

"We have great faith in Michigan, in the metropolitan region. That's where it is so pleasing to find our studies showed Birmingham is the best, the most practical location for our second store."

"Incidentally, you in Birmingham have one of the best municipal parking programs of any city of your size in the country."

Eccentric's New Plant Realizes Long Objective

"Construction of a new building for the combined use of The Birmingham Eccentric and the Averill Press is a long-sought objective," Editor and Publisher George R. Averill said.

"We have for some years now realized that our present location which we have occupied for more than 27 years—was a strategic spot for a retail business.

The city's business center has grown so rapidly—especially since World War II—that we began thinking about moving to a point more on the edge of Birmingham's retail zone.

"OUR New building will be erected on a large 91,400 ft. lot on the north side of Bowers, just east of Adams, across from the new A & P store. Work is expected to begin on its construction within the next two weeks, and occupancy is planned for early spring," continued Averill.

For a long time local business concerns, together with city officials, have felt that a store such as Demery's should be encouraged to locate in Birmingham.

They are in the coming, some years ago, of Jacobson's, resulting in providing added retail facilities to the area, with a corresponding increase in sales for the entire shopping community, and convenience to residents.

"THE DECISION of Demery's to provide the Birmingham-Bloomfield-Franklin area with its type of modern merchandising establishments is going to be a tremendous retail contribution here," said Averill. "We are pleased our downtown site was selected for Demery's new building.

The edifice itself will contribute tremendously to the tone of an improved local shopping district, so much sought for by the recently formed committee of merchants and property owners."

Modern Newspaper Plant Will Bring More Efficiency

"The occupancy of our new \$250,000 plant on Birmingham's east side will enable us to publish a community newspaper and produce our large volume of job printing much more efficiently," commented Paul Neal Averill, president of the Averill Press, Inc., and business manager of the Birmingham Eccentric.

"In the 37 years we've been at our present address, we've made five major expansions," Averill said. "However, these were additions—and resulted in a less-than-desired work arrangement.

"IN OUR New building, we will obtain a modern, efficiently laid-out plant, specifically de-

signed for the two operations of publishing and commercial printing. The latter, incidentally, accounts for about 60 per cent of the total sales volume of both companies.

"We will have adequate site location for future expansions. The new building is designed with space for internal growth, as well as later additions."

He is pleased this community's business growth will be stimulated by a fine, important retail establishment like Demery's.

"IT'S INCLUSION in our Birmingham-Bloomfield area will have lasting effect on not just the commercial, but also on our community's educational and cultural lives," Averill said.

"We would have to go far and wide to find as fine, as thoughtful, as respected a new local enterprise as Demery's."

Christmas Decorations have been coming in by Train, Plane, Boat and Truck and if we do say so they're gorgeous.

We are loaded and breathless and hope you will be also.

Get into the mood for Christmas Cards. Only 3 1/2 weeks left to order.

Open Wednesday Evenings 7:00 till 9:00

TRojan 9-0400

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ROOM DARKENING SHADES FOR EARLY MORNING SUN USE (6 Colors Including White)

Regular Shades in a Variety of Colors

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STORE WIDE SAVINGS ALL NAME BRANDS

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HAND-SEWN LAMP SHADES

all sizes including deep drums

\$2.99 Regularly to \$10.00 (according to size)

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LAMP CORNER

Open daily 9:30-5:30; Fridays till 8:30

2610 N. Woodward First Light S. of Howard Johnson's LI 9-0242

Demery's to Sell This Merchandise:

Here's what you will be able to buy at Demery's Birmingham when it opens in the spring of 1956:

FOR MEN: Furnishings, clothing, sportswear, shoes.

FOR WOMEN: Hosiery, corsets and bras, costume jewelry, handbags, lingerie, cosmetics, gloves, neckwear and accessories, sportswear, blouses, millinery, shoes, coats and suits, better dresses, housedresses and uniforms, budget dresses, junior coats and dresses.

FOR CHILDREN: Children and teens wear, shoes, infants' wear and furniture.

MISCELLANEOUS: S & H gift center redemption, luggage, candy, better jewelry and watch repair, notions, housewares, linens and domestics, curtains and draperies, gift shop, stationery, gift cards, cameras.

THE Fashion for Fall!

PRINCE MATCHABELLI'S Golden Autumn COLOGNE \$2 plus tax

Golden Autumn... fragrance as crisp and refreshing as Autumn itself... you'll love the exciting scent and the packaging so reminiscent of Fall—flame colored leaves silhouetted against white.

Also in Cologne Spray Mist, Rubbing Oil, Dusting Powder, Perfume Creme Sachet.

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2511 W. Maple (Cor. Cranbrook)
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Midwest 6-9100 Jordan 6-1527

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They love the way Patsy goes to work when it's cold and bitter! They say Patsy Cool is the perfect partner for heating comfort! Patsy gives more heat with less work... for Patsy is over 97% pure coal! Fill your bin now!

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