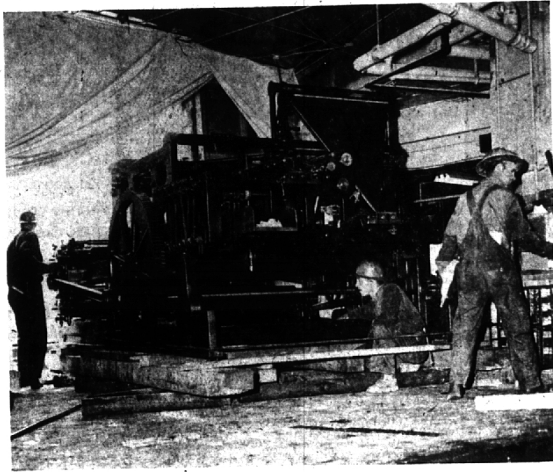


We Took a Giant Step...



...and what a step it was. The Birmingham Eccentric and Averill Press only moved about five blocks, but it multiplied into many miles, with about 100 employees and two moving firms making the migration, one rainy Saturday.

Office Manager Mrs. Catharine Haviland (top left) packs some of the equipment to be moved. There are things you just can't pack—a 10-ton press, for instance (top right).

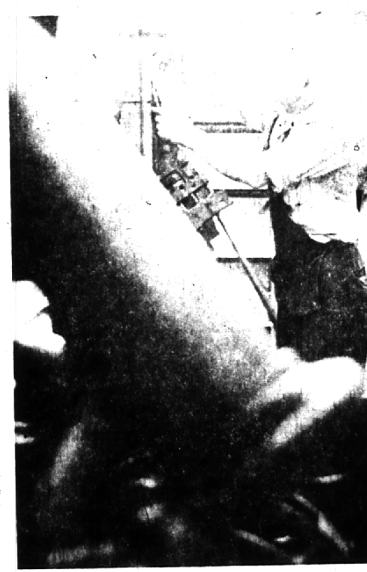


THERE MUST be an axiom that what gets packed must get unpacked. Mrs. Stella McIntosh (upper left), of the display advertising department found that out while Harriette Pearson, production manager, and Juanita Hawkins (upper right) wade through the temporary chaos.

Some refinements had to be completed before the building could be considered completely usable. Averill Press Salesman Jim Hauk does some clock-watching while salesmanager Russ Ingham does some clock-installing (left).

A HIGHLY COMPLEX linotype machine needs some delicate adjustments after installation in the new building. Ken Krichbaum gets things rolling so the type can start flowing (right).

But, before the news and the type can start flowing, it has to be written, edited and headlined. Order is just beginning in the photo below, as Averill Press President Paul N. Averill (left) Managing Editor Bill Averill, and Township Editor Julie Candler discuss the layout of the editorial department.



Habit more often than not is stronger than reason. You may have acquired a negative habit, one that you wish to discard; it may not be done in a day, a week, or any definite time. No doubt it was not acquired in a brief time, either. But any negative habit can be supplanted by a positive one... providing one reminds himself to perform the desired improvement until it, too, becomes a habit.

The Birmingham Eccentric
BIRMINGHAM, MICHIGAN
Thursday, June 2, 1960
SECTION B

ARE YOU IN THE DOGHOUSE?
 CAUSE THE DRAPERIES NEED SPRUCING UP OR THAT SOFA NEEDS A NEW SLIPCOVER?
 SEND YOUR SPOUSE TO

CALICO CORNERS

WE'RE THRILLED WITH ALL THE FRESH NEW FABRICS SHE'LL BE TOO!

CHINTZ 50¢-98¢ per yd.
 HAND PRINTS 98¢-3.50 per yd.
 COTTON JACQUARDS 1.15 yd.
 SYLIMERIZED COTTON 1.95 yd.

1933 S. Telegraph Bloomfield Hills, Mich. FE 2-9163 TREE PARKING

DAILY 9:30 to 5:30 p.m.
 MON. & FRI. 'til 9:00 p.m.
 CLOSED SUNDAYS

ALL SECONDS

Oops, Sorry that so many of our customers were disappointed during our recent process of re-location. We kept wrapping up bargains within 6 inches of the air-hammers.

Watch for the opening soon of our new shop on **PIERCE NEAR MAPLE**. In the meantime, we'll be seeing you at our other shops—Downtown at 1426 Woodward... Grandland in Rosedale Park... Highland Park... Grosse Pointe.

Healy's