Every possible assistance is provided in preparing copy and layout for your advertisement, by efficient well trained staff personnel.

Aoverage of the outstanding "blue-chip" Birmingham-Bloomfield market is very high. The Birmingham Eccentric is read each week by an average of 69% of the families in the area.

Airculation is audited twice yearly by the highly respected Audit Bureau of Circulation. 12,220* families are reached by this newspaper, on an average, each week.

Editorial content is oriented to family and community. Because The Bir mingham Eccentric is a family newspaper, it has wide appeal to all age groups, is read and re-read by the whole family.

ews is eagerly sought out by our experienced editorial staff. Because of the excellent news coverage, the pages of The Birmingham Eccentric are thoroughly read, thus providing a new medium for your sales messages.

he Birmingham Eccentric has been awarded 20 different editorial awards since 1949, including twice, the National Editorial Association First Prize for General Excellence among all American Suburban Weeklies.

Rates are seventh lowest per thousand readers, among the 30 top week lies in the Detroit area. This low rate enables you to utilize more space, and still stay within your budget.

ncome is high for those families served by The Birmingham Eccentric. According to The Standard Rate and Data Service, the average consumer spendable income for this area for 1959 was \$10,611.

Jonstant effort is made by the advertising staff to provide quick and efficient service to advertisers. Help in merchandising is provided by staff members.

> These nine points are just a few of the many factors which make The Birmingham Eccentric your best local advertising medium.

The "Total" Advertising Medium

Birmingham Eccentric

Birmingham - Bloomfield Hills Will Summarize Society Notes

from Carol Waltz

News for this column may be phoned to Mrs. Waltz at MI 6-1914

Graduation day! Sunlight filters through the maples, their thick leaves stir-ring with the soft June breeze. There is exclument in the scat-

Susan Bellinson. For a long remained believes in learning by we hear, she's been showing down and she was a such respective to the suspension of the light suspension of the suspension of the suspension of the suspension and suspension of the susp

Club's Pool Party S

Village Woman's club board embers ('58 through '69) were itertained last Tuesday at a simming party complete with pic-c lunch.

Guest Violinist Fest At Organ Meeting

Mrs. Clifford Baugh of Haw-

Toastmasters Club Final Dinner Meet

> Carl Sandburg Speaks to Many

"This is a unique occasion here omething to tell the folks at home out," Carl Sandburg said last inday night in Cranbrook sta

Talks on Repair Talks on Kepair Of Downtown Walks

ummary of talks with down-merchants about repair and ation of high curbs will be ted within two weeks to the ommission, City Manager L. re promised this week.

Used
PIANOS • ORGANS
June Clearance

\$395



\$495

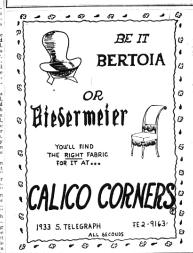
Smiley Bros.

Notice to Cut Noxious Weeds in the Village of Beverly Hills

PURSUANT TO PROVISIONS OF ORDINANCE NO. 10 OF THE VILLAGE OF BEVERLY HILLS, NOTICE IS HEREBY GIVEN, that it shall be the duty of propowners of subdivided lands in the Village of Beverly Hills to cut and destroy noxious weeds growing thereon by July 1960.

If after July 1, 1960 any weeds so ordered cut have not been removed by the owner or occupant of the premises, then the Village will enter upon premises and destroy said noxious weeds at the expense of persons who have failed to comply with said Ordinance.

Fannie Adams, Village Clerk



WEED KILLING LAWN FERTILIZING FUNGUS CONTROL INSECT EXTERMINATION CRABGRASS and CHICKWEED KILLING

LAWN SPRAY SPECIALISTS, with



FERTILEZE - BLOOMFIELD LAWN CULTURE

RENT A NEW PORTABLE TV

TELEVISION

BEVERLY HILLS

Avis RENT

JULY 4th WEEK-END SPECIAL FRIDAY 5 P.M. to TUESDAY 9 A.M. Why spend the week end twiddling your thumbs? Take the wheel of an Avis car, take to the road and get your full share of holiday fun. Low, low rates include gas, oil and insurance. Avis rents all makes of cars but features brand new Fords.

MI 6-5434

Adams at W. Maple, Birmingham

2701 Cass Avenue, Detroit