

Nine Good Reasons Why The Birmingham Eccentric Is The Outstanding Advertising Medium For Your Business!

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

Coverage 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.

Circulation 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 Birmingham Eccentric is a family newspaper, it has wide appeal to all age groups, is read and re-read by the whole family.

News 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.

The 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 weeklies in the Detroit area. This low rate enables you to utilize more space, and still stay within your budget.

Income 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.

Constant 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.

* Publisher's statement to A.B.C. for 6 months average paid circulation to September 30, 1959

The "Total" Advertising Medium

The Birmingham Eccentric

Birmingham - Bloomfield Hills 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 stirring with the soft June breeze. There is excitement in the scattered talk of the mothers and fathers milling toward the chapel. And sudden little silences too. For today is a milestone in the lives of their sons and daughters. Everyone is seated now. The music begins. And here come the graduates—heads high, eyes wide beneath their mortarboards.

There's the young Fenn boy, Stephen his name? Heard he's talked about being an engineer. Maybe he will. And Susan Bellinson. For a long time, we hear, she's been showing a deft hand in art. Promise there, the teacher says.

And there's Leslie Ann Schaefer and Susan Beck and Richard Buchholz. And Pinky Harrison and Robert Waltz. Seems such a short time ago they were scrambling down a sliding board and banging around in good-guy and bad-guy battle. Look at them now. Solemn and serene. The ceremony has begun. But no classic bacalaureate for these bright young grads! In more modern mood they portray a choral and pantomimic journey with such realism that we can hear the hum of a motor car, the clang of a fire engine, the moan of the wind.

And such perfect harmony! Except for the free soul who tires of the whole thing and nonchalantly turns his back. In more modern mood they portray a choral and pantomimic journey with such realism that we can hear the hum of a motor car, the clang of a fire engine, the moan of the wind.

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Will Summarize Talks on Repair Of Downtown Walks

A summary of talks with downtown merchants about repair and elimination of high curbs will be presented within two weeks to the city commission, City Manager L. R. Gare promised this week. He said there are several ways to improve the walks, especially

along N. Woodward and E. Maple where the high curbs necessitate a step to climb them. Cost probably will determine the repair method used, Gare observed. He said merchants are not in agreement over the program's financing, either.

Don't feel left out! The Birmingham Eccentric deadline for classified ads is Tuesday 5:00 p.m. Phone Midwest 4-1100.

ANNUAL WEEK Sale!

Use **PIANOS • ORGANS** June Clearance

Trade-ins and rental used Pianos and Organs... Fine selection of conditioned and guaranteed instruments at sharply reduced prices... To close our business year.

Used Spinnet Organs from \$495

- Baldwin
- Minshall
- Goss
- Lowrey
- Kimball

Used Console from \$395

- Kimball
- Jessie French
- Henry F. Miller
- Steinway
- Hamilton

We finance Your Contract at 6%

All sales of used instruments include: • Delivery • Complimentary Lessons

115 So. Woodward • Daily - Sat. 9:30-5:30
MI 2-1117 • **Smiley Bros.** • Tel. 2-309-90

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 property owners 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

BE IT BERTOIA

OR **Biesermeier**

YOU'LL FIND THE RIGHT FABRIC FOR IT AT...

CALICO CORNERS

1933 S. TELEGRAPH FE 2-9163
ALL GEORCS

WEED KILLING


LAWN FERTILIZING

FUNGUS CONTROL

INSECT EXTERMINATION

CRABGRASS and CHICKWEED KILLING

LAWN SPRAY SPECIALISTS, with world's most modern versatile equipment.



WE SPECIALIZE in pest eradication, Lawn fertilizing and developing beautiful turf. If your lawn is not up to par, infested with weeds, chickweed, insects, crabgrass or fungus, or needs complete fertilizing, call us for FREE analysis and FREE estimate. You are under no obligation whatever.

FERTILIZE - BLOOMFIELD LAWN CULTURE
Lincoln 8-0171

AVIS RENT-A-CAR

\$19⁹⁵

plus 10¢ per mile

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.

Adams at W. Maple, Birmingham MI 6-5434
2701 Cass Avenue, Detroit WO 2-9600