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National Civil Defense Day Slated for Dec. 7

Wednesday, Dec. 7, has been designated as national Civil Defense Day by Civil and Defense Mobilization Director Leo A. Hoegh.

Keynoting its theme, "Peace Through Preparedness," Hoegh urged home-owners to build fallout shelters.

"Fallout shelter protection for every American—in his home, on his farm, in his office, in his plant—is the best single defense measure for the greatest number of our people," he declared.

Hoegh said thousands of American home-owners are building fallout shelters, but others hesitate to do so for one reason or another. "It is to those citizens that this Civil Defense Day message is aimed," Hoegh said.

"CIVIL DEFENSE Day is tied in with the observance of Pearl Harbor Day—and with a good reason. The reminder of what happened to Pearl Harbor in 1941 should spur all Americans to be prepared with home shelters. The price of peace, it has been said, is eternal vigilance."

The construction of fallout shelters to ensure the survival of millions of Americans if nuclear attack comes, is reduced to practicable steps in OCDM's 32-page illustrated booklet "Family Fallout Shelter." The booklet describes plans for simple, inexpensive shelters and details the emergency food, water and other essential supplies for two weeks which should be stored in every home.

A battery radio is an essential item for survival because civilians would need it to listen for Civil Defense emergency instructions via CONELRAD at 640 or 1240 on the dial, he said.

The booklet can be obtained free from state or local civil defense offices, or by writing to Box Home Shelter, OCDM, Battle Creek, Mich.

First Methodist Players to Perform 'Christopher Bean'

The Chancel Players of First Methodist church will present "The Late Christopher Bean" at 8 p.m. Friday and Saturday at the church fellowship hall.

Robert H. Smith is director with set designs by the Rev. Robert Falk and Mrs. Donald Kinker.

Those in the cast are Mr. and Mrs. Walter Denison, Mr. and Mrs. Chester Stokes, Forest Fox, Harry Stewart, Virgil Gipson, Irene Chapman and Mrs. Gordon Boling.

My Neighbors



"It's a tough campaign problem—I can't think of anything to premise the voters."

FILLERS

Low Hopes
The St. Louis Zoo is striving to outdo its prairie dogs, in hopes of keeping them inside their enclosure. They have dug a trench six feet deep, and lined it with heavy fencing. This is their third attempt. The other two times, the animals dug under the barrier.

What's Wrong?
Alfred Schweitz, 65, was cited in Lodi, Calif., court for driving without a license. Officers say he may have trouble getting one. He draws a state pension for blindness.

Song of Love
Franklin County (Ga.) ordinary Grady Crowe cocked his shotgun and called police when he heard a window pane break in his home. The "intruders" were an eloping couple who wanted Crowe to perform a marriage ceremony.

Mirror, Mirror . . .
Entertainer Thomas Rock Mack, 20, was fined \$26 and damages for accidentally shooting out a mirror in his Memphis, Tenn., hotel room while practicing his "fast draw."

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GIFTS

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Square Lake at Livernois
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Undoubtedly Little Cloud will ask for a submarine or nuclear weapon—but the fact remains that even a sophisticated kid has to have a stocking full of little goodies—THAT'S CHRISTMAS! We have a whole new big room full—full—full of toys!

Coffee's On
HAVE YOU SAMPLED OUR 97 W. WARREN SHOP IN DETROIT?

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

- E**very possible assistance is provided in preparing copy and layout for your advertisement, by efficient well trained staff personnel.
- C**overage 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.
- C**irculation is audited twice yearly by the highly respected Audit Bureau of Circulation 12,448* families are reached by this newspaper, on an average, each week.
- E**ditorial 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.
- N**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.
- T**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.
- R**ates 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.
- I**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.
- C**onstant 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.

*As filed with the Audit Bureau of Circulations, subject to audit

The "Total" Advertising Medium

The Birmingham Eccentric