

**A MESSAGE TO CLASSIFIED USERS**

Before you call an advisor to place your

**BIRMINGHAM ECCENTRIC AD**

consider this

You are about to invest money for an ad and you are entitled to get results. To accomplish this it is necessary for you to TELL ALL about the details of your offer. Be sure you don't make any of the following errors that prevent results:

**1. Don't Omit The Address**

Many out-of-town readers will write you but will not spend money for a long distance call.

**2. Don't Omit The Phone Number**

Many readers will call you but do not find it convenient to come to your home.

**3. Don't Conceal The Price Desired**

Surveys show that a high percentage of readers will not answer an ad unless the price is given.

**4. Don't Leave Home On The Days You Advertise**

Many good prospects will not call the second time if your phone is unanswered.

**5. Don't Omit Important Words To Save Money**

Readers can't guess on important details. Remember, a well written informative ad will get results faster and cost much less in the long run.

**6. Don't Overlook Our 3-Time Play Safe Plan**

You'll get the biggest parade of readers at the lowest price.

Your Needs Satisfied Thru THE ECCENTRIC Classified

Call MI 4-1100 TODAY!

Take advantage of the proven result record of Eccentric Want-Ads.

P.S. Ask about our low 3-time insertion rate with cancellation privileges.

The Birmingham Eccentric Classified Ads

MIDWEST 4 1100

**Frank's Opens New Store in B'field Plaza**

Frank's Nursery Sales is opening its new store at 6575 Telegraph, just south of Maple Road this week.

The new store has 30,000 square feet of enclosed, covered patio and outdoor selling area, all lighted day and night for the customers' convenience.

The manager of the store is Bill Velch, who with his wife and two children lives in Warren. Velch has been with Frank's for 11 years and formerly was the manager of the downtown Birmingham store.

REPLACING VELCH in Birmingham is Harold Jameson, of Roseville, formerly manager of Frank's store in the Clawson Shopping Center.

According to Frank's officials plenty of free parking is available and charge account applications are being accepted at the new store.

Both managers have invited the people of the area to stop with any questions regarding landscaping or gardening.

**Suit**

(Continued From 1-A)

will hold for the school district at the final hearing and, at worst, not block construction of the school," King added.

Trustee Max Miller said he felt the board should proceed with planning of the school.

"IF WE don't, 1,500 more children will be crowded into our one high school," he said.

Charles MacMahon of Tarapata-MacMahon, architects, said his firm would not need to go beyond topographic drawings before the suit is settled.

The property owners, who live near the school site, contend that Labser Road is not adequate to carry the additional traffic that would be generated by a high school. They also seek a determination of who has jurisdiction in maintaining the road.

IN OTHER business, the board:

- Approved a crossing guard at Odyke and Kensington for students who go to East Hills Junior High School. A representative from Colby Park and Holiday Hills subdivision requested a resumption of bus service to the two areas because of a double traffic hazard on Odyke.

Mentioned were increased traffic on Odyke from the I-75 freeway and a railroad track that crosses the street near East Hills. Also that there are no speed or "school" signs near East Hills.

The board will soon receive a report on similar school traffic problems in the school district.

- Appropriated \$500 to add to \$1,500 raised by the Dads Club to equip training rooms at three schools with heat lamps, portable whirlpools, tables and first aid equipment.

- Authorized letters of intent to be written to low bidders on a package of additions at Hickory Grove, Conant and Bloomfield Hills Junior High School.
- Low bidders were DeMare Bros., \$223,312 for general construction; Kodick and Scott, \$83,700, mechanical; and McGee Electric, electrical, \$31,000.

The Birmingham Eccentric classified ads get quick results because they're set in easy-to-read type and reach over 70% of the Birmingham-Bloomfield area. Place a Want Ad yourself in the Eccentric's busy Classified Supermarket. Dial MIDWEST 4-1100 for fast results.



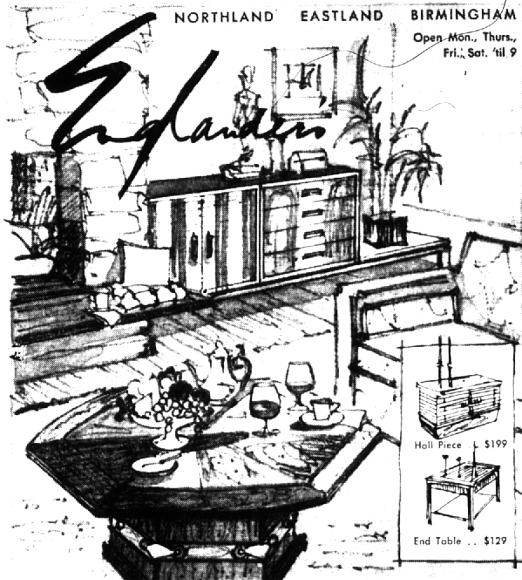
**Silver Beaver Recipients**

Scouting's highest award, the Silver Beaver, has been awarded to Kenneth W. Thompson (left) of 735 Ardmore Dr., and Louis R. Turf, 1567 E. Maple Rd., both of Birmingham. The honorees are pictured with their wives (left to right) Mrs. Thompson and Mrs. Turf. Thompson has served in scout leadership capacities for over a decade, among them council representative, district vice chairman and institutional representative. Serving for nearly 10 years, Turf has been pack chairman, troop chairman, neighborhood commissioner and key member of the district commissioner staff. He also is a recipient of The Scouter's Key. Thompson is engineering and operations assistant vice president of Michigan Bell and Turf a service engineer with Ford Tractor Division, Ford Motor.

Shown For The First Time!

NORTHLAND EASTLAND BIRMINGHAM

Open Mon., Thurs., Fri., Sat. 'til 9



PRESENT INDICATIVE . . . to reflect the present mood for a "warm" look in modern. Simple forms, elegant hardware, beautifully figured walnut veneers and striking accent color finishes are combined to create versatile and lasting designs for today's taste in decorating.

Modular Units are available with a wide variety of cabinets and bases from 33" to 99". Shown: Two Door Cabinet and Four Drawer Cabinet on Triple Lotus base with Marble platform \$532.00. Glazed Green with Sable Walnut . . . beautifully inlaid.

Cocktail table in figured walnut veneers with solid walnut mouldings \$299.00

**HERITAGE**  
A LIVING TRADITION IN FURNITURE

Santa's bag is overflowing with wondrous toys and gifts from far away places. See them today while our selection is at its best!

Bloomfield's Fabulous Toy Shop  
The Thunderbird Shop  
In Bloomfield Shopping Plaza

Telegraph at W. Maple

Open Friday evenings 'til 9 p.m.

**CHAIRS IN PAIRS**

Open Mon., Thurs., Fri., Sat. 'til 9



SPECIALY PRICED  
\$47<sup>50</sup>  
\$89.99 PAIR

Oil walnut finish wood . . . pure foam cushioning . . . Green or Burnt Orange.

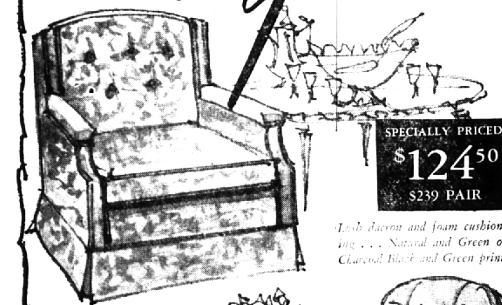
**FOR CHRISTMAS**



SPECIALY PRICED  
\$49<sup>00</sup>  
\$94.99 PAIR

Solid oil walnut . . . pure foam cushioning . . . glides on casters . . . Green or Burnt Orange.

**FROM Inglander's**



SPECIALY PRICED  
\$124<sup>50</sup>  
\$239 PAIR

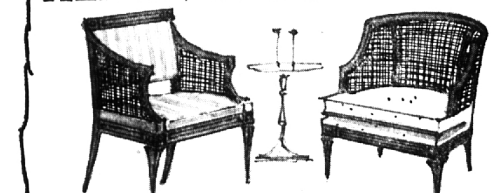
Loose dacron and foam cushioning . . . Natural and Green or Charcoal Black and Green print.

SPECIALY PRICED  
\$134<sup>50</sup>  
\$259 PAIR

Loose dacron and foam cushioning . . . elegant curved back . . . Natural or Pumpkin fabric.

JUST 10% DOWN DELIVERS . . . months to pay balance

**ALL IN STOCK NOW!**



Fruitwood finished cabinet woods . . . comfortably cushioned . . . Gold or Natural stripe. \$72.50 . . . \$139.99 PAIR

Fruitwood finished cabinet woods . . . comfortably cushioned . . . Gold or Cerulean. \$75.00 . . . \$144.99 PAIR



Pure foam cushioning, Scotch-gard print fabric. \$69.95 . . . \$119.99 PAIR

Foam cushioning . . . swirl base . . . Green, Rust, Gold. \$69.95 . . . \$129.99 PAIR

Pure foam cushioning, Scotch-gard print fabric. \$64.95 . . . \$119.99 PAIR

NORTHLAND EASTLAND BIRMINGHAM