BLOOMFIELD HILLS DAY CAMP FEATURES SWIMMING AT HARBOR BEACH

Ann Norris, Red Cross instructor, demonstrates buddy system.

Hills Recreation Gotters Frontier Fireworks with 4th of July Aces

Fresh Up Your Garden -NOW-

Annuals — Perennials Phlox, Mums, Tuberous Begonias Blooming in Bands and Pots

ave developed entirely new methods of growing ing Garden Plants for safe planting in extreme mid-er Heat. No Wilt, No Setback, No Loss. Quick heavy, growth — exceptional long life. A huge quality on at less actual cost then you usually spend for

One plant or a truckload—anytime till Nov. You still have over 3 months of blooming garden ahead with our plants Drive out and see for yourself.



Flowerland Gardens

43678 N. Gratiot Mt. Clemens, Mich. 1½ Miles N. of County Building—Open Every Day, 9 A.M. to 8 P.M. Phone HOward 3-0164

CUT THIS OUT FOR FUTURE REFERENCE

LUGGAGE

FOR CAMPING Just Received Shipment



THE SURPLUS SHACK

2923 N. WOODWARD (Batween 121/2) and 13-Mile) OPEN MON., WED., THURS., FRI., SAT. 'TIL 9

WE GIVE ZAN GREEN STAMPS

Closed Sundays During July!

Pudge

THE BIRMINGHAM (MICH.) ECCENTRIC

(Continued from 1-E)

(tontinued from 1-E) scoring. The shota I make can only be returned in a certain way so I know where to position myself.

"Most top players use a soft, wmckle-ball type serve because it's unpredictable. The hard overhead serve is easier to return. I mix them up in exhibitions."

ADLER, A member of the national championship AU to Olympie volleyball committee, along with his brother. He is scheduled to appear at Metropolitan Beach July 25-26 in a tourney and has exhibitions planned in Chicago. "Pudge" is also atoped the planned of Chicago Law 1997 of the Casa Lake Sti Club and a participant in water shows. And what would a one-man volleyball team do in a water show? What clase but ried the flying kite, up in the air—alone.

King and Court To Face YMCA All-Star Squad

The King and His Court will make their annual appearance at Royal Oak Memorial Park, 13 Mile and Woodward, toright.

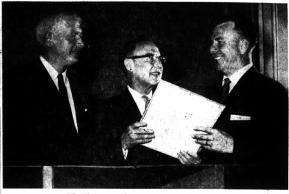
Assumes New Post

John F. Blamy, 1565 N. lengarry, Bloomfield Vil-Glengarry, Bloomfield Vil-lage, has been appointed general manufacturing mangeneral manufacturing man-ager of Pontiac Motor Divi-sion. In his new post, Blamy will be in charge of all man-ufacturing operations in-cluding final assembly, the plating, axle and engine plants as well as the foun-dry.

Oakland YMCA All-Stars at 8:15 p.m.
Tickets are on sale from 8 a.m.
to 5 p.m. at the recreation depart-

to 5 p.m. at the recreation department in the City Hall, or from 5 to 9 p.m., at Memorial Park

In Pueblo Nuevo, Dominican Re



Edison Award Winners

Herbert J. Miller (right) of 6809 Norton, are presented to employes who, in the name Troy and William Spence, 30523 Greenfield, Southfield, were honored during a recent take before educational, civic, community ceremony in which they received Detroit or professional groups. Both Miller and Edison speaker's awards from Howard R. Speckenson, assistant vice-president and manager of sales for Edison. The award citations, signed by Edison President Donald F. Kigar,

In Pueblo News, Dominican Read Woodward, Longhitz (with a most recent public, tonghitz). The "Ring" is Editle Feigner, "Joseph Head Woodward whose stricks with a softball defy description. The famous four-water and construction materials' produced team will take on a regulation inherman squad of South Americans and construction materials' produced by CARE, as gifts from the famous four-man squad of South Americans and construction materials' produced by CARE, as gifts from the famous four-man squad of South Americans and the famous four-man squad of South Americans and



One in a series of messages to advertisers)

How to

measure

ad

Kaces

MAJORS FEDERAL

B'ham Papillons Score at Wausau

Stouravon Martyne's Autumnal Glorie, a papillon owned and handled by Miss Ariene A. Ander 2005 Yorkahiva Road, Birmingham, carred his Ulitily Degree at the Waussu, Wis, dog show June 27. The Papillon Club of America held its Specialty at the show and Dandi, another papillon, pleased third. Dandi is the first Papillon to achieve this degree in the midwest and the 10th in the U.S.

He also placed third in Open B Obedience at the same show and came home with six trophies for his accomplishments, Utility and Open combined.

Assume, for a moment, that it were possible to clip this display message from each copy of this newspaper printed for today's issue, and that these clippings were neatly stacked before you.

First, remove all clippings which appeared in copies spoiled in distribution, or which were otherwise, undelivered, left over, returned, or used in our office for file or checking copies. Since no one read these, they can go into the wastepaper.

Second, remove those messages which appeared in copies delivered to subscribers behind in their payments, service copies to advertisers and agencies, employes, any complimentary or promotion lists, and all others which do not qualify as paid circulation. Just for the record, you might want to count the number of these, but then they go into the wastepaper, too.

Now our stack is down to only the paying customers. Count the number of clippings in the stack. newspaper When that's done (and the exact figure recorded), separate the clippings into three separate stacks - one for those distributed to readers in your central

market; one for those distributed to readers living outside this market, but who shop here regularly; and one for those copies delivered to readers living elsewhere. Count each stack and, when you have these figures accurately recorded, divide the clippings in separate stacks by method of delivery (carriers, dealers, vendors, mail, and so forth), and count each stack.

You look a little tired at this point - we'll help by counting the number of clippings appearing in copies sold with premiums, in combination with other publications, and at special rates. We'll also count the number sold in clubbing offers or as a result of a contest or with an insurance offer.

Rested now? Give us a hand and we will sort out the clippings in separate stacks for each city and town in which copies were distributed (just exactly where every copy of this message went - to the paying customers only). Then we count each stack for the record.

Now, while you relax and finish reading this message after counting and measuring our circulation in so many different ways, perhaps you would like to see what it costs each of the paying customers to buy a copy of this newspaper?

Then again, if all this talking about some of the ways the Audit Bureau of Circulations regularly counts and measures our circulation has you tired out, just ask to see a copy of our latest ABC Report.

ABC's stacks of figures aren't nearly as tiring and tell you a great deal more about the distribution of your advertising messages in this newspaper.

The Birmingham Eccentric

BIRMINGHAM, MICHIGAN

First in Advertising . . . first in Circulation . . . first in Awards

FACTS-THE BASIC MEASURES OF CIRCULATION VALUES