

52 ISSUES OF THE BIRMINGHAM ECCENTRIC FOR \$1.50

TWO THINGS WHICH The Birmingham Eccentric Can Do for You--and Do Well!

- I. *Convey the News of Your Community*
- II. *Give You a Complete Printing Service*

Conveying the News

When we refer to "conveying the news" to you, we mean that the Birmingham Eccentric, your "Home-Town Newspaper," is better qualified to chronicle the events that take place here than any other newspaper in the world.

That's a pretty broad statement, you may say; but, if you but stop and think, you will find that we actually do this very thing EVERY WEEK! Yes, Folks, the Birmingham Eccentric publishes each week more news that intimately concerns you than any printed matter that is placed in your home.

Not only does the Eccentric chronicle the social and civic events of Birmingham and vicinity, but it is a medium whereby the business and professional man or woman in the community may reach you with his merchandising message each week.

The Publisher of the Eccentric is, of course, interested in the financial success of this newspaper; any business, to succeed, must be financially able to keep abreast of the times. But the Eccentric has demonstrated that it is willing to go farther than mere business ethics demand, and for that reason it maintains a more costly news gathering staff than ANY weekly newspaper of its size in Michigan. In other words, the publisher of the Eccentric is trying to put something into his news columns other than a mere conglomeration of the English alphabet.

We believe that this kind of business methods is what the people of Birmingham and vicinity desire in their local newspaper. And this, we feel, is what makes the Eccentric a welcome visitor to your home each week.

A Complete Printing Service

Since man first invented the system of moveable type, the printer has been an indispensable adjunct to any community. Forty-seven years ago the Birmingham Eccentric first set up a printing press in this village. It has grown much since.

There is a certain, perhaps indefinable, sense of security and restfulness for a community to know that it has at hand a needed commodity; local folks are thankful for a supply of abundant water, for good fire protection, and for various other necessary social requirements. They are, we also know, thankful for the service rendered by the local merchant.

Would it be assuming too much if the Eccentric believed that its own PRINTING SERVICE is commended by the community? Not if the rapidly growing clientele that invades our office each week is a barometer of popular thought! For the Eccentric has built its business on the theory, (a very practical one, too), that good workmanship, quick service, and a fair profit may be applied to the printing business as well as to any other business.

Twelve people are employed in the Eccentric office—each one of them trained to do a certain part of the work. The most modern kind of machinery is used, enabling work to be handled quickly and accurately. The Eccentric is the only newspaper or printing office in Oakland County that has two Linotype (typesetting) machines, with the exception of the Pontiac Press.

No matter whether you are in need of a card or a catalogue, the Birmingham Eccentric is equipped to handle the job for you. May we have the pleasure of showing you through the plant of "Your Home-Town Newspaper?" Come in at any time—everybody is welcome.

"YOUR PRINTERS" offer a COMPLETE PRINTING SERVICE