52 ISSUES OF THE BIRMINGHAM ECCENTRIC FOR \$1.50

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

Convey the News of Your Community 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 kere than any other newspaper

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 mer-

The Publisher of the Eccentric is, of course, interested in the financial success of this newspaper; any business, it is willing to go farther than mere business ethics demand, and for that reason it maintains a more costly newspaper of its size in Michigan. In other words, the publisher of the although

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 of your home each week.

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. Complete Printing Service

There is a certain, perhaps indefinable, sense of security and restfulness for frommunity 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 soo know, thankful for the service

Would it be assuming too much if the Eccentric believed that its own PANTING SERVICE is commended by the community? Not if the rapidly growing clientele that invades are office pach week is a barometer of workmanship, quick service, and a fair profit may be applied to the frinting business as well as to any other

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 untily and accurately ting) 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 fer 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