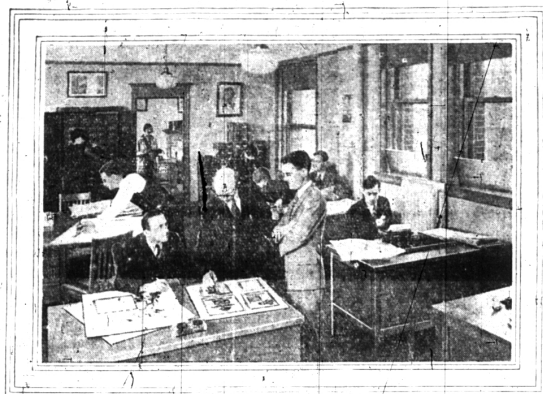


ATTENTION of ADVERTISERS



A View of the Personal Service Bureau where Special Campaigns for Advertisers are prepared. This bureau's service is used exclusively by The Eccentric and other leading papers.

Complete Advertising Campaigns

Now Prepared Without Cost

for Birmingham Eccentric Advertisers

By a special arrangement in which, The Birmingham Eccentric participates with a number of other leading newspapers throughout the United States we have established an Advertising Service Bureau which places a campaign service bureau at the free disposal of our advertisers.

This organization with its scope of operation; outlet for its production and financial resources can, and does, maintain an unequalled staff of merchandising experts, forceful copy writers, versatile layout specialists and artists that are headliners in the field of commercial art.

Whether it is the preparation of a single advertisement or an entire season's campaign, The Birmingham Eccentric invites you to make use of the facilities it has engaged for you. This Service plus the splendid circulation advantages of local and rural coverage this paper offers insures the advertiser maximum returns on his space expenditures. Whatever your advertising project, problem, plan or purpose may be, \$150,000 worth of advertising talent is ready to serve you—without obligation on your part—without one penny of expense—and then, only when every detail has received your final approval.

A Phone Call Will Bring Our Representative

The BIRMINGHAM ECCENTRIC

Oakland County's Leading Weekly Newspaper

TELEPHONES 11 or 12

Personal Service and Promotional Advertising Bureau