Break Down The Buyer's Resistance

"Wait 'till I get rid of this salesman;" says the buyer, and your salesman must waste precious time breaking down the buyer's prejudice against strange products from little known companies.

You can break down prejudice and indifference more economically by using printing in advance of salesmen's calls. With catalogs, booklets, folders, broadsides, and mailing eards you can make the buyers familiar with your company and your product. When your salesman calls, he can Begin promptly the presentation that leads to a sale.

If you wish to make your salesmen more profitable to you take advantage of the facilities of this plant. We shall be glad to talk your problems over and suggest the proper printed piece to answer your needs. Complete lay-out and copy-writing service without charge or obligation.

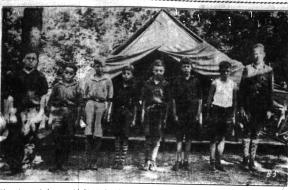
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The BIRMINGHAM ECCENTRIC

Printers - Publishers

Phones 11, 12

Y' CAMP LEADER TELLS LIFE LED BY VILLAGE BOYS IN SUMMER



re is a typical camp with Birmingham boys and their leader, the or of the article which follows. From left to right are: W. E. Richard Dick, Robert Thompson and William Collins.

By W. E. PECK
Light-view bows home from ald Williams, Yellow to blue Light-view bows home

THE WORLD'S LARGEST HYDROPLANE



Home

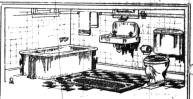
ARE prepared to furnish high class optical services, the equal of any to be found in Detroit or Pontiac.

> Glasses furnished by me are guan teed to be satisfactory. Then, why not encourage Birmingham enterprise, at the same time, saving both time and

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