

Gentlemen! Direct Mail Service Free

We invite your use of our advertising research department in the preparation of direct mail advertising. This service is offered without charge. Your direct mail in this way is written with experience and a knowledge of psychology of which you yourself may not be familiar. This department has been servicing accounts for over two years and has assisted hundreds of business men gain greater sales.

Investigation

Your particular business is thoroughly investigated and the field of clientele is carefully examined. The sales analysis which you yourself should make is done for you as part of this service. This initial market analysis is absolutely essential for a successful direct-by-mail campaign.

Art and Layout

The entire direct-by-mail piece is prepared here. Copy writing that will pull, art that will attract and appeal, layout that will assure and compel attention . . . all this is offered you by our advertising research bureau. A convincing argument and sales appeal that will bring response is yours for the asking.

Printing and Mailing

As printers we offer typographical excellence that will place your message with assurance before a customer, and will be powerful and impressive enough to convey your firm's personality. The routine of mailing is handled upon completion at a small cost.

THE
**BIRMINGHAM
ECCENTRIC**
Phones 11, 12, 13

GRASSY Villagers and the Willage

By the WANDERER
A number of members of the Birmingham Gun club and village billiard fans who had gathered at Bert Peabody's home, on east Maple, during the winter, assembled for a picnic supper there last Saturday night. The evening was spent in billiard playing. Those who attended include: Lewis Powell, of Highland Park; C. Bird, John Rainey, Austin and Stanley Ford, Deyo Davenport, Robert Bowman, William Story, Robert Fox, Frank Frangie, Herbert Baines, of Clawson, and Ellsworth Plumstead.

And may the Wanderer, enter one simple and wholehearted plea that the village's most enthusiastic supporters, who have been in the second year of practice in the vicinity of The Eccentric office building, be allowed to play the law, but why discourage the kid.

M. B. Darnell, away off in Ala.
(Concluded 1 from Page 1)

Urges Self-Dependence
"Find yourselves and think for yourselves," he said. Dr. Forsyth is convinced that the press does the thinking for them and even influences them in their recreation. Do not be governed by the ideas of others, reason for yourselves," he urged.

"Fredding his address, a check for the purchase of a trophy case was presented to the school by the graduates, represented by Floyd Doherty, senior president, and J. Coryell, president of the board of education, accepted the gift and extended the thanks of the school.

An invocation by Rev. Warner Forsyth, rector of St. James' Episcopal Church, opened the program, followed by the salutatory by Miss Frances Stephens and solo solos by Miss Margaret Strand. Diplomas were presented to the graduates by Clarence Vliet, superintendent of schools. The valedictory by Winifred Quarton concluded the program. Mr. Coryell presided at the exercises.

The Graduates
Those who received diplomas are: Marion A. Hall, Lawrence B. Bassett, Blanche Bell, Mary Reine Carr, Patricia Cecelia Chandler, Milford A. Clark, Doris Perinton Cox, Floyd Robert Doherty, Harold Thomas Ellery, Jr., George F. Evans, Richard H. Fleming, Forest Kendall Fowler, Lucille M. Gendall, Margaret Hal-dane, Barbara Alice Hill, Alice Lucile Hoffman, Paul York Honore, Geraldine Elizabeth Howell, Thelma Louise Kessler, Annette Kiley, Bernice Kress, Edward L. Kurth, John William McKivier, Katharine Norwood, Lela Lola Martin, Genevieve Irene Merrick, Sarah A. Molitor, Robert William Muzzy, Alfred C. Myers, Donald Wentworth Neal, L. Dean Nickerson, Evelyn Payton, Arlene Penfield, Madeline Grace Port, Frances Winifred Quarton, L. Jack Russell, Evelyn Salisbury, Brooke E. Smith, James L. Spence, Ruth Constance Strand, Frances H. Stephens, Margaret Townsend, Nelson Vanderpool, George Edward Wasley, Velma M. Wilkinson, Joan Winborn.

Workers in building trades in Hungary receive as low as \$1 a day.

Battery Overheating may do serious damage
The battery in your car may be seriously damaged by overheating. In summer—longer runs, the less frequent use of your lights . . . you must remember your battery. If the generator is charging at the time, the battery gets more energy than it needs and the result is OVER-HEATING. Let us inspect your battery regularly and protect it.

Birmingham Battery Service
303 East Maple
Phone 902
Genuine Willard Batteries and Willard Service For All Makes
Ignition and Generator Service for All Cars

THE BIRMINGHAM ECCENTRIC
Phones 11, 12, 13

AND NOW
We can
resole shoes
the way
you women
like them.

It is no longer necessary for us to nail spikes on your fine McKays and turns. Modern, up-to-the-minute equipment enables us to cement full soles or half soles, giving you the kind of shoe rebuilding fine shoes deserve.

Harry J. Hill
Shoe Rebuilder
121 WEST MAPLE AVE.
Telephone 117
"We Call For and Deliver"

TREE REMOVAL SESSION CALLED
A hearing on the removal of trees in Birmingham will be held in the common rooms of the municipal building July 1 at 8 p. m. It is announced today that the removal of trees in the 300 east Maple, Maple and Adams, Glenhurst and Maple, 110 Aspen, Brookside drive, 224 Webster and Chesterfield avenue. The commission denied a petition for a tree removal at 225 west Maple.

Leaflets of which the schools are members, contracts of this nature may not be broken without mutual consent of the teams involved, he said. He declared he feels certain if the teams play here in the fall there will be no reason for complaint.

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DUTTON THE DEPENDABLE

Automobile Seat Covers to Order
Tops and Curtains made and repaired
Top Decks dressed and waterproofed
All Sedan Glass \$4.25 per glass (excepting windshield)
Everything in Trimmings
at
DUTTON'S
TOP & GLASS SHOP
159 Brownell St. Phone 264

Tire Sale

Our entire new stock of U. S. Royals and Peerless will be
CLOSED OUT AT COST
to make room for state branch of new line
LOOK THESE OVER

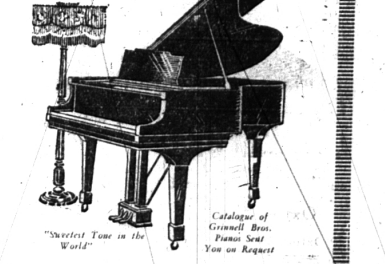
30 x 3 1/2	\$ 4.05
29 x 4.40	5.10
30 x 4.50	7.45
31 x 5.00	10.65

and many others

D. R. Taylor Service Station

543 South Woodward

PIANOS TO RENT FOR SUMMER HOMES



Factory-to-You Price

—with all that this means in big, outright saving, is one of the important advantages offered you in purchase of a piano of our own manufacture—

GRINNELL BROS.

(OWN MAKE)
GRAND, UPRIGHT AND PLAYER
PIANOS

Each style of instrument a highest grade in every detail—no matter which you choose you can depend upon it beyond all question for year after year of complete musical enjoyment and satisfaction—and you buy it of the manufacturer direct. Don't fail to learn of the wonderful value this presents. You can just as well afford yourself of this saving as just as well have a splendid grand built up immediately, for we gladly arrange monthly terms to suit your convenience.

"The Home of Famous Pianos"
GRINNELL BROS.
STEINWAY REPRESENTATIVES
120 So. Woodward Avenue, Birmingham
RADIOS - VICTROLAS - RECORDS