

What Man or Woman is not vitally interested?

We are ALL interested in what our 1931 Sales Volume will be. Most of us frankly admit that the process of reconstruction will be slow. Those readers working in Detroit (this advertisement is majorly directed to their attention), and who are responsible for sales volume, realize that new energies, new enthusiasm, new hope, and new methods must be rallied for the front line defense of each business. If not, the OTHERS WHO EMPLOY new energies, new enthusiasms, and new methods will win the battle.

1931 WILL BE A BATTLE. And not particularly to get new business as much as to keep old business. How are you going to retain your contacts of old? How are you going to compete with competitors if you don't employ every ounce of energy and business acumen?

You will only win by alert, clean, aggressive salesmanship.

... CONCLUSION ...

We believe that the consistent use of direct-by-mail will assist you to retain old customers and obtain NEW business. We know that some businesses will use printed matter. We believe YOU should be one of them. We should like to illustrate the full significance of this message by a personal discussion.

We Can Help You

We call ourselves "MERCHANDISING PRINTERS." We are equipped to do your printing. But that does not satisfy us in our efforts to serve. We render counsel in handling your business.

We are familiar with modern merchandising practices and present day salesmanship. We take your printed piece and make it a SELLING PIECE! We prepare direct-by-mail for one or many mailings. Those who do not retain an advertising counsel in their business may find real benefit by using our printing facilities. This service is not the result of casual experience, but has been developed from extensive study of advertising practices and merchandising. Fifty-two successful years is our record of recommendation. We are the second largest weekly newspaper in America (there are 11,500) and the largest combined printing and publishing plant in Oakland County.

Phone 11



1 9 3 1
SALES VOLUME
of
YOUR BUSINESS

We Invite You To Investigate

If you are interested in having us handle your printing, we shall be glad to arrange a convenient interview. We contact the Detroit area regularly and can render service that will please you. We suggest that you also visit our plant and see the

organization of 35 people ready to serve you and become interested in helping you put across the 1931 quota which you have dedicated yourself to reach. Three phones: 11, 12, 13; if you call from Detroit, reverse the charges.

THE BIRMINGHAM ECCENTRIC
PRINTERS PUBLISHERS