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No Ransom



BLANKET CIRCULATION

89% In Birmingham

Week in and week out 89 percent of the homes in Birmingham proper receive a copy of The Birmingham Eccentric. This is PAID circulation, reaches the reader at the same time each week, enters the home as a welcomed guest, and STAYS in the home accessible to all, for an average of three days!

83% In Bloomfield Township

In the thirty-six square miles comprising Bloomfield Township served by five rural mail routes, The Birmingham Eccentric enters 83 percent of the homes. This is PAID circulation with 100 percent reader interest.

> There is no other way to reach the buyers of Birmingham and Bloomfield Township that affords the same thorough, and genuine reader interest obtained by The Birmingham Eccentric! This weekly publication leads all other weekly papers in Michigan with highest circulation per captia residence! The friendly human interest appeal in its news column, the unswerving and honest idealism of its editorial columns, the typographic excellence of its pages and the scope of its news coverage has earned for The Birmingham Eccentric a coveted leadcrship in the weekly field,

Advertisers seeking to tell their store messages to this rich buying market will do well to regularly use the columns of this newspaper each week. Receptive reader interest found among our subscribers makes this paper the most economical and renumerative medium to use in the Birmingham area! It can help build new business for every Birmingham merchant at the lowest advertising cost per dollar!

The Birmingham Eccentric Reaches 9 out of 10 Homes in Birmingham and is read by over

12,000 Readers Every Week