

# NATIONAL LEADERSHIP

According to reports from the American Press Association, issued yesterday, The Birmingham Eccentric has been named as the leading weekly newspaper among the 11,000 publications in the United States. This recognition is based on the compilation of advertising linage figures of weekly newspapers of the country. The Eccentric leads its nearest competitor by a large margin.

## 3 National Awards Since January

### 1. *Volume*

The report issued yesterday places The Eccentric at the head of the list of weekly newspapers throughout the nation for total volume of advertising linage. No other paper in America approaches the SIZE paper published or the volume of advertising carried by The Birmingham Eccentric.

### 2. *Quality*

In February of this year this paper was named to the All American Eleven of Weekly newspapers and designated fullback and publisher of the eleven. The outstanding quality and character of each issue places it first in the national line-up of outstanding weekly newspapers.

### 3. *Service*

In June, this paper won first place trophy for advertising promotion in competition with other weekly papers throughout the United States. The award was based on the complete and successful service extended to advertisers in the preparation and planning of advertising campaigns and general advertising promotion.

*A Characterful Weekly Newspaper - - - dedicated to the ideals and service of constructive journalism.*

# The Birmingham Eccentric

Printers

Publishers

220-22 NORTH WOODWARD AVE.