MERICAN HYMNS



Chamois

Spring Items!

Dichloricide (Merck). Per can 75c Cedar Chest Comp. . . Per pkg. 25c

Apex Moth Crystals - Larvex

ATER GLASS, Pt. 20c -Qt. 35c

WE DELIVER

Cakes . 25c - 50c | 60c - \$1 - \$1.60

Enos Moth

Liquid

Castile Soap Bar . 29c

.3 Bars 25c

WHO IS SELLING

√ 13,000 People this Birmingham Area?

HIRTEEN THOUSAND men and women, boys and girls, live in the Birmingham-Bloomfield trading area. Every day they eat 39,000 meals. Every day they wear 13,000 ensembles of clothing, 13,000 pairs of shoes. Every day they buy drugs and toilet articles. Every day they ride in automobiles and buy gasoline, oil, tires.

iThey must have washing machines or laundries to wash their clothes. They must have stoves on which to cook their meals, pots and pans to cook them in, dishes to eat them from.

These 13,000 people are among the most prosperous in Michigan. They can afford to buy not only the bare necessities of life, but also the luxuries.

> Who is selling these 13,000 people? Who is supplying their everyday, needs? Who is furnishing the luxuries of which they are fond?

The merchant who has his finger on the pulse of the community through the advertising columns of the Birmingham Eccentric! The merchant who keeps these 13,000 prospective customers of his awake to the fact that he has the goods they want at a fair price. The merchant who proves that he is upto-date, who keeps his name a household word on 13,000 pairs of lips through steady, well-planned advertising!

The Birmingham Eccentric reaches 89% of all the people in the Birmingham-Bloomfield trading area.

It is the only advertising medium in which you can reach the wealthy Birmingham district with blanket coverage cheaply, effectively, constantly!

Phone 11 for our advertising representative and let him explain further how you can sell this market.



The BIRMINGHAM CCENTRIC PHONES 11, 12, 13