

LETTERS

(Continued from preceding page) color section is especially outstanding and noteworthy. My best to you and the other members of your family.—**HAROLD A. FITZGERALD**, Publisher, Pontiac Daily Press.

"Thanks very much for sending me a copy of the 75th Anniversary edition of The Birmingham Eccentric. Of course, as a resident of Birmingham and one of your subscribers, I received one copy in the regular way but with the shortage already apparent on this issue, I am certainly happy to have another one which we can tuck away and look back at later with, I am sure, a great deal of satisfaction.—**J. E. WELBY**, manager of marketing, Caribby.

"I am sure that the 75th Anniversary edition of The Birmingham Eccentric is a masterpiece of journalism and printing. It is a fitting tribute to the past and a challenge to the future. I am sure that it will be read and enjoyed by all who are interested in the history and progress of Birmingham.—**W. O. BARNES**, company sales manager.

"I picked this magnificent 75-year achievement of yours in the middle of a very busy day, and I read it in a matter of an hour, with my media-gal clamoring for some copy from me. A word to the wise is sufficient. **DEN and DICK FLINT** co-partners of Holden, Clifford, Flint, Inc., Detroit advertising agency.

"Just a note to compliment you and all your folk on the fine 75th Anniversary edition. It was an outstanding job.—**CONRAD N. CHURCH**, Editor, Pontiac Daily Press.

"Thanks very much for the copy of the 75th Anniversary edition of The Birmingham Eccentric. I think our daughter will like to keep it. It is very interesting and being interested in history, has gotten quite a kick out of your edition.—**CHARLES ALGER HOLLAND**, Jr., of Lone Pine road, advertising manager, Fred Sanders, Confectioners.

"An excellent edition, very hard to beat from a technical standpoint. The whole issue was well planned, well-executed.—**WILLIAM CASE**, 1176 Smith, editor of Burroughs Corp. company publication, 'B' Line.

"As a Birmingham citizen and an automotive executive, I am impressed in many ways by your 75th Anniversary edition. My copy will get careful reading and will be retained for the excellent reference source it provides.—**RICH W. BITCHCOCK**, 794 Southfield, Packard Motor Car Co. advertising and sales promotion.

"You and your associates have done an outstanding, excellent job. It is, in my opinion, the finest Anniversary edition on any business enterprise that I have ever seen. I certainly expect to save the entire issue and I am sure it will provide me with fine reading and fond memories as the years go by.—**A. E. KALLEN**, President, Yellow Manufacturing Acceptance Corp.

"I should be very proud of this accomplishment, from an editorial, advertising and printing standpoint. It is a fine job all the way through and one that many of us will want to keep for future reference.—**REUBEN BYDING**, Reuben Byding Public Relations Services.

"We wish to join with your host of friends in extending our congratulations on the 75th birthday of your fine company.—**W. O. BARNES** company salutes you on this occasion.—**V. H. OLSON**, sales manager.

"Thanks for sending me a copy of your voluminous 75th Anniversary edition. I think it must even outsell the New York Times Sunday issues—which, I might add, is no mean feat in itself. I enjoyed scanning it and found many items of interest. Naturally, I spent some time on the automotive section and I feel that you did a fine job every phase. So, congratulations to you and your staff.—**COLIN CAMPBELL**, vice president, Campbell-Ewald Co.

"I have just now looked over the 972-page 75th Anniversary edition of The Birmingham Eccentric.

"It seems to me that the edition is a fascinating record of the community in its many phases since 1878, which is as it should be. For newspapers like The Eccentric, to be a far greater degree than the metropolitan dailies, are the voice of the community.

"You have done a remarkable job in which the entire community might well take pride. After all, a good newspaper is one of the community's greatest assets and I know that The Eccentric has been and is a great newspaper.

"So congratulations to the entire staff on a fine product I trust that your newspaper will continue to prosper in your service to the community of Birmingham.—**SAM B. MCCOOL**, general information manager, Michigan Bell Telephone company.

"Although it is a little late to send my congratulations—or later than was my intention—I would like to tell you how much I have enjoyed the 75th edition of The Birmingham Eccentric.

"Every praiseworthy word in Webster's dictionary would not be too much to say in describing this superb edition. I am sure that now Birmingham's paper will rank No. 1 instead of the Evanston paper. I used to live in Evanston and attended Northwestern university.

"I have sent two copies of The Eccentric out of town, one to Evanston, just to show them that Evanston can't boast anything like this edition.

"My only hesitation in 'all out' praise is that when this wonderful edition is read by outsiders, everyone will want to live in Birmingham.

"I really think that it is a superb masterpiece and I am now doubly proud of Birmingham and its newspaper.—**MRS. LOIS W. NELSON**, the Lincoln National Life Insurance company.

"I spent some time this past weekend looking over the entire edition and found it very well arranged and interesting, especially

and your entire staff, as well as to the weekly papers of the state as a whole. The edition sets a milestone and a goal for the future.

"Please accept my personal congratulations on The Eccentric's anniversary. I sincerely hope that there will be many more to come and that the 100th will be as outstanding as the 75th.

"My congratulations to you for the fine record you have established and for the leadership you have provided not only to your community but also to your profession.—**JOHN P. PARKS**, Editor-in-chief, The Highland Park, Highland Park.

"The 75th Anniversary edition of The Birmingham Eccentric is an outstanding job and most interestingly handled. I like the look of the tabloid sections.

"Let me add my congratulations, not only on the occasion of your 75th Anniversary but also for a commemorative job so very well done.—**BEN L. DONALDSON**, director of advertising and sales promotion, Ford Motor company.

"Seventy-five years of publication is a long time, as you know, but it also might seem to be a short time as you review your association with The Birmingham Eccentric. It is a publication record which few newspapers would be happy to claim. Indeed, there are few newspapers in this country which can match the record of The Birmingham Eccentric.

"It must be a source of much personal satisfaction on your part to see your community and your newspaper grow together during the course of the years. And it must be a source of more happiness to know that many of your efforts were responsible for the growth of the community and the newspaper.

"You and I know that in many cases the newspaper sparks the progress and growth of the community it serves. In Birmingham and surrounding areas is proof that an alert, intelligent publisher with a good newspaper is fulfilling the finest traditions of the press of our country.

"My staff joins me in congratulating you on the fine 75th Anniversary edition you published last week. We can well appreciate the work and effort that went into each section.

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"Your edition is a credit to you

"Picture Pop in McGregor Sportswear



GIVE HIM YOUR PICTURE TOO-- we add your photo to that special **MCGREGOR GIFT**



MICHIGAN TOURIST COUNCIL
ROOM 9
CAPITOL BLDG.
LANSING 1, MICH.
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Regularly \$3.95... **\$3.19**
Sizes 9 to 15—10 to 20—14½ to 26½

Barbizon's "Caprice" with the patented 3-piece design featuring the rounded bustline. Nylon lace edges top and hemline. White only in Barbizon's matchless rayon and acetate satin. \$3.19
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