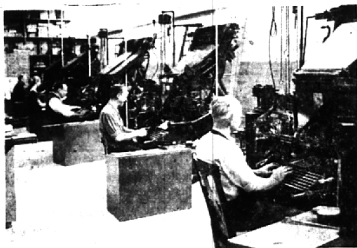


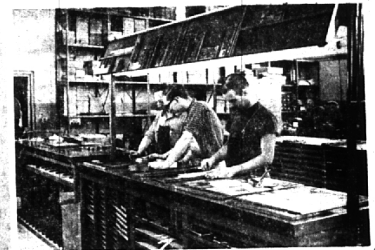


A Complete Printing and Publishing Plant ALL UNDER ONE ROOF



TYPESETTING

As the largest job printing composing room in the Detroit Area, we offer a complete range of hand and machine typesetting facilities, with day and night operation from chunk make-up to the finest advertising typography. Reproduction proofing, reverses, and special attention to paste-up requirements are part of our regular service in this department.



THE AVERILL PRESS and THE BIRMINGHAM ECCENTRIC

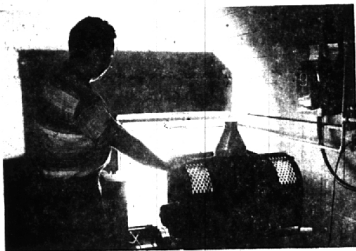
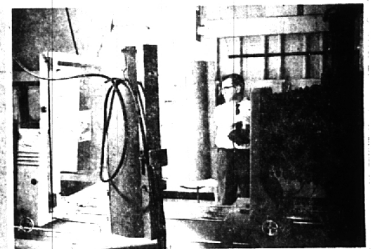
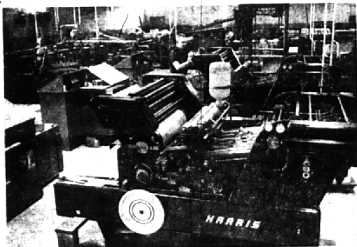


PLATE MAKING

The very latest equipment has been assembled in our new camera and platemaking department to provide the highest quality of both letterpress and offset plates, including the new DuPont Dycril plates for longlasting and faithful letterpress reproduction. Faster service and lower plate costs are now a standard part of our total printing service to you. Publication editors will find this to be very helpful. We recommend Dycril for electrype usage, also.

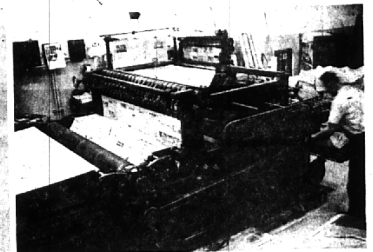


THE AVERILL PRESS and THE BIRMINGHAM ECCENTRIC

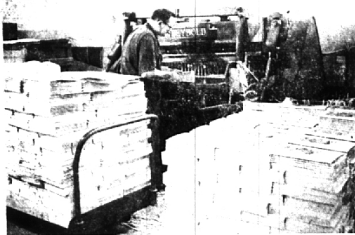


PRESSWORK

Both letterpress and offset press facilities are yours to choose from in our new expanded printing department. We have long enjoyed an exceptional reputation for the finest craftsmanship in quality press production, whether in black and white or four-color process. Now, with our new plate making department, we will be able to maintain even better reproduction quality control than ever before.

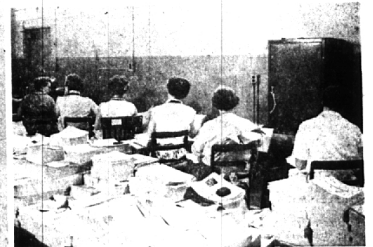


THE AVERILL PRESS and THE BIRMINGHAM ECCENTRIC



BINDERY & MAILING

An outstanding advantage of our complete bindery facility is that partial delivery of many orders can be made while the balance of the job is still on the press. With all other departments under one roof, we can coordinate and plan much more flexibly the production of a job, than if we were dependent on outside suppliers — and can actually save days for you. We invite you to let us handle your job completely from typesetting to the final mailing.



1225 BOWERS STREET . . . BIRMINGHAM, MICHIGAN