

NEWSPAPER is the vital communication channel to develop an informed citizenry — and to help guide the development of suburban community living, sociologically, economically and politically. The local home-town newspaper feels and assumes the responsibilities and concerns for the local community. If it is a good newspaper,—with character and integrity—it becomes the collective community conscience.

Be a good citizen—Be an informed citizen—Be an Eccentric subscriber

WHERE DO YOUR TAXES GO?

As a resident of Birmingham, Bloomfield Hills, Beverly Hills, Lathrup, Franklin, or the Bloomfield, Troy, Southfield and West Bloomfield areas, your particular governmental unit levies a tax upon your property. How do they spend these 'taxes'? What future programs are they developing, which will be added to your current tax bill? The Eccentric tells you all about this.

BUILD YOUR OWN WORLD

You reside in or near Birmingham, where you and your family's experiences are being lived. This comprises much of your world. You seek to enjoy your family, your neighbors, your relations with local business and professional services; you are interested in your schools and churches, its recreation, in the various local groups with which you may be associated. It is here where you will spend much of your earnings.

YOUR SCHOOL PROGRAM

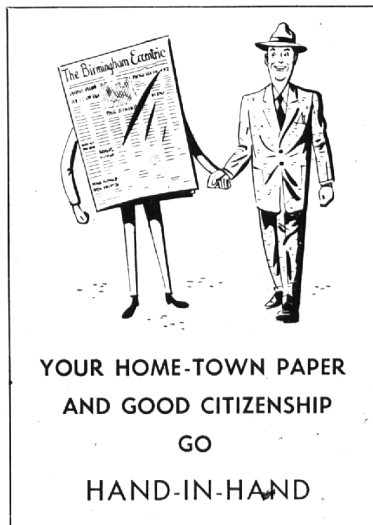
You may be one of that vast majority of local citizens who send their children to schools in the Birmingham area; thus you are interested in what your school board is doing, what is going on in the schools. Your community newspaper, The Eccentric, brings you this news each week. If you are not sending children to the public schools, you are still required to pay taxes to support them . . . The Eccentric keeps you posted.

IF YOU ATTEND CHURCH

No doubt you attend the church of your choice. There are many of them in and near Birmingham. Each week The Eccentric publishes news items related to church activities.

NEWS OF YOUR NEIGHBORS

You and your neighbors engage in social activities; each week The Eccentric endeavors to bring you such items, and always welcomes news that you care to relay to us. No other newspaper does this as thoroughly as The Eccentric.



THERE ARE MANY CIVIC GROUPS

in the area, lodges, service clubs, music and garden clubs, veterans' groups, athletic teams, numerous cultural organizations; you may, or probably will, belong to one or more of them. The Eccentric reports their activities.

OUR EDITORIAL AND NEWS POLICIES

have been the strong bond, developed from over 83 years of publication, between The Eccentric and its community of readers. As we print in our editorial page masthead: "A Free, Responsible and Aggressive Press Is Democracy's First Line of Defense", so The Eccentric conscientiously endeavors to interpret and comment upon public issues that affect its readers.

OUR "PEOPLE'S COLUMN"

is a department of The Eccentric in which you and others may give printed voice to your own suggestions, ideas or criticisms upon subjects that interest and affect you. No charge is made, of course, for this. It is part of "Your Freedom of Press!"

WE PRINT INTEREST-PACKED PAGES

of Classified Ads every week. These pages are filled with opportunities to buy and sell about everything a household can use, or seeks to dispose of. You will find, as thousands of others do, the Classified Pages a real source of value to you and your family.

HELPING YOUR BUDGET

Last, but certainly not least, each week The Eccentric carries to you messages from local merchants whose merchandise and services are necessary to make your household function. In these advertisements are listed hundreds of items, from groceries to hardware, from homes to specialties, from wearing apparel to jewelry, from electrical appliances to . . . well, to everything that you expect to find in a bustling, thriving community business area of which we can all be justifiably proud.

We have a correspondent covering your area who is happy to serve you

The Birmingham Eccentric

Midwest 4-1100

Birmingham, Michigan