



These are some of our subscribers and—if you're a businessman—some of your customers. On September 21, 1964, The Eccentric Audit Bureau of Circulations figures showed we had 19,216 circulation. How do we know there are that many? Simple. We count heads. Our advertising rate is based on this count. If you're a businessman and advertiser, you are probably thinking: "How do I know you're placing my sales story in that many homes? Couldn't you be sneaking in a bunch of ringers, padding the roll here and there?" Well, in the first place we wouldn't. In the second place we can't. The Audit Bureau of Circulations — the ABC — keeps watching us. This 50-year-old independent organization sends in a crew of sleuths (accountants) annually who make a count of our subscribers by verifying our subscription list. If the list checks out, we get a little ABC badge that we can use. But woe unto the newspaper that lies! No badge for them and this means their circulation claims are discredited in the eyes of advertisers like yourself. This is a simple explanation of how the ABC works. Almost as simple as it is for you to tell your story to the 19,216 subscribers we (and the ABC) verify your advertisement in this newspaper will reach.



## The Birmingham Eccentric

BIRMINGHAM, MICHIGAN