

Devoted to Our Own Locality--We Labor for Its Interests.

THIRTIETH YEAR.

BIRMINGHAM, OAKLAND COUNTY, MICHIGAN, FRIDAY MAY 24, 1907.

NO. 4.

WHOLE NO. 1518

A HARD QUESTION

"Shall I Advertise?" is the question that confronts every merchant.

The question, "Shall I advertise?" comes to every merchant at the time when business is dull, observes an exchange. He soon convinces himself with the conclusion that while business is dull he cannot afford it. This is the time when he should make an extra effort to afford it. When business picks up, one merchant will say that he has all the business he needs, and another says that while business is good, he will advertise. There is with many merchants a mistaken idea in regard to advertising.

A man who has a business should advertise it continually. When business is slow, endeavor to live it up, and when it does live up, endeavor to keep it alive. Some business men say that with their particular business they have nothing to advertise. If not, then they ought to keep their names before the public continually in a way that will attract attention. If you can't advertise your goods, advertise your personality, and if people do not buy your goods because of their merits, make them buy out of respect for your pluck and ingenuity in placing them before the public. Advertise with all the money you can spare. It pays.

Mr. S. Joyce, 180 Sullivan Street, Claremont, N. H., writes: "About a year ago I bought Dr. Shoop's Kidney Cure. It cured me of a severe case of kidney trouble of several years' standing. It certainly is a grand medicine, and I heartily recommend it." All druggists.

G. T. Excursion, Sunday, May 26
On Sunday, May 26, the Grand Trunk will run a special excursion train, leaving Birmingham at 7:57. Fare for the round trip, Birmingham to Grand Rapids, \$2.10.
Lansing 1.25
Saginaw 1.55
Bay City 1.45
Battle Creek 1.75
Owosso 1.25
Ionia 1.75

Roosevelt Day at Lansing.
On Friday, May 31, the Grand Trunk will run a special excursion train, leaving Birmingham at 6:55 a. m., and arriving at Lansing in time to see President Roosevelt and the grand parade. Fare for round trip on special train, \$1.65. Returning train leaves Lansing at 1:15 p. m. Following the parade at 10 o'clock the President will address the Legislature in the capitol, and at 2 o'clock will speak to the joint assembly tent on the college grounds.

PROTESTERS AGAIN

The Blue Ribbon Meeting, So Dearly Loved by Horsemen, is Again in the Future.

To the many thousands who have been in the habit of making an annual pilgrimage to Detroit during the last part of July, no news could have been more welcome than the official announcement that Blue Ribbon week will be restored at the Grrosse Pointe track, Detroit's magnificent racing plant. Conditions make the 1906 meeting an impossibility and the loss was all Detroit's and Michigan's. The Blue Ribbon meeting having grown to be regarded event prominent in the northern states.

Even now a number of fast harness races are being run on the track and in various parts of the country. Hundreds of others are being pointed toward the rich events that will be decided at Grrosse Pointe, July 22nd to 28th. Of greatest interest is the \$10,000 Merchants and Manufacturers' Stake for green trotters, the oldest and greatest classic of the turf. There is no event which the breeders and trainers so desire as to win the M. & M., and while other renewals have been uncertain at times, an early period as this, the 1907 race promises to be the hammer one of them all. There are 22 eligibles for this lot a majority have shown ability to trot in 2:10 or better, so that with luck and good weather there is reasonable chance that the honored record for this event (2:09 by Electa in 1901) will be relegated to the pages of turf history.

The splendid list of entries for the M. & M., foretells a wonderful season of light harness racing. The other stakes which will be a part of the Blue Ribbon meeting compare favorably with the plain attraction. The famous Chamber of Commerce for paces was 21 on its list while there are 16 in the Horsemen and Sprint of the Tins' stake for 2:14 races which will round out the program for the five days.

Catching Butterflies.

To catch butterflies you must reach out after them. As a rule you won't catch many in your hand. You must use a net. It is the net that scoops them in.

A hand reach in catching butterflies is no better than a handbill in catching business. It is the net that counts.

The net is the newspaper. This reaches out to all the people and scoops them in. Experience of several generations has shown that the newspaper is the best business bringer.

Take, for instance, this paper. (Most people take it.) An announcement in this paper goes into the homes of the people whom you must reach if you get the business you are after.

There is, indeed, a very much larger net that scoops in the business butlerflies. It is stretched out not only over this community, but over every similar community in the land. It is the mail order net, made up of big catalogues and of advertisements in periodicals which are circulated broadcast to catch the unwary.

To prevent that great net—which is really an octopus with a thousand tentacles—from catching your trade away from you, wisdom suggests that you use your home net—the local newspaper.

Usually a word to the wise is sufficient. If you want to keep your patronage or build it up, you must compete with the butterfly catchers from the outside. The Dollar is the Butterfly. It has green wings, and is attractive to merchants in the big cities just as it is attractive to you.

If you would catch these pretty butterflies that are circulating around home, you must use the net that circulates around home.

Could anything be plainer?

The Junior Exhibition at the M. E. Church next Tuesday evening, May 28, promises to be a great intellectual treat to the patrons of the entertainment. It has in times past been said to our hearing that the program of these "Junior Ex." entertainments have many times more interesting and pleasing than evening the graduating class exercises.

Be that as it may, the class this year is composed of the ablest average in intellect and ability. Ample preparations have been made to please those attending. A varied program of vocal and instrumental music will be accompanied throughout the evening, and a cool night in the essays, and a cool night is promised for those who will be comfortably entertained. The Birmingham High School Orchestra is listed for several numbers, and that treat alone is sufficient to draw a crowd. Dr. John M. Rainey will also render one or more of his ever-popular solos.

Let me mail you free, to prove merit, and my look on Dr. Shoop's Restorative, and my look on either Dypsan, The Heart, or The Kidneys. Address me, The Stomach, Heart or Kidneys, or any of the symptoms of a deeper ailment. Don't make the common error of treating the cause. Weak stomach nerves—the inside nerves—Waken these nerves, and you inevitably have weak vital organs. Here is where Dr. Shoop's Restorative has made its fame. No other remedy even claims to treat the "inside nerves." Beware of "hoasting," biliousness, bad breath or constipation. Dr. Shoop's Restorative. Write for my free book now. Dr. Shoop's Restorative sold by Charles J. Shain.

Return of the Flyers.
The Grand Trunk Railway System will resume the Standard Express trains between Detroit and Grand Haven, commencing Sunday, April 28, 1907. Carbound trains will leave Grand Haven 9:00 a. m. daily on arrival of Crosby Line Steamer, making same stops as last week arrived at Grand Haven 9:55 p. m., connecting with the Crosby Line Steamer for Milwaukee. For further information, contact agent or write to George W. Vaux, A. G. P. & T. A., Chicago, Ill.

ON ADVERTISING

What the Oxford Leader Says to Oxford Merchants Will Apply Right Here.

More than one Birmingham merchant bewails the metropolitan mail order house. We have even heard business men object to free mail delivery because of the fact that farmers are no longer obliged to come to town for their mail and have easy facilities for trading by mail. Such a position is as shameful as it is useless. The rural delivery is a great boon to the masses of people. That keen men in Chicago have been prompt to adjust their business to meet conditions should not worry you so greatly. Mr. Birmingham Merchant, but it should teach you something. Instead of thinking about things that have been, turn your thoughts to things that are. Adjust your business to meet present conditions and you can, beat Chicago Mail Order House a mile. The same free delivery that catches up the mail order addressed to Chicago will gather up one addressed to you. And more, a network of telephone wires is being spread through this country. Advertise your wares in detail as to quality, price and description, and trust the farmer to use the mails, the telephone and an accommodating neighbor to do his shopping the most convenient way. The mail order house places all this information at his disposal in ponderous catalogues. You can do so reasonably and more effectively in your newspaper, if you will just live up to your opportunities. Sufficient unto the day are the resources thereof.

Call at our store, please, for a free sample of Dr. Shoop's "Health Coffee." Your real coffee disturbs your stomach, your heart, or kidneys, then try his coffee imitation. While Dr. Shoop has very closely matched Old Java and Mocha coffee in flavor and taste, yet he has not even a single grain of real coffee in it. Dr. Shoop's Health Coffee imitation is made from pure toasted grains or cereals, with malt, nuts, etc. You will surely like Health Coffee. Sold by Charles J. Shain.

NOTICE TO DEBTORS.
All persons knowing themselves indebted to the estate of W. L. McClelland are urged to come forward at once and settle. The accounts must be closed at once in order to settle the estate. Statements are being sent out as fast as possible. J. F. RUNDLE, Administrator.

THE SOCK SOCIAL

A Fine Entertainment and Program to be Given at the M. E. Church Thursday Evening, May 30.

Do not fail to attend the sock social at the M. E. church, Thursday evening, May 30th.

An excellent program will be given, Marian V. Wieg, of Detroit, a reader of marked ability, assisted by two of Detroit's bright test young graduates in elocution, with songs, two drills, and a quartet, will furnish you an entertainment that is well worth fifty cents, but will only cost you twice the size of the sock you wear in pennies. Many have received the neat little souvenirs of stockings in a folder, in colors appropriate for the day, that are being sent out by the ladies of the church, but who have not can get them at the church the evening of the entertainment. Refreshments will be served. Free. Everybody welcome.

BOY'S ESSAY ON HENS.

Here is a boy's funny essay on hens which we clip for copy. "Hens is cyrus animals. They don't have no nose, nor no teeth nor no ears. They swallow their vittles whole, and chew it up in their crops inside of 'em. The outside of hens is generally put into pillers and feather dusters. The inside of hens is sometimes filled up with marbles (and sh; buttons and such. A hen is very much smaller than a good many other animals, but they'll dig more tomato plants than any other thing that ain't a hen. Hens is very useful to lay eggs for plum pudding. I like plum pudding. Hens has got wings, but can't fly when they are scared. I see my Uncle William's hen's neck off with a hatchet and it scart her to death. Hens sometimes make very fine spring chicks."

Notice to Our Customers.
We are pleased to announce that Foley's Honey and Tar for coughs, colds and lung troubles is not supplied by the National Pure-Food and Drug Co., as it contains no opiates or other harmful drugs, and we recommend it as a safe remedy for children and adults. List of letters remaining uncalled for in Birmingham postoffice on May 18, 1907: John Brady, (2), Mrs. E. F. Cook, Chas. Franz, A. E. Wood, Miss A. J. White. JOHN HANNA, P. M.

COME, WAKE UP HUPP FARM

Don't You Know? Why Don't You Know?
That we sell Wall Paper Decorations at from 3c to \$2.50 per roll.
Bought direct from manufacturer, can discount any prices offered you on cheap or high art goods. We can sell you anything in the Wall Paper line and save you from 25 to 50 per cent.
We offer White Blanks at 3c, 4c, 5c, 6 1-4c, 7c, 8 and 10c per roll.
We offer Gilt Blanks at 7c, 9c, 10c, 12 1-2c, 15c, 20c and 25c per roll.
We are simply in it this year, with a full line of Gold Effects Ingrain, Burlaps, Tapestries; and can show you as fine a line as any Detroit house carries in cheap and high-art goods. We have the Novelties.

F. BLAKESLEE BIRMINGHAM

SPENCER & WOLCOTT

Will give **Free to All** Their cash customers, a **Wall Bread Box** Or a **Flour Bin and Sifter** Both the most useful and economical articles that careful housewives can desire. Call for a descriptive circular of each article and ask how you can secure both **ABSOLUTELY FREE**

Staple and Fancy Groceries

Never was so large and fine. We lead—others follow. **BUTTER AND EGGS** constant in exchange for goods. Bring 'em in. We want them.

SPENCER & WOLCOTT

A Summer Offering

Our mid-summer Clearing Sale of Silks is now in force. According to our usual custom, we have selected from our regular stock many hundred yards of o'd pieces and short lengths, and marked them at a price to close out quickly regardless of original cost. The assortment comprises a large variety of styles, weaves and colorings suitable for Waists, Gowns, Linings, etc. We have divided them into two lots.

LOT 1—Choice for 49c Formerly Priced 69c, 75c and 1.00.
LOT 2—Choice for 79c Formerly Priced \$1.00, \$1.25 and \$1.50.

DRESS GOODS DEPARTMENT
A recent purchase at much under value enables us to offer a splendid assortment of **36-inch Wool Suitings** In the choicest and latest spring styles and colorings at 39c a yard. Regular price 50c. An early purchase is advised.

The Taylor-Woolfenden Company

165 to 169 Woodward Avenue, Detroit

The New Perfection Wick Blue-Flame Oil Cook Stove

Toasting, Roasting, Baking, Broiling, Frying, Cooking of all descriptions done as well as by any Coal, Wood or Gas Range, and with greater economy. For sale in Birmingham Village by

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BREEDERS OF
Guernsey Cattle
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If you want an extra quality of stock at reasonable prices, address
GEO. C. HUPP, Manager.
Telephone 18.

When You Visit Detroit

Don't fail to give us a call. Whether you buy for now we would like to make your acquaintance. We want you to see our store, and then you'll know when you want **Jewelry Watches Clocks or Diamonds**

Where to go to get them, the cheapest. We are the oldest Jewelry house in Michigan, and we have learned in our 41-years experience about what the people want, and are in a position to give it to them cheaper than any other concern. It will benefit you greatly to see our stock and get our prices before you make any purchases. We're right in the heart of the city, so you'll have no trouble in finding us.

The ADOLPH ENGGASS JEWELRY CO.
ESTABLISHED 1865
22 Gratiot Ave. Opposite Hudson's

Corner Market
A. R. PARKS, Prop.

Besides my usual fine stock of Fish, Game, Steaks, Cutlets, Chops, Ham, etc., all the best the market affords, I carry a new and full line of **Canned Goods**—Meats of all kinds, Salmon, Lobster, Olives, Pickles and Sauces. Ask about them.
A. R. PARKS.

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