

FOR THE MERCHANT

LITTLE POINTS THAT HELP IN SELLING GOODS.

BE READY FOR OPPORTUNITY

Let the Public Know What You Have to Sell—Never Stop Pushing—A Hint for the Clerks.

Pluck. How often you hear one business man say of another who has been successful: "Ain't he lucky?" Luck has nothing to do with anyone's success. It is pluck.

Pluck and enthusiasm are the powers which make the winner. With these two qualities, which are invariably found together, a man will succeed.

Business men who have achieved greatness in their line are those who possess an abundance of enthusiasm.

A possession that is better than anything else to a man is that determination of character known as pluck, and an enthusiastic confidence that he will succeed.

To persevere against great odds, and to make a victorious fight in the face of all impossibilities. It requires pluck which is not governed by impulse.

To cultivate pluck one must encourage steadfastness of purpose. When a thing is begun it should be finished.

The trouble with most of us is not so much that we have a hard row to hoe but that we slacken hoeing.

Opportunity knocks once—and often a dozen times—at every door, but you have no kick against the fates if opportunity knocks, finds you loose in a pipe dream and turns away never to return.

Back said: "The mold of a man's fortune is in his own hands."

All men cannot be captains of industry. All men cannot succeed phenomenally. All men, it seems, cannot succeed even moderately, but all men can make an effort to succeed.

We must not stop striving to reach a higher and better place until we are willing to sink to the bottom. If we

the most business, set into its form. The sheriff sold him out, and now he wears his successor, who does advertise.

Success.

The secret of most success lies in the man rather than in the method. Making people want the goods is, after all, about as near the secret of it as there can be. The only way to make the public want what you have to sell and the sale is half made.

Etiquette of a failure: "He worked overtime dodging work."

That Man with the Overalls. When the man with the overalls comes into your store don't turn around and take your time to walk to him. Don't snub the man with the overalls in order to wait upon some of the poor ones.

When a man comes into your store first, you'll usually stand by the home town. He works in the shops, in the stock yards, in the factories and in the mills. His dollar is just as good as the dollar given to you by the man who tries to put on all kinds of airs in your town.

The old American eagle on the dollar given to you by the man attired in overalls counts for just as much and weighs just as hard as the bird on the dollar turned over to the man who brings to the "upper ten."

Besides, if the man in the overalls waits until Saturday night or until the first of the month, you'll stand to win to get the cash from him when he says hell pay you. Don't give him the marble heart.

You want his trade, and he will spend his money with you if you treat him right.

Business Sickness a Common Complaint. Stuck in a rut, are you? Same old rut, boss doesn't appreciate your efforts. Interest in your business waning this at the edge? Eh? Thought so! Well, what are you waiting for?

You know nothing really comes to the fellow who waits, except the "push." Some people never "get there" unless they're pushed.

If you're sick of your job you're doing yourself and your boss a bad turn by hanging on. Start looking around for another job—that'll keep your mind lively. Wonderful what a pick-me-up job-hunting is to some people.

Encouragement.

It is a great mistake to take a good action performed by some one else as a matter of course. If people would but realize that they are better served when they themselves are kind and considerate the world would be the better.

Never be too careless or too superior to give a word of praise for a good deed. Encouragement has the tonic of a tonic upon drooping spirits and adds a new incentive to the worker.

Of course, injudicious praise is a mistake, but if work is badly done try to find some good point about it or point out the mistakes as kindly as possible.

He Fired the Slik.

"I have fired the walking stick I've carried over 40 years on account of a case that resisted every kind of treatment," writes Dr. Shoop's Arthritis Remedy. "I tried Dr. Shoop's Arthritis Remedy and it has healed the sore and made me a happy man." writes John J. Shain and Cobb & Cobb, druggists.

Rheumatism

I have found a tried and tested cure for Rheumatism. It is a remedy that will strengthen the muscular system, remove the uric acid from the joints, and give the patient a new lease of life. It is a simple, safe, and effective remedy. It is a remedy that will give you a new lease of life. It is a remedy that will give you a new lease of life.

Dr. Shoop's Rheumatic Remedy. CHARLES J. SHAIN. Satisfied Customers.

SING 6-5-4. 6-5-4's. PRAISES. 6-5-4 is the only preparation that is suitable for use on Gas, or Gasoline, Cooking Ranges, because it destroys dirt, and makes the range clean.

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Men's Work Shoes. In Pontiac. All styles of Best Grade Shoes at lowest prices. We have them in bluchers and lace, plain toe and tip-in fact, anything you want. Some of the leaders are "Stronger than the Law," and the famous "Gibbs." This "Shoe" can't be beat. Prices on our line of Work Shoes range from \$1.75 to \$3.00.

Henry Pauli PONTIAC. WHY NOT? Let your wife or daughter open an account in her own name and pay her own bills and the household expenses with her own check. She will like it and it will help her business education. You may live always, and your wife may have to take charge of what you have. A little previous experience will be an advantage. We will take pleasure in receiving the account.

EXCHANGE BANK BIRMINGHAM, TICH. Do You Intend To Produce Good Bread To Build? If so, consult G. Wm. Cray Contractor and Builder ESTIMATES FURNISHED.

FOLEY'S KIDNEY CURE WILL CURE YOU of any case of Kidney or Bladder disease that is not beyond the reach of medicine. Take it at once. Do not risk having Bright's Disease or Diabetes. There is nothing gained by delay. 50c. and \$1.00 Bottles. REFUSE SUBSTITUTES.

IRON TUBE WELLS To Farmers: I am prepared to put down Wells for Farmers, and guarantee satisfaction on every job. Am also prepared to do all kinds of repairing for Pumps and Wind-Mills with promptness and reliability. Phone 95. J.H. CARTER

National Hotel Birmingham, Mich. A specific for Constipation, Indigestion, Biliousness, Headache, Migraine, and all ailments arising from the bowels. HOLLISTER'S Rocky Mountain Tea Nuggets A Busy Mother's Best Friend. Brings Golden Health and Renewed Vigor.

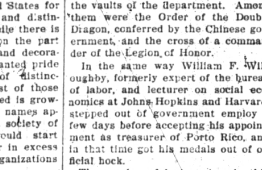
FENWICK'S Lunch Parlors 99 Woodward Avenue, Detroit, Mich. Everything home-made and palatable. Facets checked free. Birmingham people specially invited to come to this restaurant and be at home. G. G. FENWICK.

Telephone Service It is not a luxury, but a necessity. Have it installed in your home or office. Consider its many purposes and advantages. For particulars ask GEO. H. MITCHELL, Manager. Michigan State Telephone Company

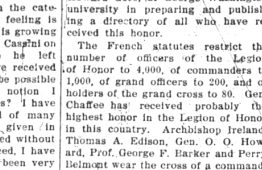
FOLEY'S HONEY AND TAR stops the cough and heals the lungs. The Best Laxative for Children. Parents should know that their children have no other laxative so safe and effective as FOLEY'S HONEY AND TAR. It is a natural and healthy laxative that will give the child a new lease of life.



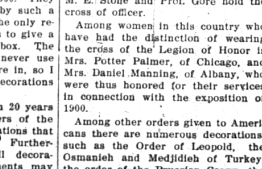
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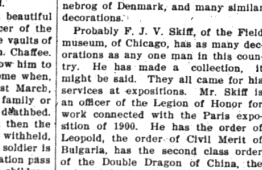
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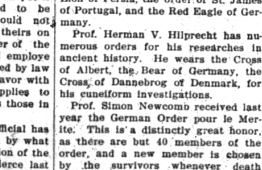
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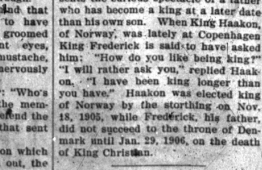
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Surely Americans cannot complain at the lack of honors which foreign countries and societies are bestowing upon citizens of the United States for noteworthy achievements and distinguished services. And while there is no undignified eagerness on the part of Americans for medals and decorations, there is still a warranted pride in receiving such marks of distinction. The already long list of those who have been thus honored is growing apace, and if all those names appear there were to form a society of decorated Americans, it would start out with a membership far in excess of that with which most organizations begin.

Such a society would not be in much favor with intensely democratic Americans who have been wont to regard decorations almost in the category of bribes, but such feeling is surely without warrant and is growing less each year. Said Count Caspini on this point not long before he left America for Spain: "I have received 23 decorations, and can it be possible that according to the old notion I have been bribed 23 times? I have received the bestowal of many decorations, but they were given in recognition of favors rendered without a thought of a return. Indeed, I have many times during my life been very glad that I could make use of such orders. Men have done me very kind and substantial favors. I could not in honor offer them \$100 or \$500. They would have been insulted by such a crude form of gratitude. The only reward by my command was to give a decoration or a gold snuffbox. The latter the recipient would never use and could find little pleasure in, so I have chosen to give the decorations where I could."

Congress has but twice in 20 years given its consent for officers of the government to accept decorations that have been tendered them. Furthermore, it is the law that all decorations that foreign governments may wish to give to American officials must first be deposited with the state department until the question whether they may be accepted or not is decided.

Thus it is that there is a beautiful order in gold of Grand Officers of the Legion of Honor lying in the vaults of the state department for Gen. Chaffee. Some time congress may allow him to receive it. The time may come when, as with Admiral McCalla last March, he lies on his deathbed, and his dear friends think it his dearest desire that he should receive the decoration which he has earned. Or it may happen that he is in the desired position to be withheld, and only after the brave old soldier is dead and gone will the decoration pass to the hands of his wife and children to whom it will be a treasured testimony to the worth of the man whom it was intended to honor. And yet if the order were to be given to Gen. Chaffee he could not wear it as other men wear theirs on military occasions. No officer of the army or navy nor any civil employe of the government is permitted by law to wear such an emblem of favor with a foreign potentate. This applies to the retired officer as well as to those in active service.

Once in a long while an official has chance to get a decoration by what is at least a pardonable expedient. The late Secretary H. D. Pierce last year, when he resigned his post of assistant secretary of the state department to accept the appointment as minister to Norway, spent a day in private life between the two positions.

CHURCHILL'S MAIDEN EFFORTS. First Speech in Parliament Hit the Mark in Spite of Faults of Delivery. The first time I noticed Lord Randolph Churchill in the house of commons was on a May day in 1874, says a writer in Blackwood's Magazine. Sir Charles Dilke had been making merry at the expense of Woodstock, the then representative of Hampshire in the Parliamentary arena simply as a consequence of the dual house of Marlborough. From the third bench behind that which ministers ought to have been sitting, rose a tall, good-looking young man, with protruberant eyes, pale face and a ponderous mustache, which as he spoke he nervously toyed. Members asking each other: "Who's this?" learned that it was the member for Woodstock rising to defend the corporation of the borough that sent him to parliament. Though assisted by notes, on which his speech was fully written, his delivery was badly pitched, his delivery

and in that choice interval took good care to call for his decorations, which had for years, in some cases, laid in the vaults of the state department. Among them were the Order of the Double Dragon, conferred by the Chinese government, and the cross of a commander of the Legion of Honor. In the same way William F. Willoughby, formerly expert of the bureau of labor, and lecturer on social sciences at Johns Hopkins, 209, and of stepped out of government employ a few days before accepting his appointment as treasurer of Porto Rico, and at that time got his medals out of a safe box.

The number of legionnaires in this country has so increased in late years that the list has justified Prof. James Howard Gore, of George Washington University in preparing and publishing a directory of all who have received this honor. The French statutes restrict the number of officers of the Legion of Honor to 4,000, of commanders to 1,000, of grand officers to 200, and of holders of the grand cross to 80. Gen. Chaffee has received probably the highest honor in the Legion of Honor in this country. The order of the Double Dragon, conferred by the Chinese government, and the cross of a commander of the Legion of Honor. In the same way William F. Willoughby, formerly expert of the bureau of labor, and lecturer on social sciences at Johns Hopkins, 209, and of stepped out of government employ a few days before accepting his appointment as treasurer of Porto Rico, and at that time got his medals out of a safe box.

Among women in this country who have had the distinction of wearing the cross of the Legion of Honor is Mrs. Potter Palmer, of Chicago, and Mrs. Daniel Manning, of Albany, who were thus honored for their services connecting with the exposition of 1890.

Among other orders given to Americans there are numerous decorations, such as the Order of Leopold, the Ottoman and Medjidieh of Turkey, the order of the Prussian Crown, the Red Eagle of Germany, the order of St. Stanislaus of Russia, the White Elephant of Siam, the order of Dannebrog of Denmark, and many similar decorations.

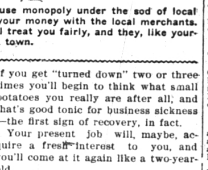
Probably J. V. Skiff, of the Field Legion, of Denmark, has many decorations as any one man in this country. He has made a collection, it might be said. They all came for his services at exposition. Mr. Skiff is an officer of the Legion of Honor for work connected with the Paris exposition of 1889. He has the order of the Sacred Treasure of Japan, the order of the Sacred Treasure of Japan, the order of the Sun and the Lion of Persia, the order of St. James of Portugal, and the Red Eagle of Germany.

Prof. Herman V. Hilprecht has numerous orders for his researches in biology, oceanography, and the history of the Cross of Albert, the Bear of Germany, the Cross of Dannebrog of Denmark, for his custom-fitted investigations. Prof. Frederic C. Denham, presents the curious spectacle of a father who has become a king at a later date than his own son. When King Haakon, of Norway, was elected king of Norway, King Frederic is said to have asked him: "How do you like being king?" "I will rather ask you," replied Haakon, "I have been king since you have." Haakon was elected king of Norway by the storting on Nov. 15, 1890, while Frederic, his father, was not succeeded to the throne of Norway until Jan. 29, 1896, on the death of King Christian.

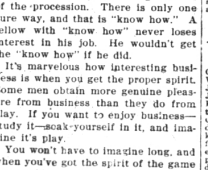
Pluck not a courtesy in the bud before it is ripe. A man once said: "It pays to adver-



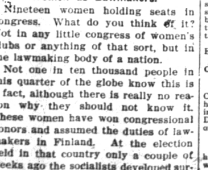
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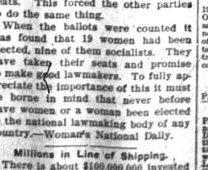
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