

ROYAL OAK

Isaac Brace, of County Line, was in town Saturday.

Mrs. M. J. Carley is sick with a very severe cold.

C. K. VanNatter visited friends in Rochester last week.

Mrs. Maurice Collins is reported as being on the sick list.

Mrs. W. M. Hall, of Troy, visited relatives here Saturday.

Mrs. Agnes Clark, of Pontiac, visited friends here last week.

Mrs. Mattie Bell spent Saturday with relatives in Ann Arbor.

Mrs. M. Robinson, of Southfield, spent Sunday with relatives in town.

Mrs. Harry Ford, of Detroit, was calling on relatives in town Saturday.

Sylvester Nuff, of Southfield, visited at the home of his brother, Jule, last week.

Mrs. Albert Walker, of Detroit, was the guest of her brother, Wm. Wilson, over Sunday.

There will be an auction sale of lots on the Mygister and Moton subdivisions Saturday.

Misses Stella Waeeler and Minnie Hawthorne visited friends in Birmingham last week.

The Congregational society held their meeting at Mrs. E. Locke's last week Wednesday.

George A. Donohoe has returned from the north, where he has been for several months past.

County Drain Commissioner Butler was in town Saturday on business connected with his office.

Mrs. Chaney, of Grand Blanc, and Mrs. Harrison, of Division, visited relatives in town this week.

J. M. Lawson, W. G. Burk, Harry Smith and William Wheeler attended the ball games at Pittsburg last week.

Fr. John Needham, of the Detroit diocese has been assigned to the parsonage of St. Mary's church in this village.

Mrs. Wm. Wilson and children spent the past week with Mrs. Wilson's parents, Mr. and Mrs. Isaac Brace, at County Line.

Theodore Goodfellow has purchased M. J. Carley's interests in the bakery and hereafter will conduct the place on his own hook.

Noah Hushaw has given up the grocery business here and moved back to Windsor, Ont., from whence he came last spring.

The fans who went from here to Pittsburg returned home Saturday evening. They say that they had the time of their lives.

Mr. and Mrs. D. L. Campbell started Tuesday morning for Saginaw and will be absent several days visiting among friends in that city.

Several from here attended a special meeting of the O. E. S. at Birmingham last week Wednesday evening.

Charles Allen and Mrs. Wm. Beltz were introduced and made acquainted with the mysteries of the order.

The remains of George Geddis were brought here from Detroit Saturday afternoon and deposited in the family lot in the Royal Oak cemetery.

Geddis was formerly a resident of this place and was well known. He was 68 years of age.

Paul F. and Theresa Lange have commenced action in the circuit court to clear the title to their property.

The defendants in the case are D. L. Davis and the unknown heirs of Wm. Papp and Edwin Jerome. E. R. and O. P. Webster are attorneys for the complainants.

A meeting for men only was held at the Congregational church Sunday afternoon. Dr. St. John delivered the address, his subject being, "You must be born again," from a medical and scientific point of view. The Dr. handled the subject in a very logical and satisfactory manner. W. E. Prosele looked after the vocal part of the exercises.

Wm. McCavey was awarded a judgment in the circuit court last week against Dr. F. W. Clawson, the plaintiff for the saving of a quantity of lumber for the defendant. The costs were also assessed to the defendant. Clawson objected to the payment of the bill on the ground that the contract between them called for nothing but sawable lumber, which McCavey denied.

Frank Reynolds, 63 years old, of this village, was fatally injured in Detroit last week Thursday, when he fell on the step of a Fourteenth avenue car just as he attempted to alight. Mr. Reynolds, his wife and a party of friends were on their way to attend the wedding of Miss Mary Newton and Stanley F. Jenner and had reached the place where they intended to alight. Mr. Reynolds' foot slipped and the back of his head struck the step. He was rendered unconscious and carried into a near-by drug store, where Dr. J. W. Anderson, who was among the party, dressed the ugly gash that he had sustained. The injured man was brought to his home here later in the evening and while his head and neck is quite sore, he is getting along very nicely.

If people with symptoms of kidney or bladder trouble could realize their danger they would without loss of time commence taking Foley's Kidney Remedy. This great remedy stops the pain and irregularities, strengthens and builds up the organs and there is no danger of Bright's disease or other serious disorder. Do not disregard the early symptoms. Sold by all druggists.

The sudden death of Mrs. Dahlman, of Rochester, Thursday was a shock to her relatives and friends here. She

ABOUT ADVERTISING—NO. 8

The Cellar Hole and the Sewer Hole

By Herbert Kaufman.

A coal cart stopped before an office building in Washington and the driver dismounted, removed the cover from a manhole, ran out his chute, and proceeded to empty the load. An old negro strolled over and stood watching him. Suddenly the black man glanced down and immediately burst into a fit of uncontrollable laughter, which continued for several minutes. The cart driver looked at him in amusement. "Say, Uncle," he asked, "do you always laugh when you see coal going into a cellar?" The negro sputtered around for a few moments and then holding his hands to his aching sides managed to say, "No, sah, but I jest busts when I sees it goin' down a sewer."

The advertiser who displays lack of judgment in selecting the newspapers which carry his copy often confuses the sewer and the cellar.

All the money that is put into newspapers isn't taken out again by any means. The fact that all papers possess a certain physical likeness doesn't by any means signify a similarity in character, and it's character in a newspaper that brings returns. The editor who conducts a journalistic sewer finds a different class of readers than the publisher who respects himself enough to respect his readers.

What goes into a newspaper largely determines the class of homes into which the newspaper goes. An irresponsible, scandal-mongering, muck-raking sheet is logically not supported by the buying classes of people. It may be perused by thousands of readers, but such readers are seldom purchasers of advertised goods.

It's the clean-cut, steady, normal-minded citizens who form the bone and sinew and muscle of the community. It's the same, self-respecting, dependable newspaper that enters their homes and it's the home sale that indicates the strength of an advertising medium.

No clean-minded father of a family wishes to have his wife and children brought in contact with the most maudlin and banal phases of life. He defends them from the sensational editor and the unpleasant advertiser. He subscribes to a newspaper which he does not fear to leave about the house.

Therefore, the respectable newspaper can always be counted upon to produce more sales than one which may even owe a larger circulation, but whose distribution is in ten editions among unprofitable citizens.

You can no more expect to sell goods to people who haven't money than you can hope to pluck oysters from bushes.

It isn't the number of readers reached but the number of readers whose purses can be reached that constitutes the value of circulation. It's one thing to arouse their attention, but it's a far different thing to get their money. The mind may be willing, but the pocketbook is weak.

If you had the choice of a thousand acres of desert land or a hundred acres of oasis, you'd select the fertile spot, realizing that the larger tract had less value because it would be less productive.

Just so the advertiser who really understands how he is spending his money does not measure by bulk alone. He counts productivity first. He takes care that he is not putting his money into a sewer.

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Wanted For Sale For Rent

Saw dust for sale at my place, north Woodward. F. W. Clawson, Jr.

FOR SALE—To close an estate, lots 11 and 12, Bird's Addition, Birmingham. Inquire of H. S. BLODGETT, Administrator.

Farmers attention! N. J. Maugh has just installed a new stone for grinding feed of all kinds at any time. Prompt attention. Quick service and satisfaction. N. J. Maugh, Birmingham Flouring Mills.

Lost Friday, Sept. 21, near Frank street, or on a D. U. R. car, a ladies' small gold watch with monogram H. S. L. engraved. Finder will receive suitable reward if left at drug store of W. W. Cobb, 1015 1/2.

I have for sale a good No. 8 cock stove, or will trade the same for a No. 9. Francis Roche, Hamilton avenue.

FOR SALE CHEAP—Set of small platform scales, coach, good wood heating stove, overcoat and short work coat. Apply to Miss Hattie Hanks, Birmingham.

WANTED—A survey farm, two or three hundred acres, with 10 or 15 ponds capacity, high chair. Any one having any of above to sell address, "A" Box 44.

FOR SALE—Hot blast stove, in good condition. Will sell cheap. Slincy L. Clark, Willets street.

PROFESSIONAL CARDS.

Dr. Lillian J. Courts, Osteopathic Physician.

GRADUATE of the American School of Osteopathy, Kirksville, Mo. Diagnosis of women and children a specialty. Office hours, 10 to 12 a. m. Suite 10, Davis Block, Public Mo. Bldg., 10th and Olive.

ORDER FOR PUBLICATION—Appointment of Administrator.

State of Michigan: The Probate Court for the County of Oakland. At a session of said Court, held at the Probate Office in said county, on the 11th day of October, A. D. 1908. Present, Hon. Kirtley P. Howell, Judge of Probate. In the matter of the estate of ISABEL H. CURTIS, deceased.

Isabel H. Curtis having died in said county, a petition praying that the administration of said estate be granted to Alvin W. Whitcomb, as executor, was presented to the court for its consideration.

It is ordered that the 15th day of November, A. D. 1908, at 10 o'clock in the forenoon, at said Probate Office, be and is hereby appointed for hearing and petition. It is further ordered that public notice be given by publication of this order in this order, for three successive weeks previous to the day of hearing in this Probate Office, of a true and correct copy of this order, in a newspaper printed and circulated in said county.

ALVIN W. WHITCOMB, Judge of Probate. J. J. HARRIS, Attorney at Law.

FOR SALE BY WHITE SEWING MACHINE CO., CLEVELAND, O.

CHOOSE WISELY...

when you buy a SEWING MACHINE. You'll find all sorts and kinds at corresponding prices. But if you want a reputable serviceable Machine, then take the



WHITE

27 years experience has enabled us to bring out a HANDSOME, SYMMETRICAL and WELL-BUILT PRODUCT, combining in its make-up all the good points found on high grade machines and others that are exclusively WHITE—for instance, our TENSION INDICATOR, a device that shows the tension at a glance, and we have others that appeal to careful buyers. All Top Heads have Automatic Lift and beautiful Sewed Feet, Golden Oak Wood, Vibrator or Rotary Shuttle Styles.

OUR ELEGANT H. C. CATALOGUE GIVE FULL PARTICULARS, FREE. WHITE SEWING MACHINE CO., CLEVELAND, O.

For Sale by WHITE SEWING MACHINE CO., DETROIT, MI.

Griswold House

DETROIT, MICHIGAN

European Plan

200 Rooms with running water Per Day \$1.00

100 Rooms with private bath Per Day \$1.50

50 Rooms with light bath Per Day \$2.00

Dining Room and Cafe

Club Breakfast from 25 cents up Table d'Hote dinner at noon and night, 50 cents

Large, well lighted rooms on parlor floor, and each grill room on ground floor. Lady waiters in main dining room.

POSTAL & MOREY, Proprietors

Women's Extra Fine Shoes, \$2.50

A Special Line Controlled by This Store in Detroit. Shoe Department at Floor

When you can secure any style that you want in fine quality, perfect fitting and splendidly-made Footwear for only \$2.50, what's the use of paying more?

Come in and see our \$2.50 line; we know you'll be surprised, for no other store has ever equalled the value we offer.

Lace Shoes, Button Shoes, Blucher Shoes, Pumps, All New Lasts For Dress and Street Wear

Gaumatel, Patent Colt and Suede-leather, arsi cloth tops, with and without tips, and high or medium heels.

Our plain toe, short vamp styles are just as smart and handsome as shoes ordinarily sold at double the price.

No McKay hand-sewed shoes in our \$2.50 line—nothing but Goodyeys. Weits (equal to sewed shoes) or light turn soles.

NO CONNECTION WITH ANY OTHER STORE

THE HERRICK BLACKWELL CO.

155-157 WOODWARD AVE.

You are invited to attend my

Fall Millinery OPENING

Thursday, Friday, Saturday, Oct. 14, 15, 16

SPECIAL PRICES ON PLUMES

MRS. ROUSSEAU

Maple Avenue West

New Fall and Winter Shoes for Men

We are showing all the new and attractive styles in dependable Footwear—Patents, Dull Leathers, Kangaroo, Veni Kidd, Box Calf, and all the new shades in Winter Tans and Oxbloods.

New Lasts New Patterns New Effects Buttons, Bluchers or Lace Welt Soles

Ralston Shoes, \$4.00

Packard Shoes, \$3.50-\$4

Beacon Shoes, \$3-\$3.50

H. B. MERRITT

PONTIAC.

BE ON THE SAFE SIDE

Our Safe Deposit Boxes are made to hand out to the renter over the counter, the renter the only one having keys to the box. ALL LOCKS ARE DIFFERENT.

They are kept in our fire-proof vault in safes with combination locks. They rent for \$1.00 per year. Over 300 now rented. Try one for a year.

Exchange Bank

Of Whitehead & Mitchell

BIRMINGHAM

Beech and Maple Slab Wood

Smith Bros.