BAPTIST CHURCH NOTES.

Themes for serroms: Suny morning, "Rightsourness and Peace," evening, "Over the Line."

Is Y.A. "Plant Progress series; "Over the Line."

Is Y. "Revent the Line."

Is Y. "Revent the Line."

Is You will be the line. "I line. "

Forey's Honey and Tar clears the air passages, stops the irritation in the throat, southes the inflamed membranes, and the most obstinate cough disap-pears. Sore and inflamed lungs are healed and strengthened, and the cold is expelled from the system. Refuse any but the genuine, in the years we have age. Sold by all dryggrides.

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EAGLES in the CARPATHIANS,





me sky, at the sky

Turned to Advantage.

He boorded in Flatbish and was promoted the counter with an ag younged backelor of impeccable character. It was Priday night, and his laundry backed and with the inevitable method of the particular and particular and the particular and particular and the particular and particular and

open and as he entered the door and approached the counter with a six procedured the counter with the approached the counter with the approached the counter with the approached the appro

Mind is Twice Limited.
The human mind is twice limited; it
ay love several times and it may
liy enjoy love but once.—Jean Jacuses Weisa.

Law Not Always Justice The strictest law is oft the l rong.—Terence.

The Componsation of Amusement, When one has no money it is amus-ng to work.—Alfred de Musset,

FOLEYSHONEYANDTAR FOLEYSKIDNEYCURE

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ator, American Boy, An views, Harper's Monthly, St. Nicholas Bird Lore, Nation, Success, Our Dumb Animals, Popular Mechanics, ECCEN

CARD OF THANKS.

To all our friends and neighbors who so kindly assisted us during the illness and death of our beloved husband and brother, we tender our sincere thanks, also to the pastor for the comforting vords spoken.

MRS. PETER VANEVERY

MR. IRA REED.

So'clier Balks Death Plot. It seemed to J. A. Stone, a civil war vateran, of Kemp, Texas, that a plot exhed between a desperate lung trouble had the grave te cause his death. "I chartneted a stubborn cold," he writes, that developed a cough that offer one of the control of the cough that the control of the cough that the control of th Soldier Balks Death Plot.

GREAT MUSIC OFFER.

Popular Music Publishing Co..

TALKS ON ADVERTISING-NO. 5

How Alexander Untied the Knot.

By Herbert Kaufman.

Alexander the Great was being shown the Gordian ot. "It can't be untied," they told him; "every man who tried to do it fell down."

But Alexander was not discouraged because the rest had flunked. He simply realized that he would have to go at it in a different way. And instead of wasting time with his fingers he drew his sword and slashed it apart.

Every day a great business general is shown some knot which has proven too much for his competitors, and he succeeds because he finds a way to cut it. The fumbler has no show so long as there is a brother mer-chant who doesn't waste time trying to accomplish the impossible-who takes lessons from the failures him and avoids the methods which were their downfall.

The knottiest problems in trade are:

- 1-The problem of location.
- The problem of getting the crowds.

 The problem of keeping the crowds.
- The problem of minimizing fixed expenses. The problem of creating a valuable good will.

None of these knots is going to be untied by fum They are too complicated. They're all involved together—twisted and entangled over and about each other—so intertwined that they can't be solved singly—like the Gordian Knot they must be cut through at one stroke. And you can't cut the knot with any sword except the newspaper—because:

I.—A store that is constantly before the people makes its own neighborhood.

2—Crowds can be brought from anywhere by daily advertising.

3-Customers can always be held by induce-

4-Fixed expenses can only be reduced by in-

creasing the volume of sales.

5—Good will can only be created through publicity.

Advertising is breeding new giants every year and making them more powerful every hour. Publicity is the sustaining food of a powerful store and the only strengthening nourishment for a weak one. The retailer who delays his entry into advertising must pay the penalty of his procrastination by facing more giant competitors as every month of opportunity slips by

Personal ability as a close purchaser and as a clever seller doesn't count for a hang so long as other men are equally well posted and wear the sword of publicity to boot. They are able to tie your business into constantly closer knots, while you cannot retaliate because there is no knot which their advertising cannot cut for them.

Yesterday you lost a customer-today they took one—tomorrow they'll get another. You cannot cope with their competition because you haven't the weapon with which to oppose it. You can't untie your Gordian Knot because it can't be untied—you've got to cut it. You must become an advertiser or you must pay

the penalty of incompetence.

You not only require the newspaper to fight for a more hopeful tomorrow, but to keep today's situation from becoming hopeless.

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Of Whitehead & Mitchell

Birmingham, Mich.

A Savings Bank can grow only by the patronage of public. It developes from without, not from within. But to obtain many patrons, it must give satisfactory vice and be conducted upon methods that create con-

That is the reason why this Bank has steadily in-creased its deposits for the last 21 years. It gives the best possible facilities to its customers—it treats every depositor with consideration and courtesy, and it trans-acts business on a safe, conservative basis. Your account, whether large or small, will receive

Exchange Bank

Of Whitehead & Mitchell

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Royal Oak Savings Bank

Solicits Your Patronage

A savings account in this Bank is a as a savings account in this Bank is a safe investment. It pays you 4 per cent compound interest, and is ready cash any time you want it. Unlike other investments, it is always worth dollar for dollar, and you stand no chance of losing by the fluctuations of the markets.

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We assure our customers of the most liberal, courteous treatment in accordance with good, sound banking principles.

We call your attention to our Commercial Department, where the most modern methods are used to facilitate business.

In our Savings Department we pay 4 per cent interest, compounded semi-annually, on deposits if left three mooths. Large or small accordance with the control of th

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T. H. COBB, Cashier

OUR POLICY Is to investigate, remedy and adjust fairly each complaint from our subscribers, whether it relates to our service or to our methods

Our constantly increasing list of subscribers is an evidence that our service is good and our methods fair. Mistakes will occur; our employes are efficient but human. Our aim is to furnish the bes'. If your service is satisfactory, tell your friends,

If not, please tell us The Michigan State Telephone Co.



