

Call Collect from **TOLEDO**  
**WATERMAN & MITCHELL, Publishers**

**To Our Friends**

When reading with any of our advertisements, please in Birmingham, Pontiac or Detroit, it will be a special favor to us if you will mention the fact that you are reading a fine paper in your own paper. A word from you, at the time of reading, costs you nothing and benefits us greatly. Will you be good and do so?

THE PUBLISHERS.

**HOME NOTES**

The return game of ball between the North Side and the South Side will take place next Tuesday, down by the stock yards. The ambulance is being overhauled and the medical gentlemen have laid in an extra supply of lint and bandages, while the Council Chamber will be thrown open in case of need for hospital purposes. It has not been deemed necessary to prepare a morgue for the occasion. The Ladies of the Macabees of the World will furnish a fine supper and the losing side will cheerfully foot the bill. Everybody invited to see the fun.

The annual M. E. Sunday-school picnic was pulled off at Belle Isle, last Tuesday, with the usual attendance and general good time.

Holly has a new well at its water works, and the Herald sings its praise by saying that the new addition will alone supply the entire village.

I. N. Vorhies R. F. D. carrier is off for his annual vacation of two weeks, and while away that old faithful supporter of Uncle Sam's servants, President T. P. Fole is doing the relieving. Everything runs like clockwork.

The human family is getting in a tad way. Looks as though tuberculosis was bound to get everybody, and you not get bit by a mottle. Tuberculosis is in your milk, in your beef, in the very air you breathe—and now scientists have decreed that even hen fruit is affected. What shall we do when the almighty dollar is put under the pump? We won't even be able to eat hay.

Newspaper men, as a rule, have but two things to sell, space and subscription, and it would be just as consistent to ask your grocer for a dozen oranges, "just to fill," as to ask the printer for a dozen lines in his paper just to boost your business, with the idea that you are doing a kindness to fill up space. Try getting a free dinner at the hotel just to make a show of business for the house.

The following are late additions to the Public Library: Boys of Fairport, Brooks; The Lakeview Athletic Club, Hugs; The Junior Cup, French; Master Skylark, Benner; The Halfback, Barber; Dan Kruser, Stearns; The Football Game, Fims; The Little Colonel's Chum, The Little Colonel's Christmas, The Little Colonel's Maid of Honor, The Little Colonel's Knight Comes Riding, Johnson.

The growing crops on Mars can be plainly seen by a powerful glass. It said some nervous speculators want the tariff boosted to check the influx of the great crop, but inasmuch as the nearest shipping point in Mars is not less than 35,000 miles distant, the competition would not prove formidable for at least 205 years. And long before that time speculators and "lamb" will be angels or something.

The Michigan Pathfinder, a publication filled from cover to cover with matters of interest to travelers, occasional or otherwise, is the latest to seek public favor. It is published at 11-17 Woodbridge Street, Detroit, at 10 cents per copy, or mailed to your address. The work is a most complete traveler's guide, containing correct-to-date time cards of all steamboat, steam railroad and trolley lines, besides a directory of stations and leading hotels in Michigan. R. B. Watson, formerly connected with the Michigan State Telephone Company, is business manager of the new venture.

The telephone girl sits still in her chair and listens to voices from every where; she hears all the gossip, she hears all the news, she knows who is happy and who has the blues; she knows all our sorrows, she knows all our joys, she knows every girl who is chasing the boys; she knows every girl who is chasing the boys; she knows every woman who has a dark past, she knows every woman who's inclined to be "fast." In fact there's a secret death case in every fact of that quiet, demure looking telephone girl. If the telephone girl would tell all that she knows it would turn out to be a most interesting story. She would see a small wind that would soon be a gale, engulf us in trouble and lead us in jail; she could let go a story, which gaining in force, would cause half our wives to sue for divorce; she could get all the churches in a row on a fight and turn all our mixed up rowing night; in fact she could keep the whole town in a stew if she'd tell the tenth part of the things that she knows. Oh brother, now down it, make your head whirl when you think what you owe to the telephone girl!

Nice little shower on Sunday evening.

Dr. and Mrs. Walter McBride are now in their new home at Port Huron.

F. Shakenoff and wife were Toledo visitors on Wednesday of this week.

Burglars at Rochester robbed Mrs. Sarah Shaver of \$61.50 and a gold watch.

Pontiac is to dry it is said to be the intention to place water users on half rations.

Don't fail to see the ball game next Tuesday, and the winning side wallop the losers.

Mrs. Walter German and Miss Emma Cavanaugh have been recent visitors at Redford.

Pierce Street is "it" this year—two fine residences and a business block in process of erection.

The woman who murdered in a Grand Rapids tenement was a native of Pontiac, and attended school there.

Paid your village taxes yet? No? Well, Treasurer H. W. Baxter has a receipt ready for delivery when you call.

Miss Emeline Mitchell entertained her Sunday-school class, Tuesday afternoon. Ice cream, cake, etc., furnished the lunch.

Miss Franca Salyer started Wednesday for Bay City and Harrison for a three-weeks visit among her many old friends at those places.

The leatherback turtle in a big tub in Charles J. Shain's window is one captured by John H. Bortie. They are a curiosity in this country.

Miss Gertrude Mudge is enjoying her well-earned vacation at Interlaken. Her many friends will wish her a speedy return, and we extend our best wishes.

Lin Pierson celebrated his birthday anniversary, Tuesday night of this week by giving a party to his young friends. All had a most enjoyable time indeed.

A hay field opposite the John T. Shaw place, in Bloomfield Hills, had a decided Masonic appearance the first of the week. Every hay cock was covered with a little white veil.

Mr. and Mrs. J. H. Bortie have been enjoying a week or so with their son and grandchildren at Grand Traverse. It has been a fine trip for the couple who can enjoy a recreation.

Do you remember Hugh Quick, son of J. E., who lived here a few years ago? All right! Well, Hugh is the proud father of a fine baby boy, and the whole family resides at Saginaw.

The happiest home in Bloomfield Hills today is that of Mr. and Mrs. Ed. Hagerman, who are rejoicing over the safe arrival of a pretty baby girl, Monday last. All doing nicely at this writing.

The Ladies' Church Society of the First Presbyterian Church will meet at the house of Mrs. Sibbey, on Wednesday next week, at 3 p. m. All are cordially invited to attend. The gentlemen are invited for tea.

Last week if you had seen Phil Lambert with his stacks of timothy measuring full five feet in length, and enough of it to run three or four tons to the acre, you would have met a happy old Granger. Somehow better yet! You bet.

Ask Luther Tolles to give you a true account of his first auto ride. He is a "chiffonier." The auto skidded, crossed the road three times in two seconds, and ditched the whole business. Luther's hair still stands on end.

Mrs. George C. Hupp is resting comfortably at St. Mary's Hospital, Detroit, where she went for an operation. She is attended by Dr. Bertha Parke, and is said to be recovering slowly. Her many friends will be pleased to hear of her complete recovery.

Prompt settlement on the part of customers has much to do with the ability of our merchants to sustain their business in so able a manner. On the other hand, too liberal a credit without regard to whom, has been known to put many an honest merchant out of business.

All the way from Texas is Jerome Aldrich now visiting among friends in this vicinity. Jerome is the same old boy, and will return after the heated term has passed. It does one good to hear Jerome's voice as he loudly proclaims the advantages of the Long-Strap State for the right kind of Northerners.

Three Pontiac citizens sat in a back room recently. On the table were many empty bottles and a couple of packs of cards. As they sat in silence at scattered across on to the darkness beyond. The three men shifted their feet and looked at each other uneasily. After a long pause one spoke: "I know what you fellows are thinking," he said, "you think I saw a rat, but I didn't."

The many friends of Miss Sadie Sly will be glad to learn that she is in Harper Hospital, Detroit, with a prospect of several weeks stay. Coming down stairs at her home last Thursday week her ankle turned and she fell. The result was a dislocated ankle and a fractured ankle bone. Dr. C. M. Ray, who has the case, and Miss Sadie at the hospital, with a telephone within reach and plenty of reading day and night, is getting along as well as possible.

Mr. and Mrs. Nate Fall and Mr. and Mrs. H. F. Danziger, who are natives largely at Toledo, Ohio, last week a regular life of old war times. The U. S. regulars had nearly a week of excitement for the many thousands who in various ways to enjoy the excitement. Sham battles, maneuvering, torpedoes, and all the noise and smoke of battle. The Birmingham quartet, having made friends with one of the officers, through his kindness secured front seats to the big show. It was fine.

County Clerk Brown issued 55 splitting permits during June.

Not a day goes by that some one does not give thanks for the sprinkler.

Most of us cannot go camping or take a vacation this year, it keeps us busy to earn enough just to stay where we are.

WANTED.—A girl or middle-aged woman for general work at hotel. Apply to William Axels, Seven-mile Road and Woodward Avenue.

Mark Hanna is now a full fledged teamster, having in his own name a span of All burros. Now look girls! you can all get a fast ride.

Holly Herald: Even the cars on the Flint-Long Lake automobile line don't stop at Pontiac. The Grand Trunk local freight still calls at the burg.

Herald: A stranger in Holly Saturday would know that two days of rest in a string were coming just by the bootie which was delivered around town that day.

Mr. McFerrin has so improved the property recently purchased by him from J. N. Zimmerman, on Maple Avenue West, that its former owner would not wish to ride.

The Village Improvement Society has placed a cement seat on the Library corner. The work was done by Mr. Cray, and it is now the property of the Village Board.

Fifteen or more ladies of the Pontiac W. C. T. U. met with their Birmingham sister Wednesday afternoon, and had a big time, and a happy one with Mrs. L. L. Houghton.

Good cottage for sale. Corner lot, cement walk, All cellar and cistern; fruit and chicken park. Will sell cheap for cash, or might trade for 40 or 80 acres of farm land. Box 146, Birmingham.

It costs about 1 1/2 cents per minute to ride on Grant M. Axford's automobile line between Orion and Pontiac. For shorter rides, 5c per mile is charged. Two round trips are made every day in the week except Sunday.

Never has our village looked more attractive than now. Our streets are cleaner than ever before. Our flower beds are brighter, and more people are helping on the good work. Those things are attracting many persons to this village as a desirable residence place.

Miss Lucy P. Ward will rest up for two weeks in Cleveland, Ohio. Her aunt, Mrs. Schmuck, will be here with Mrs. Ward while Lucy is having her vacation. While the two sisters, Mrs. Ward and Mrs. Schmuck, are visiting, Mr. S. is creating high among the big fish in Orchard and Straits Lake, as he is a devout follower of Sir Isaac Walton.

The friends of Frank Gravin in and around Franklin, will give a grand and dancing party for the benefit of Mr. Gravin, Friday evening July 29th, next, in the Franklin Public Hall. All are most cordially invited and it is hoped by the promoters, that the well deserving recipient will be most generously remembered. Everybody give who can. Franklin orchestra furnish rapturous music free; hall rent and printing bill, ditto.

Mrs. Kittie Eddy is here on a little summer's visit with Mary E. Utter, and was happily surprised Monday by a short but pleasant call from a nephew, Bruce M. Rowley, accompanied by his son, Alder B., a fine young man. Their home is in Huron, South Dakota, and the two gentlemen are making a flying two-weeks visit among Michigan relatives. Mr. Rowley, Jr., is a fine musician, and gave the delighted family a musical treat to last them all through the season.

When Village Marshal Smith wants to borrow a horse again he'll think 2 times before takes Drugist Cobb's delivery horse again. Once is enough for him! Going to the power house lately he and the horse met at a car. What the equine didn't do for a car, worth mentioning. The horse in spite of all Charlie could do, dashed across Mr. Hagerman's lawn, turned a double somersault backwards, side-stepped a tree, waltzed on his car and ran danced our city official, who is to-day thankful he lives to tell the tale.

There are people who witnessed J. H. Bortie make his headlong slide from his boat into the millpond, one day last week while fishing. While baiting his hook with a live frog, Mr. Froggie slipped through his fingers and landed in the pond. In making a long reach for the frog Mr. Bortie overbalanced and slid gracefully into the wet water. Did he finch? Not a finch! He grabbed the tow-rope in his teeth, declined all offers of aid, swam the frog ashore all got him, went back to his fishing ground, and with the frog securely captured a three-pound bass.



**A Good Square Loaf**

Of bread is what we give you for your money. By "square" we do not refer to the shape, but to the quality and size of the loaf.

The Size of the Loaf

You can see as a glance. The quality will be apparent as soon as you begin to eat. Some of the very finest bakers in town have given up home baking, and are using our bread. Why?

**F. J. WARNER**  
**H. W. BAXTER**

FOR  
 Graduation and Wedding Gifts  
 Nice Souvenir Spoons  
 Locketts Chains Rings  
 Brooches Cuff Links  
 Silver-Flash Bags  
 Manicure Sets  
 Hand Hairs  
 Fountain Pens  
 Cut-Glass Pieces  
 Watches and Clocks

**Repairing of All Kinds**  
 Promptly done.  
 H. W. BAXTER.

**ELLIOTT-TAYLOR-WOOLFENDEN CO.**  
 Woodward and Grand River

**In Our Shoe Department**

We are showing a complete assortment of Women's, Misses' and Children's Boots, Pumps and Oxfords. In all leathers—Tans, Blacks, Taupe Greys and Bronze, Ooze Calif, Patent Calif, Russian Calf, Mat Calf and Vici Kid, in the newest designs for Spring and Summer. Boots and Oxfords \$3.00. A few Specials \$3.50. The Elliott Shoes fit your feet.

See our New Eclipse Tie, the newest pump creation in Tan Calf, Patent Colt, Taupe Grey and Black Ooze Calif. Our Special, \$3.50.

Our New 3-Eylet Ties in Tan, Gun Metal and Patent Colt are one of our newest effects in Low Cuts. All leathers, \$3.00.

In Button Oxfords in Patent Colt and Tan Calf with Brown Ooze Tops, with light and medium weight soles and Cuban heels. Very snappy for dress and street wear. All styles, \$3.00.

Misses' and Children's Ankle-Strap Pumps and Oxfords in Brown Kid, Gun Metal calf and Patent Colt. \$1.50, \$1.75 and \$2.00.

The newest style for girls in low cuts.

**Specials for This Week**

- LOT 1. Women's \$3.00 Lace Boots, all leathers and most all sizes. Reduced to \$1.95.
- LOT 2. Women's \$3.00 Oxfords; all leathers; turn and welt soles; most all sizes. Reduced to \$2.38.
- LOT 3. Misses' \$2.00 3-Strap Roman Sandals, with patent vamps. Reduced to \$1.48.
- LOT 4. Infants' \$1.00 Shoes with Kent slip soles, narrow widths. Reduced to 29c. Sizes 4 to 6, to close them out.

**ABOUT ADVERTISING—NO. 3**  
**How to Write Retail Advertising Copy**  
 By Herbert Kaufman.

A skilled layer of mosaics works with small fragments of stone—they fit into more places than the larger chunks.

The skilled advertiser works with small words—they fit into more minds than big phrases.

The simpler the language the greater certainty that it will be understood by the least intelligent reader.

The construction engineer plans his road-bed where there is a minimum of grade—he works along the lines of least resistance.

The advertisement which runs into mountainous style is badly surveyed—all minds are not built for high level thinking.

Advertising must be simple. When it is tricked out with the jewelry and silks of literary expression it looks as much out of place as a ball dress at the breakfast table!

The buying public is only interested in facts. People read advertisements to find out what you have to sell.

The advertiser who can fire the most facts in the shortest time gets the most returns. Blank cartridges make noise but they do not hit—blank talk, however clever, is only wasted space.

You force your salesmen to keep to solid facts—you don't allow them to sell muslin with quotations from Omar or trousers with excerpts from Marie Corelli. You must not tolerate in your printed selling talk anything that you are not willing to countenance in personal salesmanship.

Cut out clever phrases if they are inserted to the sacrifice of clear explanations—write copy as you talk. Only be more brief. Publicity is costlier than conversation—ranging in price downward from \$6.00 a line, talk is not cheap but the most expensive commodity in the world.

Sketch in your ad to the stenographer. Then you will be so busy "saying it" that you will not have time to bother about the gewgaws of writing. Afterwards take the type-written manuscript and cut out every word and every line that can be erased without omitting an important detail. What remains in the end is all that really counted in the beginning.

Cultivate brevity and simplicity. "Savon Francais" may look smarter, but more people will understand "French Soap." Sir Isaac Newton's explanation of gravitation covers six pages, but the schoolboy's terse and homely "What goes up must come down" clinches the whole thing in six words.

**IT MAKES A DIFFERENCE**  
**WHOSE CAT'S TAIL IS IN THE DOOR**

It makes a difference whether you get your Coal in the summer or not.

First, and quite important, it is cheaper.

Second, and quite as important, you get better coal.

Third, you have it over; and there comes a peace of mind.

**IF YOU ARE THINKING OF PLACING AN ORDER FOR LUMBER**

Consult us. An estimate will cost you nothing, and it will likely save you money.

**T. B. SMITH**  
 The Lumber and Coal Hustler  
 BIRMINGHAM MICHIGAN

**Strong, Durable Work Shoes**

For the Farmer or Workingman there are no better Shoes made than our

**MENZ-EASE ELKSKIN**  
 and  
**STRONGER-THAN-THE-LAW**

These two makes of Shoes are bound to give satisfaction to the most particular men. We have other makes—all good-wearing Shoes—at popular prices.

Let us show you our line. Prices range from

**\$2.50 to \$4.00 pair**

**Henry Pauli**  
 Pontiac

**4 Per Cent Interest**  
 Paid on Deposits

From and after June 1, 1909

**PONTIAC SAVINGS BANK**

Capital and Surplus, \$68,000.00  
 Assets, 600,000.00

E. S. MATTHEWS, Pres. P. H. HALL, Vice-Pres.  
 CRAWFORD SMITH, Cashier.

**...SUPPORT YOUR LOCAL PAPER...**  
 It helps you. It helps your home market.

**Wanted For Sale For Cash**

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

Farmers attention! N. J. Maugh has for sale a new gas engine and a good feed of all kinds at any time. Prompt attention. Quick service and satisfaction. N. J. Maugh, Birmingham Flooring Mills.

FOR SALE AT A BARGAIN—Not so much money does as to be secured. A good engine and three complete. A good outfit for a little money. Address Mrs. E. Schanitz, Birmingham, Mich., for particulars.

Good horse barn and hen house for sale cheap; also several hundred cement blocks. C. B. Bower, Woodward Avenue, two miles south of Birmingham.

Wm. Soult will have an auction sale of household goods at his place on Maple avenue, Thursday, July 22, 21.