

ANNOUNCEMENT TO OUR ADVERTISERS !!!

This paper will run a series of articles the coming year in this space, one each week, designed to bring the merchant and the newspaper into closer touch with each other, and with the definite purpose of presenting veritable facts prepared for the merchant who wants more and a better business. These articles are being prepared under copyright by one who has for many years made a close study of advertising from the standpoint of the direct benefits to the merchant. The articles will analyze step by step the great problem of advertising a business.

Some of the subjects to be discussed are: Business boomers, kinds of advertising, cheapest advertising, the best advertising, why advertise at all, how local merchants can kill mail order business, relation of newspaper advertising to other advertising, relation of newspaper to advertiser, relation of newspaper to public, relation of advertiser to progress of our town, relation of advertising and salesmanship, selecting advertising medium, requisites of good ads, difference in good and bad ads, difference in good and bad advertisers, the power in an ad, value of season advertising, value of display advertising, value of illustrated advertising, honest ads and honest goods, descriptions in ads, etc. These and other subjects will be handled in logical order. Later the articles will take up each individual kind of business and show what advertising will do for that business.

Keep your eye on this space in this paper and you will get something good, short and "hot off the griddle" each week.

THE PUBLISHER.

Don't Buy an AUTOMOBILE Until You See Me

I HAVE SECURED THE AGENCY FOR THE FAMOUS STUDEBAKER AUTOMOBILE, BEST CAR FOR THE MONEY IN THE WORLD. INVESTIGATE THIS CAR ANYWAY.

GEO. P. Raynale

GRAND TRUNK RAILWAY SYSTEM.

DETROIT & MILWAUKEE DIVISION.

In Effect February 2, 1913.

EAST-BOUND TRAINS.
 Detroit Express..... 4:27 a. m.
 Detroit Mail and Express..... 4:30 a. m.
 Detroit Express..... 5:45 a. m.
WEST-BOUND TRAINS.
 Morning Mail and Express..... 7:55 a. m.
 Detroit Express..... 8:30 p. m.
 Grand Rapids Mail and Express..... 8:45 p. m.
 f Stops only on signal.
 p Will stop on signal for Chicago passengers only.

ORDER FOR PUBLICATION—Appoint- ment 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 the City of Pontiac, in said County, on the 19th day of March, A. D. 1913, Present, Hon. John P. Sackwell, Judge of said Court, and Hon. J. J. Roberts, Clerk.

DETROIT UNITED LINES

Royal Oak Time Table.

Flint Division—
 Flint and Saginaw Limiteds—
 7:12 a. m., Monday only, 5:55 a. m., 7:30 p. m., 9:20 p. m., 10:20 p. m., 11:20 p. m., 11:50 p. m., 12:50 a. m.
Local cars to Romeo and Rochester.
 6:29 a. m., 7:55 a. m., 8:55 a. m., and every two hours to 3:55 p. m., 9:57 p. m., 11:50 p. m.
Pontiac Division—
 North-bound Limiteds—5:36 p. m., 5:56 p. m., 6:16 p. m.
 North-bound Local—6:35 a. m., 7:30 a. m., and every 20 minutes to 6:45 p. m., 7:30 p. m., 7:40 p. m., 8:20 p. m., 8:50 p. m., 9:20 p. m., 10:20 p. m., 11:20 p. m., 11:50 p. m., 12:50 a. m.

Be Ye Ready

For Ye Know Not When the Festive Fly Cometh!!! NOW is the time to have your doors and window screens, repaired and painted. Don't forget that JOHN O'CONNELL is still a live wire, and all ready for business. He will also glue and otherwise repair your furniture. Call me by phone, or come to the little

West Side Grocery,

217 Willis Street,
 Where you will find a fresh stock of Groceries, Salt Meats, Lard, Confectionery Goods and Cider Vinegar. Every thing the best. We own in stock a good Clothes Basket, Clothes Pins, Clothes Line, Mrs.'s Basket or Galloway's Hair. Have them, I save them. Everything at lowest prices, reasonable. SATISFACTION GUARANTEED.
John O'Connell,
 254 p. p. Birmingham, Mich.

Royal Oak

A hard time social was given by the king daughters of the Congregational church Tuesday evening.
 The next meeting of the Oakland County Horticultural Society will be held at the Family Theater, Birmingham, on Saturday afternoon, April 5th. Business meeting at 12:30. At 2 p. m. Prof. H. J. Eastuse of the Michigan Agricultural College will give a stereoscopic lecture on "Orchard Management." Everyone interested in Horticulture is most cordially invited to attend. Admission ten cents.

The spring weather seems to be trying to make us appreciate more the pleasant weather we had all winter. Last Friday morning a heavy wind started blowing in the morning keeping up all day. By noon the electric car service was so badly crippled by the feet poles being down that traffic was almost impossible and the long distance telephone service was completely shut off. There was scarcely a farm in our vicinity but what was damaged in some way. The destruction of this storm was just partially repaired when a heavy sleet or rain came freezing onto the wires and making the poles top heavy. The poles had been loosened by the wind storm and about one-half mile of poles between the nine and ten mile road were down. All cars between Royal Oak and Detroit having to run on the two tracks. The poles had been loosened by the wind storm and about one-half mile of poles between the nine and ten mile road were down. All cars between Royal Oak and Detroit having to run on the two tracks.

Fine Garments

Made to Order
 We have a reputation for producing satisfactory garments. We have been making clothes for years for particular people and know how to give fashionable appearance to the individual; and at the same time make a garment which will have true wearing value at prices to suit all.

CLEANING PRESSING WE DO ALTERING REPAIRING
Chas. Peck
 Tailor
 Opp. Postoffice Phone 16 J

MORTGAGE SALE.

Default having been made in the conditions of a certain mortgage made by Martin H. Boller, of the Township of Oakland, County of Oakland, State of Michigan, to Rosamond E. Boller, of the same place, dated the 16th day of May, 1912, and recorded into the office of the Register of Deeds for the County of Oakland, Michigan, on the 16th day of May, 1912, in Liber 181 of Mortgages, and said mortgage having been assigned by Rosamond E. Boller, mortgagee, to William Adams, on the 24th day of May, 1912, said assignment being recorded in the office of the Register of Deeds for the County of Oakland and State of Michigan, on the 24th day of May, A. D. 1912, in Liber of Mortgages, on page 141, and by which said mortgage the power of sale contained in said mortgage has become operative, and on which mortgage there is claimed to be due the sum of nine hundred and forty dollars, and interest thereon, and an attorney at law has been appointed to receive the money secured by said mortgage, any part thereof which he may be authorized to receive, the power of sale contained in said mortgage, and the sum of nine hundred and forty dollars, and interest thereon, and an attorney at law has been appointed to receive the money secured by said mortgage, any part thereof which he may be authorized to receive, the power of sale contained in said mortgage, and the sum of nine hundred and forty dollars, and interest thereon, and an attorney at law has been appointed to receive the money secured by said mortgage, any part thereof which he may be authorized to receive.

Farmers Attention!

Nothing Like it Ever Offered in the Fruit Tree Line
 300 Selected Apple Trees \$65
 5 to 7 feet.....
 500 Selected Peach Trees \$60
 5 to 7 feet.....
 300 Selected Pear Trees \$72
 5 to 7 feet.....
 5 ACRES OF CHERRY TREES \$100
 All first-class stock.....

J. A. Wendorph

Box 420
 Birmingham Mich.
 Court Evergreen No. 105
 Foresters of America
 Meets first and third Friday nights at 7:30 in K. O. T. M. Hall, Parks Block.
 CHAS. J. HALLOCK, Fin. Sec.
 S. F. TRUMBULL, C. R.

A Butcher Who Sells a Lot of Meat Can Sell it for a Smaller per lb. Profit

That profit-sharing idea ours is based on VOLUME of BUSINESS, or it would be mere talk. If we sell two pounds of meat instead of one, we can thrive on a smaller per pound profit. We want the patronage of all those who would appreciate being able to save something from usual prices on every meat purchase. Our Vegetables and Fruits are strictly fresh. Our Butter and Eggs ditto. Our prices right—our stock large. We solicit a share of your patronage.

ERWIN & SMITH

Farmers Berry's

Attention! Nothing Like it Ever Offered in the Fruit Tree Line
 Will hereafter be done by John Berry himself. All orders promptly attended to. Your patronage solicited. Phone 207-3.

JNO. BERRY

ONE BOTTLE Lambert & Lowman's White Pine and Red Spruce Cough Balsam, used at the right time, is worth many dollars to the user. It cures Colds and Coughs very quickly, and only costs 25c a bottle. Insure your health by keeping a bottle ready to use.
 Sold by Charles J. Shain and James W. Cobb.
 BE HRAVER—Sold here only by W. H. L. mix, dealer in General Merchandise, who guarantees it.
 CLAWSON—Sold here only by Charles Baker, dealer in General Merchandise, who guarantees it.

REGISTRATION NOTICE.

Notice is hereby given to the qualified electors of the Township of Bloomfield, County of Oakland, State of Michigan, that a meeting of the Board of Registration of said township will be held at 7 o'clock P. M. on Wednesday, March 27, 1913, at the Court House in said township, of Bloomfield on said date, for the purpose of ascertaining the names of all such persons who shall be presented at the necessary qualifications of electors who may apply for that purpose.

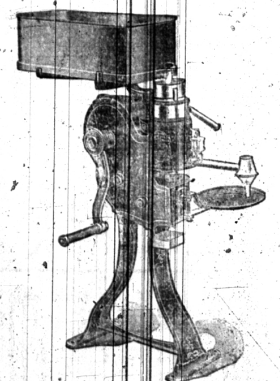
WOMEN ELECTORS.

In accordance with section 4 of Article 5 of the Constitution of the State of Michigan, and Act No. 306 of the Public Acts of 1906, the Board of Registration of said township will register the names of all women possessing the qualifications of male electors who make personal application for such registration; provided that all such applicants must own property assessed for taxes somewhere within the county above named; that any woman otherwise qualified who owns property within said county jointly with her husband or other person, or who owns property within said county on her trust and pays taxes thereon, shall be entitled to registration. For full and complete list of qualifications of electors who may apply for that purpose.

WOMEN ELECTORS.

Every male inhabitant of this State, being a citizen of the United States; every male inhabitant of this State on the 1st day of January, 1913, every male inhabitant residing in this State two years and six months prior to the 1st day of November, 1912, and having declared his intention to become a citizen of the United States; and every male inhabitant of Indian descent, a native of the United States, and not a member to any tribe, shall be an elector, and entitled to vote; but no person shall be an elector or entitled to vote at any election unless he shall be above the age of 21 years on the day and at the place of election. Said 1st day of Registration will be in session on the day and at the place aforesaid, from 9 o'clock in the forenoon until 5 o'clock in the afternoon on the 1st day of March, A. D. 1913.
 JAMES W. COBB,
 Clerk of said Township.

Every Farmer Should Know How to Use U.S. Cream Separator's Easiest Washed



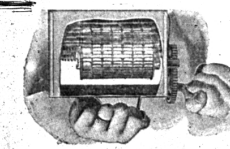
Any man or woman can wash a United States Cream Separator IN HALF the time needed to clean other separators.
 Some users have told us that appearances are against the easy washing of the United States Cream Separator. They say that at first sight they were prejudiced against it. The object of this advertisement is to tell you why the U. S. is easiest to clean and how it will save you half your time.
 The skimming sections are made up of narrow vertical channels, which are entirely open from end to end. When they are whirled in water the water is driven with great speed and force through these channels, carrying off all the milk and dirt with it.
 This whirling process is more effective on the United States Cream Separator than on other separators for four reasons:
 First—There are no obstructions in which, or behind which, dirt can lodge.
 Second—The arrangement of the sections which make up the skimming device enables water to be driven hard through them and in its passage to scrub off and carry away all impurities.
 Third—The use of nickel silver in the sections, a non-adhesive anti-rust metal to which dirt and milk stick less than to tin or steel.
 Fourth—The U. S. Mechanical Washer (see picture) which is far superior to anything hitherto known for washing skimming sections.

U. S. Nickel Silver Skimming Sections Are Guaranteed Not to Rust

When you buy the United States Cream Separator you not only get the best all-around separator on the market, but you have back of it a stronger guarantee than that made by any other separator manufacturer. Here is what we guarantee:
 First—Every United States Cream Separator is guaranteed perfect in materials and workmanship.
 Second—The nickel silver skimming sections used in U. S. Separators are guaranteed never to rust.
 No other separator manufacturer will give you a non-rusting guarantee. The 1913 model United States Separator, with its non-rusting and mechanical washing, makes other separators distinctly out of date.
 Very Easily Cleaned and Rustless. Does Not Rust Like the Others.
 Menominee Co. School of Agriculture, Menominee, Mich., Oct. 21, 1912.
 Your letter of the 11th inst. was referred to me. The No. 17 U. S. Separator with its new skimming device works very satisfactorily. It is very easy to clean and does not rust.
 C. J. WUELLNER,
 Milk and Meat Inspector.

"The Sections Will Not Rust."

Washington, Ill., Jan. 30, 1913.
 Referring to the washing of the U. S. Separator, I must say it is a very easy washer. The more it is washed the easier it is to wash. My new U. S. Separator is a great improvement over my old U. S. Separator. The old U. S. was washed for 10 years. I must say that the sections will not rust.
 HENRY SCHALINGER.
Answer us this. If you are using or are going to use a cream separator this year, is it not to your own advantage to use the "United States" separator admitted to be the closest skimmer and the separator which has the greatest labor and time-saving features?
We will prove it. We do not ask you to take our word or that of any other person as final. We will prove our statements to be absolute facts. Simply fill out the attached coupon and we will have a brand new 1913 model U. S. Separator sent out to your home. Try it. See for yourself that there is nothing equal to it. The demonstration is FREE. Fill out and mail the coupon NOW while you think of it.
PRICE as low as \$25.00 Old separators of all makes taken in part payment.
Vermont Farm Machine Co.,
 Bellows Falls, Vt. Distributing Warehouses for Separators and Supplies at Chicago, Ill.



U. S. MECHANICAL WASHER
 "An Ideal Washer."
 Racine County School of Agriculture, Rockwell, Wis., Jan. 27, 1913.
 The new Mechanical Washer which you sent some time ago arrived several weeks after we were obliged to look for it, in fact it arrived a little over a week ago. I was well pleased with it that I presented it to the purchase of the school at once as an ideal washer. It is the best I have seen in any way and seems a great improvement over the old form. It is so much easier handled and the quantity of water used is such that it is convenient to use.
 JOHN A. JAMES, Principal.
 Revolutionizing the Cleaning of Separator Bowls.
 Pine Grove Farm, Labview, Mich., Jan. 22, 1913.
 I received the Mechanical Washer which you sent for my No. 14 U. S., and it certainly does the work to perfection. This system will, in my opinion, revolutionize the washing of separator bowls.
 Since receiving the washer everyone in the family wants to wash the separator.
 H. H. MOORE.

MAIL THIS COUPON TODAY

VERMONT FARM MACHINE CO.,
 657 Monarock Bldg., Chicago, Ill.
 Gentlemen: I am interested in a free demonstration of the mechanical washing of the U. S. Separator.
 Name.....
 Address.....
 R. F. D. State.....
 Separator now used..... how long?
 Serial No..... how many cows owned?
 I live..... miles..... from.....
 (Give direction)

D. J. McKinley, Birmingham. Tienken & Case, Rochester. Marvin Lockwood & Son, B'ham.
Hilberg & Doerr, Pontiac. Fred W. Daines, Farmington. Peter Wolfe & Son, Warren, Mich.