

Kinds of Advertising

Upon embarking in business the first problem that faces the merchant is how to get customers. He starts out after business. That is advertising. He personally solicits trade or adopts some other means of advertising his business. But one thing is certain, if any business is ever built up it is built up through the medium of advertising. Every business man must admit this, or why not start a business under ground and the proprietor sit down waiting for trade to come to him? A well kept store in a good location; stocked with good goods at reasonable prices is an advertisement. A merchant cannot hide his light under a bushel and be a success. He must advertise.

There are various ways of advertising, and for the sake of convenience and in order of their importance we give them here.

1st.—Personal Advertising—Where the merchant personally solicits business.

2nd.—Personal Letter Advertising—Where the merchant writes personal letters to stimulate business.

3rd.—Newspaper Advertising—Where through the newspaper the merchant gives business news each week to thousands.

4th.—Circular and Other Advertising—Where through circulars, bills, bill boards and all other means of publicity effort is made to influence the trading public.

There is no denying the advantage to a merchant in personally soliciting business either visiting prospective customers personally or writing them personal letters. These are very effective ways of advertising, and at the same time very expensive. The next best means of advertising and, price considered, it is by far the very best kind of advertising.

Copyright 1912 by George E. Patterson.

We Told You So

And here they are—all the latest in Wall Papers. 200,000 rolls now in stock! Plain and Printed Oatmeals, Imitation Leathers, Japanese Grass Cloth, Metalized Tiffany Effects; Floral, Fruit and Foliage Designs, Chambray Stripes, Cut-out Border, Ribbons and Binders. Independent Ceilings.

Strictly New Goods. Prices from 5c per roll up.

Frank Blakeslee

"WALL PAPER SHOP"
Birmingham

For Quality and Service

Patronize the

Garland Farm

DAIRY

We solicit your patronage, knowing we can please you. We guarantee our milk to be pure, clean, and of highest quality. Each and every bottle is thoroughly washed every day, and all milk is filtered through medicated cotton.

We use every precaution to give our customers absolute satisfaction. We carry, for those wishing it, Whipping Cream that whips—Coffee Cream that gives satisfaction to those using it. We have doubtless our business since we began the retail milk business, and our aim is to steadily increase.

Give us a trial and be convinced. We make good.

A LIBRARY FREE

To Anyone Who Will Read

The following Papers, treating on subjects that are of vital importance and written by various authors, skilled in their work, form a Library of rare value. A copy of any or all will be sent free, postage prepaid:

1. Is Jesus King?
2. Is the Constitution of the United States Christian?
3. Christ's, or the Separated Life.
4. Reasons for Not Voting Under the Present Constitution of the United States.
5. The Attitude of Protest: the Attitude of Power.
6. Psalmody: Is the Use of Uninspired Songs in the Worship of God Authorized?
7. Ex Iona vs. Hymns.
8. The Voice of the Ages Against Instrumental Music in Worship.
9. Instrumental Music: Corruption of New Testament Worship.
10. Instrumental Music in the Worship of God.
11. Labor Unions.
12. Ten Reasons Why I Would Not Join a Secret Society.
13. The Right Relation of Church and State.
14. Nicknaming the Sabbath.

COMMITTEE, 1205 Boyle Street, Pittsburgh, Pa., N. S.

Prayer Book Brings Fancy Prices. A prayer book in two volumes, which belongs to Mme. de Pompadour, realized \$7,200 at a recent sale in Paris. It is entitled the "Office de la Sainte Vierge," and contains drawings by Boucher. The work was loaned from the Royal printing works in 1787.

Matter of Supply. The witness testified that he had been knocked down by a motor-car and that the chauffeur, who was joy riding, had given no warning of the approach. "Do you mean," asked the judge, "that he didn't have a horn?" "No, your honor," replied the witness. "I think he'd had too many."

ROYAL OAK

E. N. Rowley of Jackson spent Sunday at home at 7:30 in K. O. T. Hall, Parks Block.

Dr. Letts of Romeo visited friends in town the past week.

Mr. and Mrs. Theo. Goodfellow spent Sunday in Lake Orion.

Miss Lenora Davis is spending a few days with friends in Pontiac.

Master Fred Oakley died Sunday, after a few days illness.

Mrs. Harry Wheeler of Egoon spent Sunday with relatives here.

The Glensons met Tuesday evening at the home of Mrs. E. Patterson.

Mrs. Mary Davis spent last Sunday with the Dr. Graves' family in Linden.

The Ford family have moved to the Lavery farm just west of the cemetery.

John Star has been confined to bed at home with German measles the past week.

Mrs. Lucy Meilen left Sunday for Chicago where she is to spend several weeks.

Wanted—Girl for general housework. Inquire of Mrs. Marentay, Royal Oak.

Mrs. Cyrus Jarvis, daughter of Samuel B. Atger of this place, died in Pontiac Monday.

Mr. and Mrs. John Reibel of Highland Park spent Sunday at the home of Jos. Groajean.

For Sale—A mow of hay, 10 1/2 mile. Inquire of Mrs. Chas. Millif, Phone 89-L.

Mrs. Harriet Loucks was called to Grand Rapids by the serious illness of her son Wallace.

For Sale—Settings of white Rock Eggs. Inquire of Mrs. Habel, corner Main and Eighth.

Mr. and Mrs. A. Worden of Flint were entertained last week at the home of their son, Leo Worden.

Mr. and Mrs. L. Fournier have returned from San Diego Cal. where they have been spending the winter.

The Commissioners on claims in the estate of Rosalie M. Robinson meet Saturday for final settlement.

Mrs. Robinson and son, and Miss Eulalia Keyser spent Sunday with Mrs. Robinson's sister in Rochester.

For Sale—Eggs from one of the best strain of land Pekin Ducks \$1.50 per pair. If you want your yard slicked up, plants or trees set, lawn cared for, or handy man any where. Phone 156-J.

Wanted—Girl for general house work or young girl to assist. Inquire of Mrs. F. O. Brown, Royal Oak, Phone 64-R.

Ground has been broken on Washington Avenue for the new store building of the Campbell-Mercill Construction Company.

The boys of the M. E. church defeated the Rochester high school team Saturday afternoon by a score of 27-18. This was the first game of the season.

The Altar society of the St. Mary's church had an experience social at the pastor's residence last week which netted them one hundred ten dollars.

Mrs. L. F. McHugh was called to Flint Saturday by the severe illness of a niece, Mrs. McHugh and Master Donald spent Sunday in Lake Orion.

Miss Maude Harvey a teacher in the high school, has resigned and will go to Ypsilanti. She will be succeeded by Mrs. Albert W. Wilson, until another can be secured.

Seed Oats and Corn

For Sale at the New Feed Store!

In the Old Poppleton Building Woodward Avenue Birmingham

J. TOOLEY, Prop.

HEARING CLAIMS BEFORE COURT. State of Michigan, County of Oakland, ss. Notice is hereby given, that by order of the Probate Court for the County of Oakland, made on the 10th day of April, A. D. 1912, four months from that date a hearing is to be had to present their claims against the

Estate of William N. Fall. Late of said county, deceased, and that all creditors of said deceased are required to present their claims to said Probate Court, at the Probate office in the City of Pontiac, for examination and allowance, on or before the 10th day of August next, and that such claims will be heard before said Court, on Saturday, the 10th day of August next, at 9 o'clock in the forenoon of that day. Dated April 10, 1912. J. KLEBERG P. ROCKWELL, Judge of Probate. JUDSON A. FARMERBURGH, Probate Clerk. (House-15m4)

PIANO TUNING!

A. H. HENDRICK Piano Tuner Will be in town every two weeks, and will be pleased to tune and repair all Pianos that need caring for. Orders left at H. P. Salzer's, phone 71, will be promptly attended to. Prices reasonable. Satisfaction guaranteed. Seven-years experience warrants me in saying I am qualified to do good work. A. H. HENDRICK.

Watches Brooches Rings

Locketts and Chains Cuff Buttons Scarf Pins Chains Eye-Glass Chains Tie Clasps Fobs Military Sets Jewel Boxes Hat Pins Fine Cut-Glass Pieces Mesh Bags Toilet Sets Rogers Bros.' 1847 Knives Forks Spoons My Goods Are New and Prices Reasonable.

H. W. BAXTER, Jeweler

Berry's Dray & Express Business

Will hereafter be done by John Berry himself. Partnership business has been discontinued. All orders promptly attended to. Your patronage solicited. Phone 207-3.

JNO. BERRY 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 Willets Street,

Where you will find a fresh stock of Groceries, Salt Meats, and other necessary Goods and Cider Vinegar. Every thing the best. When in need of a good Clothes Basket, Clothes Pins, Clothes Line, Market Basket or Galvanized Pails, I have them. Have them. Everything delivered. Prices reasonable. SATISFACTION GUARANTEED. John O'Connell, Birmingham, Mich.

Profitless Penguins. A penguin oil industry is to be established on a remote island, about half way between Panama and the Antarctic continent. This island, 25 miles long and five wide, is estimated to contain probably 10,000,000 penguins, so that the stock seems almost limitless.

Court Evergreen No. 105

Foresters of America Meets first and third Friday nights at 7:30 in K. O. T. Hall, Parks Block. CHAS. J. HALLOCK, Fin. Sec. S. F. TRUMBULL, C. R.

K. P. ROCKWELL

Attorney-at-Law and Solicitor in Chancery Pontiac Michigan

A Shine In Every Drop!

Black Silk Stove Polish Black Silk Stove Polish is not only most economical, but it gives a beautiful shine that cannot be obtained by any other polish. It is made of the finest materials and is entirely free from any harmful ingredients. It is sold in 25c and 50c bottles. It is the best for use on all polished surfaces. It is sold by all dealers.

Black Silk Stove Polish

Black Silk Stove Polish Works. Shining, Bleaching. Use Black Silk Stove Polish for all polished surfaces. It is sold by all dealers.

Birmingham Chapter No. 220, O. E. S.

Meets the fourth Wednesday in each month. NELLIE M. WOOD, Sec'y. MARTHA ASH, W. M.

A. B. MILLSPAUGH

LAWYER Ford Building Cor. Woodward and Maple Aves. Phone 265 Birmingham Michigan

Pride of Oakland I. O. O. F.

Rebekah Lodge No. 445 Meets first and third Wednesday nights at 7:30 in K. O. T. M. Hall, Parks Block. NELLIE M. WOOD, N. G. NELLIE M. WOOD, N. G.

Fine Home In Birmingham

For Sale at a Very Reasonable Price

I wish to sell my home in Birmingham, on West Maple Avenue. No better location in town and plenty of land to go with it. For price and full particulars, address the owner.

ANNA M. PARKS

Birmingham, Mich. ONE BOTTLE

Lambert & Lowman's White Pine and Red Spruce Cough Balsam.

Used at all right times, it 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. Big BEAVER—Sold here only by W. H. Lamb, dealer in General Merchandise, who guarantees it. CLAWSON—Sold here only by Charles Baker, dealer in General Merchandise, who guarantees it.

KILL THE COUGH AND CURE THE LUNGS

WITH Dr. King's New Discovery FOR COUGHS AND ALL BRONCHITIS AND LUNG TROUBLES. GUARANTEED SATISFACTION OR MONEY REFUNDED.

Bryson-Vail Real Estate Co.

2316 Woodward Ave. DETROIT, MICH.

Erwin & Smith

Dealers in Fresh and Salt Meats Poultry, Etc.

ALL VEGETABLES IN SEASON

Great care is exercised by using only the choicest animals and meats and our customers can feel that they are always getting the best in the market. Our deliveries are prompt. We solicit a share of your patronage.

ERWIN & SMITH

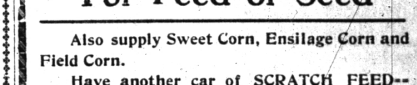
JUST RECEIVED!

Car of Choice OATS

For Feed or Seed Also supply Sweet Corn, Ensilage Corn and Field Corn. Have another car of SCRATCH FEED—will still sell at \$1.00 per 100 lbs.

W. E. McClellan

Right 'Long Side G. T. R'y



A coat of paint—good paint—saves 10 times its cost by protecting against weather and decay. Paint your house, porch and lawn fence with Acme Quality House Paints. They will stand between the wood and the weather and protect and beautify your property better than any other paint.

J.W. Cobb

For several Birmingham Houses running from \$1,200 up. Good Location and Good Repair necessary. Write at once. Give full description in letter.

We Have Buyers

For several Birmingham Houses running from \$1,200 up. Good Location and Good Repair necessary. Write at once. Give full description in letter.

Dust Poisoned Pigs Kill.

The coroner's investigation of the death of William Bowling of Lenoire, after eating pork pigs in May last, was concluded when Doctor Harris, medical officer of health, stated that his opinion was that the infection of the meat in the shop was caused by dust blown in from the street—London Hall.

Bright Brass.

A great time and labor saver, in keeping brass, copper and other metals bright and shining, either indoors or outdoors, in any kind of weather, is to clean and scour in the usual way, and give them a coat of argentine varnish, to be obtained at a store. Many ornaments which look luster are also improved by one application.