

# Advertise at all?

It is well first of all to know what advertising really is. Advertising has been defined as the act of publicly announcing a fact, and has further been defined as 'salesmanship on paper.' While both of these are more or less true, advertising is nothing but the giving of business news with the purpose of creating a new want or supplying an existing want. It is readily seen that there is no limit to the accomplishment of good advertising; as there is no limit to the wants already created or that might be created.

The merchant is a dead one who does not realize that there are starving millions waiting for him to satisfy their wants or create for them new wants. This advertising idea to create new wants and satisfy existing wants is no new thing; as the Egyptians used handbills and posters made of papyrus 5000 years ago. Printing was invented less than 500 years ago, and the newspapers were then started. Soon afterwards advertising became associated with printing. The advertising idea originated over 90 centuries ago. Some present day merchants haven't got the idea yet. With present day opportunities to advertise there is no limit to what one may accomplish in business lines. The local merchant may easily double his local business. He has the local paper a wonderfully cheap way to gain publicity.

There is no newspaper read like the local paper, especially by the women, and the women do over 90 per cent of the trading.

Copyright 1923 by George E. Patterson.

This is the **Stove Polish YOU Should Use**

It's different from others because more care is taken in the making and the materials used are of higher grade.

**Black Silk Stove Polish**

It is a brilliant black polish that does not rub off on dust, and the shine lasts four or five days. It is used on stoves and sold by all grocers.

**BLACK SILK STOVE POLISH WORKS, SHELBY, MISSISSIPPI**

Get a Can TODAY

**Be Ye Ready**

For Ye Know Not When the Fleasive 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 WHITE STREET.

Where you will find a fresh stock of Groceries, Salt Meats, Lard, Confectionery Goods and a wide variety of everything the best. When in need of a good Clothes Basket, Clothes Pins, Clothes Line, Market Basket, Rubber substitutes, I have them. I have them. Everything delivered. Prices reasonable.

**SATISFACTION GUARANTEED. John O'Connell, 217-P, Birmingham, Mich.**

**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**

**HEARING CLAIMS BEFORE COURT**  
State of Michigan, Probate Court for the County of Oakland, do hereby give notice that an order of said court, made on the 10th day of April, A. D. 1923, in the matter of the estate of William N. Fall, Judge of Probate, that said date were allowed to continue to prevent their claims from being presented.

**Watches Brooches Rings Lockets 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**

**ORDER FOR PUBLICATION**—State of Michigan, Probate Court for the County of Oakland, do hereby give notice that an order of said court, made on the 10th day of April, A. D. 1923, in the matter of the estate of William N. Fall, Judge of Probate, that said date were allowed to continue to prevent their claims from being presented.

**ANNA J. FALL, Decedent.**  
Charles T. H. Gardner, executor of the will of said decedent, having filed in said court a petition praying for the appointment of a receiver and administrator of said estate in certain real estate therein described.

It is ordered that the 10th day of May, A. D. 1923, be and is hereby appointed for hearing and decision of said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why a receiver and administrator should not be appointed. It is further ordered that public notice of the hearing of said petition be given by publication of a copy of this order for three consecutive weeks previous to said day of hearing, in the Birmingham Business Journal and in some newspaper published and circulated in said county.

**CLERK: F. ROCKWELL, Judge of Probate.**  
**JUNION A. FREDENBURGH, Probate Clerk.**

**ORDER FOR PUBLICATION**—State of Michigan, Probate Court for the County of Oakland, do hereby give notice that an order of said court, made on the 10th day of April, A. D. 1923, in the matter of the estate of Noble M. Brackenreed, that said date were allowed to continue to prevent their claims from being presented.

**ANNA M. PARKS, Decedent.**  
Charles T. H. Gardner, executor of the will of said decedent, having filed in said court a petition praying for the appointment of a receiver and administrator of said estate in certain real estate therein described.

It is ordered that the 10th day of May, A. D. 1923, be and is hereby appointed for hearing and decision of said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why a receiver and administrator should not be appointed. It is further ordered that public notice of the hearing of said petition be given by publication of a copy of this order for three consecutive weeks previous to said day of hearing, in the Birmingham Business Journal and in some newspaper published and circulated in said county.

**CLERK: F. ROCKWELL, Judge of Probate.**  
**JUNION A. FREDENBURGH, Probate Clerk.**

## Birmingham Inners

For sale cheap—Fine housed four village lots, corner of Greenwood and Willis' street. Call on the premises and see the owner, Mrs. H. Chevalier for all particulars.

**DIET FOR SALE**—100 lbs. of good soil for filling or top dressing. Can be delivered the same at once. Ph. 173 L. E. W. Argus.

**TRANSIT**—If you have an iteming or moving call on 173 L. Ming to order from the City a specialty as a well equipped for that service.

You would not go to a bank for a suit of clothes, nor to the jeweler for a watch, and yet you go to the host of bread, and yet you go to the host of insurance. The first of these is a specialty, the second is a specialty, the third is a specialty. You would not go to a bank for a suit of clothes, nor to the jeweler for a watch, and yet you go to the host of bread, and yet you go to the host of insurance. The first of these is a specialty, the second is a specialty, the third is a specialty.

**For Rent**—Desk room in telephone building, ground floor. Heat and light to anyone not cooking a real estate or insurance business. See M. Heil.

**For Sale Cheap**—Two workbenches, one with top, one without. Call on C. G. Jackson, Southfield, phone No. 124 L-2.

**FOR SALE**—Set of heavy double harness almost new. J. A. Aspell, Birmingham.

**For Sale**—Brown mare, 1500 lbs., also bay horse 1200 pounds, five years old. J. A. Bassett, Birmingham.

There is no case on record of a high cold or a gripe developing into tuberculosis, pneumonia, influenza and typhoid fever. The genuine influenza yellow package. Refuse substitutes. For sale by all druggists.—Adv.

**Read, Read and Act.**

George H. Mitchell, ex-druggist of Birmingham, says: "Lambert & Downman's White Pine and Red Shoe Cough Balsam during 25 years of his drug business sold most and gave the best satisfaction of any kind he ever handled. One good old lady deared that two 25c bottles cured her daughter of consumption."

**ORDER FOR PUBLICATION**—Appointment of administrator. State of Michigan, Probate Court for the County of Oakland, do hereby give notice that an order of said court, made on the 10th day of April, A. D. 1923, in the matter of the estate of Elizabeth W. Sawyer, Decedent.

Beatrice Van Wagoner having filed in said court a petition for the appointment of an administrator of said estate to Howard Van Wagoner.

It is ordered that the 10th day of May, A. D. 1923, be and is hereby appointed for hearing and decision of said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why an administrator should not be appointed. It is further ordered that public notice of the hearing of said petition be given by publication of a copy of this order for three consecutive weeks previous to said day of hearing, in the Birmingham Business Journal and in some newspaper published and circulated in said county.

**CLERK: F. ROCKWELL, Judge of Probate.**  
**JUNION A. FREDENBURGH, Probate Clerk.**

**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 & Downman's White Pine and Red Shoe 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. Guard your health by keeping a bottle ready to use.

Sold by Charles J. Shain and James W. Cobb.

**BEAVER**—Sold here only by W. Lamb, dealer in General Merchandise, who guarantees it.

**CLAWSON**—Sold here only by Charles Balzer, dealer in General Merchandise, who guarantees it.

**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. 45

Meets first and third Wednesday nights at 7:30 in K. O. T. M. Hall, Payks Block.

BLANCHIE L. HETH, Rec. Sec.  
NELLE M. WOOD, N. G.

## Navigation Open.

The Water Way—The Most Enjoyable Way.

Daily service between Detroit and Cleveland, leaving at 10:45 p. m. arrive at destination following morning at 6 a. m.

Week End excursions every Saturday. \$2.50 Round Trip.

Service between Detroit and Buffalo and Detroit and Mackinac begins about April 20th.

Railroad tickets honored for transportation between Detroit and Cleveland, Detroit and Buffalo either direct.

Send two-cent stamp for illustrated pamphlet and Great Lakes Map. Detroit & Cleveland Nav. Co.

**Fine Garments**  
Made to Order

We have a reputation for producing a satisfactory garment. 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 suitail.

**CLEANING PRESSING WE DO ALTERING REPAIRING**

**Chas. Peck**  
Tailor  
Opp. Postoffice Phone 161

**DETROIT UNITED LINES.**

Royal Oak Time Table.

**Flint Division**—Flint and Saginaw Limited—7:12 p. m. and every 90 minutes to 7:12 p. m. Mondays only, 5:55 a. m. Local to Flint, 7:55 a. m., and every two hours to 7:55 p. m. Detroit to Saginaw, 11:50 p. m. Local cars to Romeo and Rochester, 6:29 a. m., 7:55 a. m., 8:55 a. m., and every two hours to 8:55 p. m., 9:55 p. m., 11:50 p. m.

**Pontiac Division**—North-bound Limiteds—6:59 p. m., 5:59 p. m., 6:19 p. m., 7:19 p. m., 8:19 p. m., 9:19 p. m., 10:19 p. m., 11:19 p. m., 11:59 p. m., 12:59 p. m.

**Dr. Lillian J. Courts,**  
Osteopathic Physician.

Graduate of the American School of Osteopathy, Kirksville, Missouri. Diagnoses of women and children especially. Examinations free. Office hours—8 to 12 a. m., 2 to 6 p. m., Suite 19, Davis Block, Pontiac, Michigan. Phone 221.

**ORDER FOR PUBLICATION**—Appointment of administrator. State of Michigan, Probate Court for the County of Oakland, do hereby give notice that an order of said court, made on the 10th day of April, A. D. 1923, in the matter of the estate of Noble J. Roberts, Decedent.

Delta Rowden having filed in said court a petition praying that the administration of said estate be granted to George Beigham, or to some other suitable person.

It is ordered that the 10th day of April, A. D. 1923, be and is hereby appointed for hearing and decision of said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why an administrator should not be appointed. It is further ordered that public notice of the hearing of said petition be given by publication of a copy of this order for three consecutive weeks previous to said day of hearing, in the Birmingham Business Journal and in some newspaper published and circulated in said county.

**CLERK: F. ROCKWELL, Judge of Probate.**  
**JUNION A. FREDENBURGH, Probate Clerk.**

**HEARING CLAIMS BEFORE COURT**  
State of Michigan, Probate Court for the County of Oakland, do hereby give notice that an order of said court, made on the 10th day of April, A. D. 1923, in the matter of the estate of Noble M. Brackenreed, that said date were allowed to continue to prevent their claims from being presented.

**ANNA M. PARKS, Decedent.**  
Charles T. H. Gardner, executor of the will of said decedent, having filed in said court a petition praying for the appointment of a receiver and administrator of said estate in certain real estate therein described.

It is ordered that the 10th day of May, A. D. 1923, be and is hereby appointed for hearing and decision of said petition, and that all persons interested in said estate appear before said court, at said time and place, to show cause why a receiver and administrator should not be appointed. It is further ordered that public notice of the hearing of said petition be given by publication of a copy of this order for three consecutive weeks previous to said day of hearing, in the Birmingham Business Journal and in some newspaper published and circulated in said county.

**CLERK: F. ROCKWELL, Judge of Probate.**  
**JUNION A. FREDENBURGH, Probate Clerk.**

**Substitute for Cotton.**  
Nettle stems are being used as a substitute for cotton.

**You MIGHT buy one just as good, but you CANNOT buy one that is better.**

**Why Take Any Chances?**

**Hanna's Green Seal Paint**

Has the Formula on Every Package

THE MAKERS KNOW IT IS GOOD AND TELL YOU HOW THEY MAKE IT

FOR SALE BY  
**PHILIP SCHLAACK, BIRMINGHAM**

## Erwin & Smith

Fresh and Salt Meats  
Poultry, Etc.

ALL VEGETABLES IN SEASON

Great care is exercised buying 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**

**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.

**Bryson-Vail Real Estate Co.**  
2316 Woodward Ave.  
DETROIT, MICH.

**Do You Know Ouija Board?**

It is more than interesting. It is more than amusing. It is more than mystic. It is most baffling. It is most indescribable.

**And it is**  
Enigmatic, Hidden, Secret, Mystic, Inscrutable, Inexplicable, Incomprehensible, Unaccountable, Recordite Occult and MYSTICAL, MYSTICAL, MYSTICAL.

Get a Ouija Board at the Eccentric Office! FREE! FREE! FREE!!! For four (4) new subscribers to the Eccentric, at one dollar per year, we will give a large sized Ouija Board, retail at \$1. We have two sizes for sale at 75c. and \$1.00 each. Both sizes guaranteed to work.

**Directions.**  
Place the Board upon the laps of two persons, lady and gentleman preferred, with the small heart-shaped table upon the Board. Place the fingers lightly but firmly, without pressure, upon the table so as to allow it to move easily and freely. In from one to five minutes the table will commence to move at first slowly, then faster, and then be able to talk or answer questions, which it will do rapidly by touching the printed words or the letters necessary to form words and sentences with the forefinger or pointer.

2nd.—Care should be taken that one person only should ask questions at a time, so as to avoid confusion, and the questions should be put plainly and accurately.

3rd.—To obtain the best results it is important that the persons present should concentrate their minds upon the subject in question and avoid other topics. Have no one at the table who will not sit seriously and respectfully. If you use it in a frivolous spirit, asking ridiculous questions, laughing over it, you just naturally get undeveloped influences around you.

4th.—Ouija is a great mystery, and we do not claim to give exact directions for its management, neither do we claim that at all times and under all circumstances it will work equally well; but we do claim and guarantee that with reasonable patience and judgement it will more than satisfy your greatest expectations. It bewilders and baffles the wisest of them all.

Made in Baltimore, Md. Sold in Michigan by THE ECCENTRIC.  
N. B. Any Subscriber paying all arrears, and two years ahead can have a No. 1, size 75c. FREE. See Mitchell.

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