

The Beaten Track

The definite purpose of advertising is to bring the buyer and seller together with a view to the consummation of a deal whereby each party with something—the one with money or its equivalent and the other with some commodity. The aim is to sell. Advertising may sell the goods outright or it may interest and lead to personal inquiry which in turn may result in a sale. If the advertising leads to personal inquiry good salesmanship will perhaps close the deal. Too much must not be expected from advertising alone.

What good would advertising do business with poor goods and dummy salesmen?

And Emerson referred to the merchant as well as anyone else when he said: "If a man can write a better book, preach a better sermon, or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten track to his door." The beaten track will follow in the wake of good advertising and good merchandising. It always has as any successful merchant will testify.

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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 DO ALTERING REPAIRING

Chas. Peck Tailor

Opp. Postoffice Phone 163

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. 1913, creditors to present their claims against the

Estate of Noble M. Brackener, 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 16th day of August next, at 9 o'clock in the forenoon of that day. In testimony whereof, I, A. D. 1913, ALBERT P. ROCKWELL, Judge of Probate, James A. FREDENBURGH, Probate Clerk.

Watches Rings Brooches 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

ORDER FOR PUBLICATION—Appoint-

ment of Administrator. 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. 1913, Present, Hon. Kiebler P. Rockwell, Judge of Probate, In testimony whereof, I, ELIZABETH B. SARGENT, Decedent.

Beatrice Van Wagner having filed in said court a petition praying that the administration of said estate be granted to Howard Van Wagner, or to some other suitable person. It is ordered that the 17th day of May, A. D. 1913, at 9 o'clock in the forenoon, at said Probate Office, be and is hereby appointed for hearing said petition. It is further ordered that notice thereof be given by publication of a copy of this order for three successive weeks previous to the said day of hearing, in the Birmingham Economic-Enterprise printed and circulated in said county. ALBERT P. ROCKWELL, Judge of Probate, James A. FREDENBURGH, Probate Clerk.

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.

J. N. BERRY

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. 1913, creditors to present their claims against the

Estate of William N. Pugh, 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 16th day of August next, at 9 o'clock in the forenoon of that day. In testimony whereof, I, ALBERT P. ROCKWELL, Judge of Probate, James A. FREDENBURGH, Probate Clerk.

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 repairing.

Orders left at H. P. Salder'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

A. B. MILLSPAUGH LAWYER

Ford Building Cor. Woodward and Maple Aves.

Phone 285 Birmingham Michigan

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, 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 Unsacred Songs in the Worship of God Authorized?
7. Psalms vs. Hymns.
8. The Voice of the Ages Against Instrumental Music in Worship.
9. Instrumental Music a 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 Relation of Church and State.
14. Nicknaming the Sabbath.

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



"Yes, our new wagon's a Studebaker — the only kind we KNOW"

The Studebaker idea has been in our family for sixty years. We have never thought of buying any other kind of a wagon. It's true, we're continually being offered other wagons costing a little less, with lots of promises as to what they will do. But we know in our family what a Studebaker will do. A few dollars difference in price doesn't mean much. It's the service a wagon gives that we consider most. Long service for a fair price means more every time than short service for a few dollars less. That's why we stick to Studebaker—and 'Stick to Studebaker' is a pretty good motto for a man who uses wagons. Studebaker wagons are built of good stuff. They're made right by people who've had years and years of experience in making them right—people who are trusted the world over. Studebaker wagons last, because they're made to last. Look out for the dealer who tells you his wagon is just as good as a Studebaker. That's my advice after a good deal of experience—and the experience of all my people. You get a Studebaker and you've got a safe investment. See our Dealer or write us.

STUDEBAKER South Bend, Ind. NEW YORK CHICAGO DALLAS KANSAS CITY DENVER MINNEAPOLIS SALT LAKE CITY SAN FRANCISCO PORTLAND, ORE.



Marred and worn floors are hard to clean and hard to keep clean. Half an hour's work with the paint brush changes your shabby old floors into new floors that are easy to keep clean and hard to wear out.

ACME QUALITY FLOOR PAINT (GRANITE)

Is the best floor paint to use. It is made especially to be walked upon, is ready for use, easy to put on—you can do it yourself—and dries quickly. A quart will cover about 75 square feet, two coats.

Ask for a copy of our "Home Decorating" booklet. It tells you all about the use of paints, enamels, stains and finishes in the home.

J. W. Cobb

ELECTRICITY!

New Business! New Firm! New Ideas!

We wish to inform the public that we have gone into the business of electricity, and are electricians ready to fill all orders promptly and satisfactorily. Your patronage solicited.

Deer Bros.

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Too Formal. "Are you on friendly terms with your neighbors in the apartments?" "Well, no. She's rather formal. Always sends her card when she wishes to borrow flour, and if she wants both flour and sugar she sends two cards."

Erwin & Smith

Dealers in

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 Enigmatical, Hidden, Secret, Mystic, Inscrutable, Inexplicable, Incomprehensible, Unaccountable, Recordable, 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 size 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 foreleg 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 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 bewitches 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.

Central Market

Everything to Eat in the Line of Meat

Berkshire Brand Pure Leaf Lard

1-lb. pkg 17c

R. J. ALLISON

PHONE 143

Warm Southern Breezes

And bright skies tell us that Spring is at hand. It's a good plan to select your Spring Shoes while stocks are intact and sizes unbroken. You'll enjoy the Spring days better if you wear a smart, good-fitting "JOHN KELLY" Shoe.

THE WINDOW TELLS THE STORY

Henry Pauli

Pontiac

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 indicated cotton. We use every precaution to give our customers absolute satisfaction. We carry, for those wishing it, Whipping Cream that carries—Coffee Cream that gives satisfaction to those using it. We have doubled 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.

Rival of Pittsburgh. "Because of the constant milk smoke that hangs over it, the whole portion of Pittsburgh is known as 'Milk Smoke'."

Whence the Term "Gazette." The name "gazette," as applied to newspapers derived from an Italian Venetian coin, the price of the news sheet published there.

Mothers Resented Charity. A school teacher in Gelderland, England, was violently attacked recently by parents of some children to whom, in the course of a lesson on giving, she had given some marshmallows to eat. "We can afford to give our children food," declared the judgment parents, "and we need no charity from the teach-

PHILIP SCHLAACK, BIRMINGHAM

The True Value of a Paint is in its Durability

Hanna's Green Seal Paint

IS THE "Made-to-Wear Kind"

FOR SALE BY PHILIP SCHLAACK, BIRMINGHAM