

Advertising and News.

News is any "recent or fresh intelligence or information concerning any matter or event," and advertising is giving news relating to a business. The ordinary doings of a happening are not news. For instance to say that Jones, the dry goods merchant, sells calico is not news; but to say that Jones sells calico 25 per cent below regular price is news, business news, and advertising.

That advertising may be effective, productive and stimulating to business, it must be done in the way of conveying information. To say that Smith is still making good goods honestly, and that the people ought to eat his product, conveys neither specific nor interesting information. But to show why Smith's goods are good, how the goods are made and why they are made that way, why they are palatable, why digestible and why healthful, are all points of interest conveying intelligence. Of course the news must be told by the advertiser in a way that is convincing. Everyone is open to conviction. It is up to the advertiser to demonstrate the real value in any product for sale. Every good product will profit by this test for the people are quick to take up with anything they know is good, and skeptical about a product of which they know nothing.

When the merchant puts the same arguments and intelligence into his ads that a good salesman puts into his talks to sell a commodity then will newspaper advertising become immensely profitable.

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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

FARMERS' FOOTWEAR

The kind that the farmers swear by—strong, durable and built for land or water—your money's worth in every pair; or your money returned. Call in and look over before you buy that next pair. We have them at all prices to suit your pocketbook. Seeing is believing—come in today.

Expert Shoe Repairing

You remember the old saying: "It's never too late to mend." That saying is the motto of our Shoe-Repairing Department. We can mend any kind of Boots and Shoes that will hold the stitches—and a great many that will not. Only the best leather is used and we expend both time and patience in giving you work that will bring you back as a satisfied customer—and cause you to recommend us.

Henry Pauli

Pontiac

AUCTION SALE!

Having sold my Home, I will sell at Public Auction, on the premises, 221 Maple Ave. East, Birmingham, on

Tuesday May 27,

at one o'clock P.M., all my

Household Goods.

Everything goes. Terms made known on day of Sale.

T. B. Smith, J. R. Bell,
PROPRIETOR AUCTIONEER.

W. A. Sutherland, painter, paper hanger and all round good workman did a job at papering for us that was fine in every particular. His forte is painting and papering. He guarantees satisfaction and is ready to figure with you at any time on any work in his lines. Call him at 107-4 and get quick action.

Miss M. J. Jarvis is building a fine home on the W. & H. subdivision and this will soon be followed by others. This location is being looked after by city prospectors, and there is a fine chance that a Detroit colony will settle and enjoy country life on lots from half acre up to much land as they can wish to own. The site is great and the price of lots very reasonable.

The Oakland County Horticultural Society will be entertained by Messrs. W. J. Spicer and J. T. Miller at their farms 23 miles west of Birmingham on Saturday June 7. The meeting will be held at W. J. Spicer's residence and will commence at 10:30 a. m. standard time. Prof. O. R. White of Lansing will give a lecture and Orchard demonstration on "Thinning Fruit." Capveyances will be at the Birmingham D. U. R. waiting room at 10 o'clock to meet any who may wish to attend the meeting. All members of the Society and all interested in fruit growing are cordially invited to attend.

Two of the beautiful new D. U. R. cars Nos. 1129 and 7130 coupled together going South filled with passengers right in the center of our village gave our people a pyrotechnical display that would have been good enough for a 4th of July Celebration; pity it couldn't have been saved. By a guy wire breaking near Maple Ave. crossing the trolley wire fell on top of cars. Zizz-zizz Bing Bang. The passengers flew out. Two sirens screeched and twenty fire extinguishers put out the flames. No one hurt but 50 people scared to death—almost. All this took place Wednesday p. m. right in the heart of the village.

Did you ever stop to think how very badly Birmingham needs a Public Convenience? No one does until it is needed. Did you ever stop to notice that spot, that very vacancy adjoining the Library hall? What a convenient and handy place that would be, and with how very little expense a suitable little room or rather two rooms could be arranged to accommodate the public. Next to a Park and we will be bold enough to say a little ahead of the Park is the need for this Public Convenience. Say, you Villagers dare get thinking about this and you will win the everlasting praise of every human being in this village, and all who pass through it. It won't cost anything compared to the great benefit it will be to a long suffering public.

Birmingham loses her best chance for a Park. The 18 acres directly opposite the D. U. R. power-house has been sold. It has long been looked at as a prospective Park, but no one could or would come forward and enroll themselves in the hall of fame, in Birmingham, and so the owners, Messrs. Johnson, Hagerman and Cobb, through Mr. J. F. Rundel sold the land. The lucky purchaser is Mrs. Sylvia Gregor of Detroit, who is said to be wealthy enough to do anything she pleases in the way of building herself a home and beautifying the grounds. She has secured a prize, and we will wager that there is no more desirable home site in old Oakland Co. than this very one now owned by Mrs. Gregor. Immediately after this deal was made Mr. G. R. Ferguson, bought two lots adjoining the Park site from the firm Johnson, Cobb & Hagerman, and very soon Mr. Ferguson will erect for himself a new home.

On Tour.
"The Actor"—What is poetry of motion?
"The Poet"—The kind that's always going from editor to editor."
Woman's Home Companion.

Studebaker

"When I invest in a wagon I buy a Studebaker, then it's a safe investment"

Of course it is! Studebaker wagons are built on honor, with sixty years of wagon-building experience—and with every wagon goes a Studebaker guarantee.

You can't afford to have a dealer sell you some other wagon represented to be just as good. If you want a wagon that will last, run easily and stand up to its work, there is only one wagon to buy—and that's a Studebaker.

Don't trade ten extra years of service for a few dollars difference in price.

Studebaker wagons are made to fit every requirement of business or pleasure, in city, town or country.

Farm Wagons	Business Wagons	Touring Roadsters
Surety Cabs	Delivery Cabs	Runabouts
Motor Cars	Light Trucks	Trucks

Each the best of its kind.
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.

Birmingham U. P. Church Notes

Services at Birmingham. Sabbath school at 10:30 Standard. Preaching services at 11:00. Y. P. C. U. at 6 p. m. Preaching on Sabbath evening at 7:30 o'clock. Service at Troy congregation at 1:30 p. m. Sabbath school at 2:30. Wednesday evening prayer meeting at 7:15. All are cordially invited to attend these services.
WILSON REID, pastor.

Detroit United Lines

Birmingham Time Table

SOUTH-BOUND - Limited - 6:47 a. m.
Locals - 4:55 a. m., 5:15 a. m., 5:35 m., 5:55 a. m., 6:15 a. m., 6:37 a. m., 7:17 a. m., and every 20 minutes to 9:22 p. m., 10:52 p. m., 11:52 p. m.
NORTH-BOUND - Limited - 8:06 a. m., 9:47 p. m., 10:07 p. m., 10:27 p. m.
Locals - 5:48 a. m., 6:58 a. m., 7:18 a. m., 7:38 a. m., 7:58 a. m., 8:38 a. m., 8:58 p. m., 9:18 p. m., 9:33 p. m., and half-hourly to 10:33 p. m., 11:33 p. m., 12:03 a. m.
Special service Saturday and Sunday. Limiteds do not run Saturday afternoons nor Sundays.

FLINT DIVISION

Change at Royal Oak. Hourly service to Rochester, Oxford and Romeo. Through limited cars for Flint and Saginaw at 7:15 a. m. and every two hours to 7:12 p. m.

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
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 161

FOLEY'S HONEY AND TAR
stops the cough and heals lungs

PIANO TUNING!

Deer Bros. Electricians

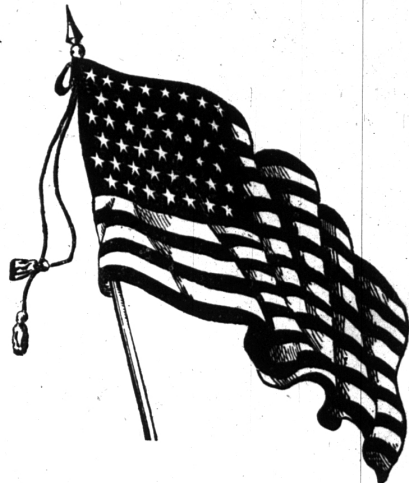
A. H. HENDRICK
Piano Tuner
Will be in town every two weeks, and will be pleased to tune and repair all Pianos that need caring for.
Orders left at H. P. Saltzer's, phone 781, will be promptly attended to. Prices reasonable. Satisfaction guaranteed. Seven-years experience warrants me in saying I am qualified to do good work.
A. H. HENDRICK.

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.
FOLEY'S HONEY AND TAR

HURRAH!



For Birmingham's BIG 4th of July Celebration

Do you know that Birmingham is to have a real old-fashioned Fourth this year? Yes, we are going to boom "THE PRIDE OF OLD OAKLAND" by bringing back old friends—and hundreds of new ones. The program, although as yet not wholly arranged, will be as follows:

Ring of all Church Bells at sun-rise.
Parade of Public School Children, headed by a Brass Band, at 8 o'clock a. m.
An address to the Children on "The Battle of Gettysburg," by Rev. F. F. Kraft.
A Grand Parade of all Civic Societies of the town at 10 o'clock, escorted by Bands and Drum Corps.
At 2 o'clock an old-fashioned New England Fillibuster Parade will sally forth, representing characters from all quarters of the earth.
At 3 o'clock a Sham Battle will take place, representing the Battle of Gettysburg, as fought 50 years ago this Fourth of July.
Ball Game at 3:30 o'clock, on the High School Grounds.
Sports, such as Tug-of-War, Foot Races, Sack Races, Wheelbarrow Race, etc., at 5 o'clock.
From 6 to 7 o'clock a Band Concert will be given.
Prominent Speakers from abroad will be present and deliver addresses in the evening.
At 9 o'clock will occur the Fireworks, which will be participated in by all the citizens of the town.

Now, friends, to make this all possible will require funds, and if every one donates SOMETHING it will help the cause. A Committee will make a house-to-house canvass on Saturday, May 24, with subscription lists, and we trust that every citizen will be generous with the \$55. Take the money you would spend in going out of town and you can have Fireworks and donate it to the General Fund. Any suggestions will be thankfully received by the several Committees.

J. A. WENDORPH, Chairman Gen. Com.
J. F. WOOSTER, Sports Com.
JAMES W. COBB, Music Com.
HARRY ALLEN, Adv. Com.
CHAS. RANDALL, Fireworks Com.