

Our Memorial Sale



HALT Multi-Blade Safety Razor

Fill Your Medicine Cabinet NOW and Save Money



Our Customers are all loaded down with these bargains. Get in line and save money.

- | | |
|-------------------------------|-------------------------------------|
| 10c Sale | 25c Articles 17c |
| 10c doz Quinine Capsules. | Edwards' Olive Tablets 17c |
| 2 doz 2 grain for | Daggett & Ramsdell's Cold Cream 17c |
| 20c Co. Licorice Po. 4 oz for | Mentholatum 17c |
| 20c Oxalic Acid, 1-2 lb. for | Beechman's Pills 17c |
| 15c Senna Leaves, 3 oz for | Rubifolium 17c |
| 20c Bay Rum, 4 oz | Satin Skin Cream 17c |
| 15c Juniper Berries, 4 oz | Omega Oil 17c |
| 20c Po. Orris Root, 4 oz | Country Club Talcum Powder 17c |
| 20c Boracic Acid, 4 oz | Foley's Cream 17c |
| | Antiphlogestine 17c |

\$1.75 to \$2.50
33 1/3% OFF REGULAR PRICE
 Can Be Used as an Old-Style Razor or Safety Razor
 Used With a Slanting Stroke Instead of the Old-Style Hoe Safety Razor

- 5c Sale**
- | | |
|------------------------------------|----|
| One pound Baking Soda | 5c |
| One pound Whiting | 5c |
| One pound Epsom Salts | 5c |
| One pound Sulphur | 5c |
| One ounce Gum Camphor | 5c |
| One dozen Compound Cathartic Pills | 5c |
| 10c Harlem Oil | 5c |
| One dozen Migrain Headache Tablets | 5c |
| 10c Camphor Balls, 1 lb. | 5c |

CONKEY'S STARTING FOOD FOR CHICKS



50% OFF
 A ready-prepared Food for Baby Chicks, composed of Corn, Wheat, Middlings, Hulled Oats, Meat, Bone, Salt, Sulphur, Iron Sulphate, Gentian Root, Bone Ash and Mustard Seed, all of suitable fineness and proportion.

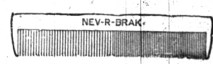
SAVE DOLLARS BY BUYING NOW



- | | |
|-------------------------------|-----|
| 25c Bacon's Celery King for | 17c |
| 50c California Syrup of Figs | 34c |
| \$1.00 Herculid for | 67c |
| \$1.00 Cuticura Resolvent for | 75c |
| 75c Mellin's Food for | 59c |
| 50c Lavioris for | 39c |
| 25c Morse's Indian Root Pills | 18c |
| 25c Munyon's Remedies | 19c |
| 50c Resinal Ointment | 39c |
| \$1.00 S. S. S. for | 69c |
| \$1.00 Fulton's Renal Comp. | 59c |

Never-Break Combs 25% OFF

GUARANTEED NOT TO BREAK. Throw them on the floor or saw wood with them, and they will not break.



JAMES W. COBB

Evolution of Advertising.

Business methods are continually changing. Within the memory of many of the active business men of today a real evolution has taken place. A few years ago there was a ready market for manufactured products. This was because our population was not so large and the demand easily exhausted the supply. But increasing population, increasing factories, and greater competition have changed the situation. Today the manufacturer is endeavoring through advertising to create a demand for his goods, as he finds local dealers are anxious to carry in stock goods of recognized quality, for which there is a demand.

While business has been developing, advertising, as a part of business, has undergone great changes. About fifty years ago it was considered contrary to all business ethics to solicit a customer away from a competitor. From then to now is only a short span of years, and yet today about \$1,000,000,000.00 is spent annually in advertising. Competition has become very sharp in the advertising field and to be successful requires skill. The spasmodic wasteful advertising of yesterday is giving way to the persistent and systematic advertising of today.

The time is fast approaching when the persistent and systematic advertiser is going to get the business. It may not come today or tomorrow but it is just as certain to come as death itself. Every merchant who desires to keep abreast of changing business methods will make it a part of his business, to study advertising or he will wake up some morning and find he is out distanced.

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ROYAL OAK

Decoration day Friday. Ross Davis and Frank Ferguson of Romeo spent Sunday at the Joyce home. Mrs. Burr of Forest Ont. is visiting at the home of her brother J. F. Coding.

Mrs. Ed Joyce and Mrs. Geo. Scott spent a few days last week with their sister in Utica. Wanted—A boy to mow the lawn and weed. Apply H. F. Barnard, Eleven-mile road. Phone 4-J.

Mr. and Mrs. Harry Wheeler and daughter Thelma of Ecorse, visited relatives here last Sunday. M. J. Carley has returned to his home here after spending the winter of an extensive trip through the south.

The Royal Oak Epworth League of the M. E. church won a banner for the best attendance at the District convention in Birmingham last week. Mrs. Julius Braun and daughter Miss Rose left Monday for a trip through Germany and Switzerland. They are to be gone until the first of August.

The Oakland County Horticultural Society will be entertained by Messrs. Will J. Milner and J. T. Miller at their fruit farm 2 1/2 miles west of Birmingham on Saturday June 7. The meeting will commence at 10:30 a. m. standard time and will be held at Will J. Spicers residence. "Small Fruit on a General Farm" will be discussed in the forenoon. At 1 p. m. Prof. O. K. White of the Agricultural College will give a lecture and orchard demonstration on "Thinning Fruit." All members of the society and every one interested in Horticulture are cordially invited to attend. Conveyances will be at the Birmingham D. U. R. waiting room at 10 a. m. to meet guests.

Al A. Parisian, who has spent the past year on the Pacific Coast and western states returned Wednesday last, and makes the following statement for Royal Oak: A visit to Royal Oak will convince every intelligent business man that no better location can be found in any town or city for safe investments in real estate, mercantile business, or for permanent homes. Real estate can be purchased at reasonable figures. Royal Oak has had no fictitious or uninvested money in unproductive property. The enterprising business men of and about Royal Oak, are careful and conservative but energetic. No better location for men of enterprise, wealth and push can be found.

Miss Jacobs, choir director at the M. E. church was called to her home in New Jersey last week by the sudden death of her father.

Miss Hattie Blackmon, an old resident of this village was found unconscious Tuesday by a little girl living next door. She suffered a stroke of apoplexy and did not regain consciousness. (Miss Blackmon is a prominent member in church circles here and well known. The funeral was held Thursday afternoon from her residence.

The body of John Dasha, the young man who drowned himself off Belle Isle bridge last January, was found Wednesday afternoon at the foot of Sixth street. The body was badly decomposed but was identified by papers in his pockets. This is quite a shock to the parents as they had concluded he had left for parts unknown.

A National Association formed to elevate the standard of the work of Commercial Schools and Colleges throughout the United States has selected the Detroit Business University as its first choice for membership from the State of Michigan on account of its unblemished record for 60 years and its present high state of efficiency in equipment and work. It stands A-1 and fully "Accredited" as a reliable school by this Association, and is well worthy of this recognition. A copy of its new catalogue has just been received at this office.

The Methodist of Detroit District of which Royal Oak is a part, will have an assembly week next Wednesday, Thursday and Friday. Two of the Bishops will be in the city. Bishop Stuntz of South America will speak at the Detroit Central Methodist Episcopal church Wednesday evening at eight o'clock. His theme will be "The Problem of the Canal Zone." Bishop Stuntz was elected to the episcopate on the first ballot at the last General Conference at Minneapolis in May of 1912.

He is one of America's eloquent orators. Thursday evening Bishop Theodore Henderson will discuss "The City Problem" at the Cass avenue Methodist Episcopal church. Bishop Henderson was pastor of one of the great city churches in Brooklyn previous to his elevation to the bishopric. He knows his subject and is a forceful speaker. Friday evening the Methodist City Union will banquet at the Trinity church, Highland Park. Bishop Henderson will be the speaker. It is planned to have a group from the Royal Oak church at each one of these services. The plan is to have a crowd of the younger people attend the Cass Ave. Rally to hear Bishop Henderson.

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.

COLLEGE PENANTS

20c And a copy of the Chicago Examiner FREE At Drug Stores on Sunday

ARTHUR FAINT Dealer in Newspapers and Periodicals.

OVER 25 YEARS' EXPERIENCE

PATENTS

TRADE MARKS DESIGNS COPYRIGHTS &c.

A complete service in search and description of prior art, in the U. S. and foreign. Free estimates. No charge unless successful. HARRISON PATENT CO. 1000 Broadway, New York City.

Patents taken through HARRISON PATENT CO. without charge in the U. S. and foreign.

Scientific American. A hand-drawn illustrated weekly. Largest circulation of any technical journal. Sent free for four months. \$1. Sold by mail, \$2.00 per year. HARRISON PATENT CO., 1000 Broadway, New York City.

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

PIANO TUNING! Fine Garments Made to Order

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. Saitzer's, phone 7L, will be promptly attended to. Prices reasonable. Satisfaction guaranteed. Seven-years experience warrants me in saying I am qualified to do good work.

K. P. ROCKWELL Attorney-at-Law and Solicitor in Chancery Pontiac Michigan

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 suitail.

CLEANING WE DO ALTERING REPAIRING

Chas. Peck Tailor

Opp. Postoffice Phone 161

Watches Brooches Rings Don't Ask for Estimates
 Locketts and Chains Cuff Buttons Scarf Pins Chains Eye-Glass Chains Tie Clasps Fobs Military Sets 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

Deer Bros. Electricians

Unless You Want the Lowest Prices and Prompt Action

We are very busy now, but will take time to figure with you, and if awarded your job we promise promptness and efficiency.

If we don't secure your work, we will thank you just the same for the favor of giving us our price.

Respectfully yours,
DEER BROS.