ADVERTISING AND SALESMANSHIP.

A good salesman should know the goods he has to sell, know the objections to them, and know how they compare with competitive goods as to quality and price. He must know the most effective ways to present the goods to the customer, and know how to finally make the sale. Every sale is the product of real salesmanship where the demand is not already created. But if a customer went into a grocery store and said to a clerk, "Give me a dollars worth of sugar," the customer taking the sugar and the clerk taking the dollar, the clerk here manifested none of the qualities of real salesmanship.

The real salesman is the one who attracts the attention of the customer to goods for sale, creates in the mind of the customer an interest in the goods, then creates in the customer a desire to own the goods, and finally creates in the customer a determination to have the goods—and a sale results. That's salesmanship! Good salesmen are trained salesmen filled with enthusiasm. Every salesman should be a student of human nature, know the customer, know the customer's needs, and be guided accordingly. It is never good salesmanship to sell a customer something he does not want.

Advertising, or salesmanship on paper, is the most viciously and abused and neglected department of business. There is too much poor advertising. Sales always follow good advertising. Good advertising and good salesmanship go hand in hand and both should be guided by the same fundamental principles.

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U. S. BOY SCOUTS IN ACTION

Young Lads Help Materially in Assisting in Keeping the City Clean and Healthy.

Chicago.—The Boy Scouts of America have done much for themselves and others. Ever ready and anxious to be of service, the boys have by their promptness of action and serviceable work, attracted the entire attention of the country.

In the picture is a detail of Troop Seventy-eight, of the Boy Scouts of

Boy Scouts Inspecting Building.

America scouting on the fire escape of a big tenement building in Chicago. These young fellows make it their business as opportunity affords, to assist the city authorities in keeping the city clean and healthy.

They perform this work without increasing the family of the people, in fact are cordially welcomed by them wherever they go.

Such a movement deserves emulation in all of our large cities over the entire country.

WOMAN SEEKS HER AFFINITY

Travels Far and Wide Looking for Unknown Who Dying Husband Said She Should Wed.

New York.—The most remarkable story told for many moons to whip news reports was recited here by Mrs. Eugene Williams, beautiful wealthy, aged nineteen, and a widow as she sailed away for Sweden to find an affinity she has never seen, nor whose name she does not know.

"My home was in Detroit," said Mrs Williams. "When I was sixteen, Mr Williams, who lived in Pittsburgh, met me. It was love at first sight. We were married. Two years ago he died On his deathbed he called me to him

"'I don't want you to marry again unless you marry one of my boyhood chums,' said my husband. 'He lives in Sweden. He is your perfect affinity. Before he could say any more he died

"Three times since then I have sailed to foreign lands, looking for my affinity. A dozen times I thought I had found him, and became engaged —and here the little widow displayed a hand covered with solitaires—'but each time I found it was not the right man. I don't know his name, don't know what he looks like. I don't know anything about this man who is to be my second husband except that he lives somewhere in Sweden.

"I was quite discouraged when I got back last time. Then I consulted spiritualists. They located my affinity for me and now I am going to where he is. When I find him we shall be married. I'll let you boys know all about him if I should marry him," said the girl waving a farewell from aboard the liner.

Rooster a Mollycoddle.

Fulton, Mo.—Mrs. W. H. Stevens of Ashland has a rooster who has proved the answer to the question: "When is a rooster not a rooster?" and he has given that community an entirely new and up-to-date egg incubator.

The rooster first gave evidence of his "sissy-like" inclinations when he was discovered on a nest of eggs in an improvised nest. At first nothing was thought of the matter, but the rooster persisted in returning to the nest after being thrown off.

Mrs. Stevens has provided the rooster with a nice setting of "hatchable" eggs and the rooster is faithfully on the job.

Cat Costs a College $100,000.

Middletown, Conn.—The will of Miss Margaret Van Deursen, who died at an advanced age a few days ago, reveals how Wesleyan university lost a fortune because a Wesleyan student stole Miss Van Deursen's pet cat ten years ago and used it for experimental purposes in the biological laboratory. Miss Van Deursen was the last of her family. Her estate of $100,000 or $150,000 is bequeathed to charities

Lives Three Years in Wine Cask.

Madrid.—Frutos Garcia of Valdecasa was evicted recently from a wine cask in which he had made his abode since being jilted three years ago by his sweetheart, and whence he issued nightly on foraging raids on farmhouses, on which he was accompanied by a large tomcat

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 suitall.

CLEANING
PRESSING WE DO ALTERING
REPAIRING

Chas. Peck
Tailor
Opp. Postoffice Phone 161

HEARING CLAIMS BEFORE COURT.

State of Michigan, County of Oakland, ss. Notice is hereby given, that by an order of the Probate Court for the County of Oakland, made on the 21st day of May, A. D. 1913, four months from that date were allowed to creditors to present their claims against the

Estate of Tillman C. Trowbridge.

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 27th day of September next, and that such claims will be heard before said Court, on Saturday, the 27th day of September next, at 9 o'clock in the forenoon of that day.

Dated May 21, A. D. 1913.

KLEBER P. ROCKWELL, Judge of Probate.
JUDSON A. FREDENBURGH, Probate Clerk.
3tmay 27jun

ORDER FOR PUBLICATION—General.

State of Michigan, the Probate Court for the County of Oakland. At a session of said Court, held at the Probate office in the City of Pontiac, in said county, on the 8th day of May, A. D. 1913. Present, Hon. Kleber P. Rockwell, Judge of Probate. In the matter of the estate of

CHARLES B. CURTIS, Deceased.

Timothy Edwards, administrator de bonis non with will annexed of said estate, having filed in said Court a petition praying for the examination and allowance of his final account as such administrator, distributing the assets of said estate, and discharging said administrator.

It is ordered that the 28th day of June, 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 public notice thereof be given by publication of a copy of this order, for three successive weeks previous to said day of hearing, in the Birmingham Eccentric, a newspaper printed and circulated in said county.

KLEBER P. ROCKWELL,
(A true copy.) Judge of Probate.
JUDSON A. FREDENBURGH, Probate Clerk.
3tmay-4jun

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.

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. Saltzer'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.

Don't Ask for Estimates
FROM
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 think you just the same for the favor of giving you our price.

Respectfully yours,
DEER BROS.

KILL THE COUGH AND CURE THE LUNGS
WITH Dr. King's New Discovery
FOR COUGHS COLDS PRICE 50c. & $1.00. Trial Bottle Free
AND ALL THROAT AND LUNG TROUBLES.
GUARANTEED SATISFACTORY OR MONEY REFUNDED.

Detroit United Lines
Birmingham Time Table

SOUTH-BOUND — Limited — 6:47 a. m.
Locals—4:35 a. m., 5:15 a. m., 5:35 a. m., 5:55 a. m., 6:17 a. m., 6:37 a. m., 7:17 a. m., and every 20 minutes to 5:57 p. m., 6:22 p. m., and half-hourly to 9:32 p. m., 10:32 p. m.; 10:52 p. m., 11:52 p. m.

NORTH-BOUND — Limiteds — 8:06 a. 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., and every 20 minutes to 4:38 p. m., then every 15 minutes to 6:38 p. m., 6:58 p. m., 7:13 p. m., 7:53 p. m., 8:33 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 7:12 a. m. and every two hours to 7:12 p. m.

MORTGAGE SALE.

Default having been made in the conditions of the payments of a certain mortgage containing a power of sale, which said power of sale has become operative, made and executed by Henry B. Miner, and Nettie A. Miner, his wife, of the City of Flint, Genesee county, Michigan, to the Commercial Savings Bank, of Fenton, Genesee county, Michigan, which said mortgage bears date February 8, 1912, and which was duly recorded in the office of the Register of Deeds in and for Oakland county, Michigan, on the 8th day of February, 1912, in Liber 176 of Mortgages, on pages 418 and 419, upon which mortgage and note accompanying the same there is claimed to be due and unpaid at the date of this notice, for principal and interest, the sum of $1,245.28, and the further sum to become due on the said note and mortgage of $4,000, which said note and mortgage bears interest at the rate of 6 per cent per annum, and no suit in law or equity having been made or instituted to recover the same, or any portion thereof now, therefore, notice is hereby given, in pursuance of the statute in such case made and provided, and the power of sale contained in said mortgage, said mortgage will be foreclosed by a sale of the premises described therein, or so much of each part thereof as shall be sufficient to pay the amount due thereon, and also for the payment of the amount to become due on the same, which said mortgagee elects and declares to be due at this time, under the conditions contained in said mortgage, together with all interest, taxes and costs of foreclosure and sale, including attorney's fee of thirty-five dollars ($35.00), provided for in and by said mortgage; that the said sale will be made expressly subject to the amount now due and to become due, as provided by said mortgage and the note accompanying the same, as hereinbefore stated; the property described in said mortgage will be sold at public vendue to the highest bidder, at the easterly front door of the Court House in the City of Pontiac, County of Oakland, and State of Michigan (that being the building where the Circuit Court for said county is held), on the 23D DAY OF AUGUST, 1913, at 1:00 o'clock in the afternoon of that day. The premis s covered by said mortgage are described as follows: Situated in the Township of Groveland, County of Oakland and State of Michigan, viz: The south half of section thirteen of township four north, of range eight east, excepting that part of the west half of the south west quarter lying west of a strip of land 2 rods wide, taken off the east side and south of the highway running in a southeasterly direction through said west half of the southwest quarter of said section, hereby conveying 301 acres of land, more or less. Dated May 26, 1913.

THE COMMERCIAL SAVINGS BANK,
Fenton, Michigan, Mortgagee.
CLARENCE TINKER, Attorney for Mortgagee.
Business address: Fenton, Michigan.
30may-27aug

MORTGAGE SALE.

Whereas default has been made in the payment of the money secured by a mortgage dated the 17th day of December, A. D. 1910, executed by Julia Prior Guinan, of Detroit, Michigan, to Stella Prior, of Pontiac, Michigan, which said mortgage was recorded in the office of the Register of Deeds of the County of Oakland, Michigan, in Liber 169 of Mortgages, on pages 494 and 495, on the 19th day of December, A. D. 1910, at 10 o'clock p. m., and whereas the said mortgage has been duly assigned by the said Stella Prior to the Pontiac Savings Bank, a Michigan corporation, by assignment bearing date the 17th day of December, A. D. 1910, and recorded in the office of the Register of Deeds of the said County of Oakland, Michigan, on the 23d day of December, A. D. 1910, at 4 p. m., in Liber 183 of Mortgages, on page 177, and the amount due and owing on said mortgage, by the terms of the said mortgage, if the principal or interest is not paid within 30 days after maturity, the whole sum of the principal and interest may, at the option of the mortgagee, become due and payable at once; and the said 30 days and more having elapsed, and the interest due not having been paid, the said assignee hereby elects that all sums of principal and interest of said mortgage are now due and payable. And whereas the whole amount claimed to be due and unpaid on the said mortgage at the date of this notice, is the sum of seven hundred and seventy-six and 43-100ths dollars ($776.43) of principal and interest, and the further sum of $35.00 as an attorney fee stipulated for in said mortgage, and no suit or proceeding having been instituted at law to recover the debt now remaining secured by said mortgage, or any part thereof, whereby the power of sale has become operative, now, therefore, notice is hereby given that by virtue of the said power of sale, and in pursuance of the statute in such case made and provided, the said mortgage will be foreclosed by a sale of the premises therein described at public auction to the highest bidder, at the front door of the Court House, in the City of Pontiac, Oakland county, Michigan, on the *9TH DAY OF AUGUST, A. D. 1913*, at 10 o'clock in the forenoon of said day, which said premises are described in said mortgage as follows, to-wit: All the land of said mortgagor, Julia Prior Guinan, in the lands, premises and property situated in the Township of Milford, County of Oakland and State of Michigan, described as follows, to-wit: The northeast quarter of the southeast quarter of section 36, viz: also 25 acres of land off the west end of the north half of the northeast fractional quarter of section 36; also the north half of the northwest fractional quarter of section 36 (except about two acres in the south east corner thereof). All situate in town two north, range seven east, Michigan. Dated May 8, A. D. 1913.

PONTIAC SAVINGS BANK,
a Michigan Carporation,
Assignee,
DAVIS & BROMLEY, Attorneys for Assignee,
Rooms 2 and 3, Davis Block, Pontiac, Michigan
16may-8aug

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

Erwin & Smith

Dealers in

Fresh and Salt Meats

Poultry, Etc.

ALL VEGETABLES IN SEASON

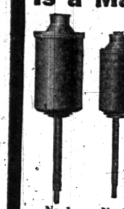
Great care is exercised buying only the choicest animals and meats and our customers can feel that they are always getting the best in the market.

Our deliveries are prompt.

We solicit a share of your patronage.

ERWIN & SMITH

The Small Bowl in the UNITED STATES CREAM SEPARATOR Is a Marvel of EASY Running.



No. 1 No. 2
No. 1 The OLD Style
No. 2 The NEW Style "Interlocking"

Old style United States Separators did not run so easy as new style Interlocking Separators. This picture shows the contrast between the old style and new style United States Separator bowls.

The skimming capacity of these two bowls is practically identical—yet the new style bowl is only **half the size** of the older model, and runs with about **half the power** of older models.

The 1913 model U. S. has one of the smallest bowls, capacity considered, and is one of the easiest running separators made.

The Non-Rusting Nickel Silver Skimming Device

The 1913 model U. S. Separator is the only cream separator with a NICKEL SILVER, NON-RUSTING skimming device and strictly guaranteed.

You owe it to yourself to see and try one of these U. S. Separators before buying any other.

Price as low as $25. Old Separators taken in exchange

VERMONT FARM MACHINE COMPANY
BELLOWS FALLS, VT. CHICAGO, ILLINOIS

Sold by

D. J. McKINLEY, Birmingham. FRED W. DAINES, Farmington.
HILSERG & DOERR, Pontiac. MARVIN LOCKWOOD & SON, B'hm
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White Shoes for Warm Weather

We have an exceptional showing of all styles and sizes for Men, Women and Children.

Canvas and Nubuck for Women, prices from $1.75 to $4.00. Children's sizes $1.00 to $2.50.

Shoes, Oxfords and Pumps, with and without straps. The swellest line of Summer Shoes in the city. No matter what you want in cool Summer Footwear, we can suit you in price and style.

Henry Pauli

Pontiac

The Eccentric

Job Rooms

Are equipped with everything to do the very best of work and you will find our prices right. If you do not take

The Eccentric

You better come in today and subscribe. The cost is

Only $1 a Year

"Studebaker wagons certainly last a long time"

"I have had this wagon twenty-two years, and during that time it cost me only $6.00 for repairs, and that was for setting two tires."

"And after twenty-two years of daily use in good and bad weather and over all kinds of roads, I will put this wagon against any *new* wagon of another make that you can buy today."

"Studebaker wagons are built of air-dried lumber and tested iron and steel. Even the paint and varnish are subjected to a laboratory test to insure wearing qualities."

"No wagon made is subjected to as many tests or is more carefully made than a Studebaker. You can buy them of Studebaker dealers everywhere."

"Don't listen to the dealer who wants to sell you a cheap wagon, represented to be 'just as good' as a Studebaker."

Farm wagons, trucks, dump wagons and carts, delivery wagons, buggies, surreys, depot wagons—and harness of all kinds of the same high standard as the Studebaker vehicles.

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.

60-DAY SPECIAL

SUBSCRIPTION OFFER

The Detroit Daily Journal	ONE YEAR	$2.50
The Birmingham Eccentric	ONE YEAR	$1.00
Regular Price of Both		$3.50

OUR SPECIAL PRICE
For 60 Days $2.50

We are pleased to make the above unusual offer to our readers for their consideration, knowing that many of them will appreciate an opportunity of getting a big city daily in addition to their home paper at such a wonderfully low price. You need the city daily for all the news of the world and your home paper for local and county news. They make an ideal combination and the above is positively the biggest value ever offered you. Bring or send your subscriptions to us at once. The offer is good only to residents of Rural Free Delivery or Star Mail Routes.

The Birmingham Eccentric

The True Value of a Paint is in its Durability

Hanna's Green Seal Paint IS THE "Made-to-Wear Kind"

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PHILIP SCHLAACK, BIRMINGHAM