The Advs. That Pay.

Ads that are effective are the ads that are simple and filled with common sense. The common sense of the advertiser comes into play in the preparation of every ad, and the more ads he prepares the more experienced he becomes. It is the experienced advertiser after all who appreciates the value of newspaper advertising, knows how to advertise, and writes the ads. that counts.

An ad should catch the eye of the reader. This can be done by so preparing the ad as to have it easily distinguished from other ads in the paper. It is up to the advertiser or merchant to lay out his ads, and then he puts his own taste and ideas into his ads. By continually studying this phase of his advertising and putting his best ideas into practice he will find that his ads will grow steadily in attractiveness.

Ads must interest by appealing to the intelligence of the people. For instance let us illustrae a good way to advertise soap. To make the soap ad interesting and to convey information, we might show the value of cleanliness, use and misuse of soap, value this particular kind of soap, how it is made and the ingredients it contains, and wherein it excels all other kinds of soap. In this way we secure the attention and interest, and if the soap can stand the test the ad will be convincing.

The attractive, interesting and convincing ads are the ones that sell the goods. They are the telling ads and the ones that pay.

Copyright 1912 by George E. Patterson.

Birmingham

Horse Market!

We Have a Few Horses for Sale

One good Grey Team Mares. Weigh 2,600. Sound. Work single or double.

One nice Pony. Saddles and drives. A beauty.

Also a few Cheap Horses.

Carload Rye and Oat Straw

$12 for Rye Straw and $10 for Oat Straw.

Phone 258 ED A. FREER, Prop.

Your confidence is what Studebaker seeks to keep

Possessing this confidence, we have never tried to produce a *cheap* wagon. We could, but we don't dare try the experiment. Our constant aim has been to produce the *best* wagon.

And in living up to this highest standard, we have won and hold—the confidence and good-will of hundreds of thousands of farmers all over the world.

Studebaker wagons are built to last, to do a day's work every day, to stand up under stress and strain and to make the name *Studebaker* stand for all that is best in vehicles.

Don't accept any other wagon represented to be just as good as a *Studebaker*. The substitute may be cheaper, but it isn't up to *Studebaker* standards, and you can't afford to buy it.

For business or pleasure, there is a *Studebaker* vehicle suited to your requirements. Farm wagons, trucks, business wagons, surreys, buggies, runabouts, pony carriages—each the best of its kind. Harness also—of the same high *Studebaker* standard.

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.

COLLEGE PENANTS 20c

And a copy of the Chicago Examiner FREE

At Drug Stores on Sunday

The Examiner and big U. S. Flag only 40c

ARTHUR FAINT

Dealer in Newspapers and Periodicals.

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

COMMENCEMENT WEEK

Class of '13 Extends a Cordial Welcome to All to Its Commencement Week Festivities.

Seventeen graduates will receive diplomas Tuesday evening, June 24 at the Annual Commencement Exercises of the Birmingham High School, the first event of a busy Commencement season.

An excellent speaker has been secured to address the graduates, Dr. John Robert Effinger, Dean of the Literary Department of the University of Michigan. Dr. Effinger is a forceful and interesting speaker and has several times been called upon to deliver commencement addresses in the Detroit high schools. The class are fortunate to secure such a speaker so late, as it was previously arranged that Dr. Fikes of Detroit should speak but he was compelled to break his engagement only a week before the date set.

Each year finds many of the former High School graduates returning for Commencement week festivities, and it is hoped that this year will be no exception. The class extends a cordial welcome to all. The programs for Class night, Monday, June 23, and Commencement, Tuesday, June 24, are as follows:—

CLASS NIGHT.

Entrance March.....Miss Mary Geach
Salutatory.....Nelson Russel
President's Address.....Wylie Groves
Class History.....Lila Burnett
Music, The Heart Bowed Down..Balfe
Young Men's Quartet
Class Oration.....Wesley Bleakley
Our Alumni.....George Spangenberg
Reading.....George Jackson
The Value of an Education
Melford Blunt
Giftorian Address.....Arvilla Bailey
Song, Doris.....Nevin
Ladies' Octet
The Future Birmingham..Harry Nichols
A History of High School Athletics
Charles Martin
Class Prophecy.....Mabel Davenport
Class Will.....Lester Purdy
Sketch, Queen Anne Cottages...Davis
Blanche Rainey. Earle Randall
Ruth Conley David Levinson
Mabel Davenport Harry Nichols
Lila Burnett Melford Blunt
Music.....Mandolin Trio
Misses Black, Marshall and Parr
Valedictory.....Ira Martin
Benediction

The program for Commencement includes the following:—

Entrance March.....Miss Clara Starr
Piano Duet, Zampa Overture..Herold
Lila Burnett-Nelson Russell
Invocation
Solo.....Mr. James Dunham
Address....Dr. John Robert Effinger
Qurrtette, A Red Red Rose....Hodley
Presentation of Diplomas
President R. J. Coryell
Solo.....Mr. Dunham
Benediction

A siver offering will be taken each night to help defray the expenses of the two programs.

Ulcers and Skin Troubles.

If you are suffering with any old, running or fever sores, ulcers, boils, eczema or other skin troubles, get a box of Bucklen's Arnica Salve and you will get relief promptly. Mrs. Bruce Jones, of Birmingham, Alabama, suffered from an ugly ulcer for nine months and Bucklen's Arnica Salve cured her in two weeks. Will help you. Only 25c. Recommended by C. J. Shain and Cobb-Stanley-Harris Co.—Adv.

COUNTY Y. M. C. A.

The villages of Holly, Birmingham, South Lyon, Oxford, Orion and Rochester have responded to the call for funds to carry on the work of a county Y. M. C. A. which seems to give assurance that such an organization will materlize in the near future. The plan is already in successful operation in twelve Michigan counties. It consists in organizing a county committee to have charge of all the territory outside the city of Pontiac, and an expert Y. M. C. A. secretary will be employed to supervise the work. Efficient leadership is the key note, rather than equipment and its aim is to bring into touch with Y. M. C. A. work the village and country boys. Martin Verburg of Holland has been elected county secretary of the Y. M. C. A.

A Peculiar Wrench

Of the foot or ankle may produce a very serious sprain. A sprain is more painful than a break. In all sprains, cuts, burns, bruises and scalds Renne's Pain-Killing Magic Oil is the best thing to use. Relieves the pain, reduces swelling, is a perfect antiseptic and heals rapidly. Effective also when taken for cholera morbus, cramps and dysentery. Price 25c. Sold by Cobb-Stanley-Harris Co.—Adv.

CARD OF THANKS.

To our friends who so kindly assisted us by their presence and sympathy in our late bereavement, we offer our most heartfelt thanks.

SAMUEL MASTERS.
WM. HILLIARD and family.

BIRMINGHAM BAPTIST CHURCH NOTES.

Sunday morning preaching services at 10 o'clock.

Bible School at 11:15 a. m.

B. Y. P. U. at 6:00 p. m.

Sunday evening preaching services at 7:30 o'clock.

A cordial invitation is given to all.

G. L. CONLEY, pastor.

True Government.

Government is a trust, and the officers of the government are trustees; and both the trust and the trustees are created for the benefit of the people.—Henry Clay.

HI THERE, STOP IT!

The Frisky Tester and the Mile-a-minute Feller Have Got to Slow Down. It's in the Air.

The towns of Bloomfield, Troy and Royal Oak and county of Oakland are quietly making ready to gather in all breakers of the speed laws that have been sleeping in this vicinity for a long time. There has been a man along Woodward ave. the past three weeks, and he has the numbers of many machines, and knows their owners, who make it a regular practice to "hit it up" on Woodward ave. between here, Royal Oak and Pontiac. Testers are the worst ones of all. They burn up the road and the oil that holds down the dust in a reckless fashion, Deputy Sheriff D. W. Bray has many numbers of machines, whose owners will be called upon to settle with the law for breaking over the speed limit. Mary hearst will bleed and very many pocketbooks will be lighter, and we hear that some will not be allowed to pay a fine, but pay tha penalty by a term in jail. Well, people will be somewhat safer when all the chronic "mile a minute" fellows are under lock and Mr. Oliver or some of his hired men carrying the key.

Old Friends Are the Best

Because they have stood the test and are known to be true. Dr. Herrick's Sugar-Coated Pills have been used by more than three generations for relieving biliousness, disordered stomach and constipation. They are to this day the main dependence in thousands upon thousands of families for keeping both adults and children healthy and vigorous. Price 25c. Sold by Cobb-Stanley-Harris Co.—Adv.

THE CAUSE OF IT.

More towns die of want of confidence on the part of business men and lack of public spirit, than any other cause, says a floating editorial. When a man in search of a home or a business location goes into a town and finds everything brim full of hope and enthusiasm of the prospects of the place and all earnestly at work to build it up, he soon becomes imbued with the same spirit, and as a result he drives down stakes and goes to work with the same interest. When however, he goes to a town where every one expresses doubt and apprension for the future prosperity of the place, moping about, indulging in mournful complaints, he naturally feels that it is no place for him and he at once shakes the dust from his feet while he pulls out with all possible speed for some other place. Consequently, try to make a live, enterprising town in which you live. When you are working for your town you are accomplishing all the more for yourself.

Best Laxative for the Aged.

Old men and women feel the need of a laxative more than young folks, but it must be safe and harmless, and one which will not cause pain. Dr. King's New Life Pills are especially good for the aged, for they act promptly and easily. Price 25c. Recommended by C. J. Shain and Cobb-Stanley-Harris Co.—Adv.

A. B. MILLSPAUGH

LAWYER

Ford Building,

Cor. Woodward and Maple Aves.

Phone 265

Birmingham Michigan

HARRY ALLEN

Attorney-at-Law

46 Home Bank Bldg.

DETROIT MICHIGAN

Main 560

ONE BOTTLE

Lambert & Lowman's White Pine and Red Spruce 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. Insure your health by keeping a bottle ready to use.

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

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

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

K. P. ROCKWELL

Attorney-at-Law

and

Solicitor in Chancery,

Pontiac Michigan

DO IT NOW Subscribe for THIS PAPER

Detroit United Lines

Birmingham Time Table

SOUTH-BOUND — Limited — 6:47 a. m.

Locals—4:55 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 9:22 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 3:38 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., 12:33 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 R. 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 5, 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 179 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 sale of the premises described therein, or so much or such 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 the said county is held), on the **23D DAY OF AUGUST, 1913,** at 1:00 o'clock in the afternoon of that day. The premis e 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 five north, of range eight east, excepting that part of the west half of the southwest quarter lying west of a strip of land 22 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.
20may-22aug

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.

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 189 of Mortgages, on pages 494 and 495, on the 19th day of December, A. D. 1910, at 3 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 same is now owned by it; and whereas 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 default 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 title 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: The northeast quarter of the southeast quarter of section six; also 25 acres of land off the west end of the north half of the northeast fractional quarter of section six; also the north half of the northwest fractional quarter of section six (except about two acres in the southeast corner thereof). All situate in town two north, range seven east, Michigan.—Dated May 8, A. D. 1913.

PONTIAC SAVINGS BANK,
a Michigan Corporation,
Assignee.

DAVIS & BROMLEY, Attorneys for Assignee,
Rooms 2 and 3, Davis Block, Pontiac, Michigan
10may-3aug

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.

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

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

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

Roy Hawthorne

Electrical Contractor

130 Woodward Avenue

Birmingham Michigan

If you intend installing ELECTRIC LIGHTS in your home or store, see me for neat, reliable work.

ROY HAWTHORNE.

Motor Cycles and Boats for Sale

1913 model Motor Cycles and Motor Boats at bargain prices. All makes. Brand new machines, on easy monthly-payment plan. Get our proposition before buying, or you will regret it. Also bargains in used Motor Cycles. Write us today. Address

Lock Box 11, Trenton, Mich.

Auction

I will sell at public auction, on the premises at 327 Willits Street, in Birmingham, on

Sat'day Jun. 21

At 1:30 p. m., the following property:

Bedroom Suite Iron Bed
2 Mattresses
2 sets Springs Couch
Extension Table
2 Center Tables Large Lamp
5 Leather-bottom Chairs
3 Rockers New Heater
Gas Stove and Oven
Set Curtain Stretchers 20 yards Wool Carpet 15 yards Linoleum Carpet
Kitchen Cabinet
and other articles too numerous to mention

TERMS—All sums of $10 and under, cash; all sums over $10, 6-months credit with approved indorsed bankable notes at 6 per cent.

CLAUDE SAFFORD, Prop.
REN BELL, Auctioneer.

As is a Peach.

The Maryland baked peach is a peach and no mistake, and it is enough to have made the mouths of the gods water, to have made Jove pawn his thunder and Neptune his trident for a second helping.—Baltimore Sun.