

Advertiser and Local Paper.

The relation of the local paper and the advertiser should be congenial, as one is more or less dependent upon the other.

Advertising should be in good faith as it is accepted in good faith. It is a purely business transaction.

There are three things for the advertiser to bear in mind. First, he should map out a systematic advertising campaign and be persistent in carrying it out.

On the other hand there should be no one stronger in his friendship for the local paper than the local advertiser.

The local newspaper is the best friend the local advertiser has. Hence the local paper should not be treated as an enemy, but rather as a friend and partner in the task of getting business.

BIRMINGHAM INN BEATS THEM ALL

The New Bham Inn Reborn, Repaired and Returned is an Institute for Bham to be Proud of

Standing on the outside of the New Birmingham Inn one cannot help but think how much nicer and better the Grand old National, that was, looks now than it Mr. Wooster had built in its place a modern three story hotel.

Upon stepping inside one is struck immediately and pleasantly at the newness of everything. Since the big fire Mr. Wooster has spared no pains or expense to have just what he wanted in the hotel building line, and now everything is in such shape that it suits his fastidious taste to a dot.

Mr. Wooster and his family have a home to themselves just as much separate from the public part as if they were in another block. Their living apartments are most comfortable and furnished with the shoddy, the furniture massive and very plain and simple.

Leaving the home part we enter the cigar and tobacco store of the Hopson Bros., at the south end of the long and very colored platform. The Hopson Bros. have the cigar and tobacco trade and also in the pool room. The cigar store is appropriately decorated and is of good size, being 29x20 feet.

Of course we hurried past the bar-room. We did notice that it was richly furnished in mahogany, cut glass and silver; was large, roomy and clean as a rat's ankle.

To the part of this new and greater Birmingham Inn is apart by itself, a independent of the bar-room. It is 22-29 feet elegantly finished off in rich decorations. It has a cigar case, and a public telephone booth. Stepping from this room one can pass to as if a toilet room as one ever sees in this city, clean and sanitar.

The dining room is a dream. The fire did a good thing for all parts of the house, but the dining room gets the best part of the new furnishings and finishing. It is peculiarly and appropriately decorated in paper and burlwood. The table service is as fine as you will see anywhere.

The public sitting room is for all travelers. No drinking of any kind or even smoking is allowed in this room.

Up stairs in two rooms suitable and richly furnished is a cafe, where refreshments are served, and from these rooms free access is given to the long and wide promenade porch, supported by 24 large handsome fluted pillars.

Fifteen large richly furnished bedrooms are for the use of the public. Handsome rich Brussels carpets cover every floor, and a Power's Sanitary Lavatory is in nearly every room. All these rooms are newly painted, papered and handsomely decorated.

The public have now in Birmingham as fine a hostelry as one can find in the state. Without the late fire, all this remodeling would not have been done.

Mr. Wooster has now a fine, handsome and convenient place of business as he could wish. His fondest hopes have been realized in this the new Birmingham Inn. Jim says now that he is as satisfied with the hotel as he ever was, as if he had a new brick structure, three stories and with all modern attachments.

Notice to the Public: Having sold out my entire lumber and coal business, good will and all, to Messrs. Lawson & Erb, of Royal Oak, I hereby request all parties having my book account or otherwise, to call and settle at once.

Old Friends Are the Best: Because they test the truth and are known to be true. Dr. Herrick's Sugar Coated Pills have been used by millions of men and women for relieving biliousness, disordered stomach and constipation.

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Quest for Oldest Studebaker Wagon Locates one That Has Been in Service Since 1865.

Away back in 1865, forty-eight years ago, Dave Clark bought a farm wagon. The Civil War was over. Men's minds turned to thoughts of peace and the country was trying to forget the throes of the conflict by studiously endeavoring to conquer the agricultural possibilities of the Northwest.

This remarkable story of a farm wagon was unearthed by the House of Studebaker when it was decided to offer prizes to the owners of the oldest Studebaker wagons. Studebaker publishes an almanac, which has a tremendous circulation among the farmers of the United States, and a page was devoted to explaining that, as the house had been building wagons for over half a century, it would be interesting to learn whether any old wagons had survived the wear and tear of years, and to stimulate interest a series of prizes was offered.

Now, it has been a boast of the House of Studebaker that a Studebaker wagon was built to last. Fastidiously iron and steel, air dried lumber, careful workmanship are built into every wagon so that it was reasonably expected that a farm wagon, properly used, might last twenty or thirty years.

Dave Clark, now of Bemis, South Dakota, heads the list with his forty-eight year old veteran. G. H. Rowan, of Sandy Lake, Pa., and Sam Hane, of Carbon, Ind., both own wagons bought in 1856, and then follow a long list of wagons bought in 1858 and succeeding years, the percentage climbing higher as the years recede and nights were reached.

A remarkable fact was noted as replies to the contest began to pour in. Wagons bought forty-five years ago—as well as those of more recent date—are still working. One farmer writes: "I frequently draw 200 pounds of coal at a load." Another farmer states that he uses his Studebaker wagon for hauling timber and frequently loads 1,500 feet on his faithful Studebaker, which has been in actual service for forty-three years.

Reading through the hundreds of letters sent to Studebaker by farmers throughout the country reveals the fact that what was expected, Studebaker wagons are proved for the way they stand up under work. Repairs are infrequent. One farmer writes: "I bought a Studebaker wagon in 1869 and it has hauled thousands of bushels of grain to market. Never was a light or ridding wagon. It has been of no expense to us and has given perfect satisfaction. I am utilizing the wagon and expect to use it for many years to come."

Another farmer states he has been in several runaways, in one of which horse was killed, but the wagon came out all right, although it was used as a stone pile. This farmer writes: "The wagon seems to stand all it can get."

And so the stories go. Every day letters come to Studebaker telling remarkable stories about the sturdiness and long life of wagons sold three decades ago. Last week we will receive prizes is still a matter of conjecture.

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Garrick Theatre.

For the second week of the Detroit engagement Miss Bonstelle has decided to offer the clever satire comedy, "Our Wives," at the Garrick, beginning next Monday evening.

Love and its rewards and troubles, the early tangles that usually beset a pair after the first entrance, have been cleverly displayed and made use of in this work of Helen Kraft and Frank Mandel. The action is rapid and the satire on the dotting husband who imagines he has married the "only" woman is adroitly brought in.

Most Children Have Worms. Many mothers think their children are suffering from indigestion, headache, nervousness, weakness, costiveness, when they are victims of that most common of all children's ailments—worms.

Worms, which are the cause of many ailments, have all the symptoms of having worms and should be given Kidnapo Indian Medicine Co., Philadelphia and St. Louis—Adv.

NOTICE TO TAXPAYERS.

I will be ready to receive village taxes at the First National Bank from and after July 1st 1913 each day during the week, from 8 a. m. until 3 p. m. Dated Birmingham, Mich. June 25th 1913.

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

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.

DEER BROS.

Read Our Success. There is no road to success but through a clear, strong purpose—nothing can take its place.

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.

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

The Birmingham Eccentric 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.

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

Henry Pauli Pontiac Watches Brooches Rings Lockets and Chains Cuff Buttons Scarf Pins Chains Eye-Glass Chains Tie Clips 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.

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Why Use a Rusty Separator? The 1913 Model Interlocking UNITED STATES CREAM SEPARATOR Guaranteed Not To Rust The 1913 model United States Separator is the only cream separator with a nickel silver, non-rusting skimming device and strictly guaranteed.

Studebaker "I've had my Studebaker 15 years—and not a cent for repairs!" A word of just praise for a wagon that has done its work faithfully and well. Men become attached to their Studebakers proud of them.