How to Reduce Expense.

Every merchant is in business for profit—not gross profit but net profit. Gross profit is the difference between the purchase price plus selling cost and the selling price.

Every merchant knows that if the selling price does not exceed the purchase price and selling cost combined at the end of the year there is no real profit coming to him out of the business. To remedy this he must do one of three things—reduce purchase price, increase selling price or reduce selling cost. A merchant may reduce the purchase price a little by buying in quantities, or watching the market and always buying safe—but the purchase price is fixed by others and he must pay their price. Of course if the article is one the merchant produces himself he may reduce the cost of production. The merchant may increase selling price, although the demand and competition have a great deal to do with fixing the selling price. But the selling cost is in the hands of each merchant. It is by manipulating selling cost that each business becomes a success or a failure. Therefore it stands each merchant in hand to reduce his selling cost.

John D. Rockefeller said: "The great cost in business is waste." To do away with this waste or reduce it to a minimum is the purpose of advertising. Judicious advertising will increase sales, thus reducing selling cost and waste.

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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

Bargains in Men's Shoes!

Fifty pairs of Men's Oxfords in blacks and tans, lace and button. Good new styles, but odd sizes. Formerly priced at

$4.00--NOW $2.75

On our Bargain Table we have many sensational values. Any pair of Shoes on this table $1. Come in. Your size may be there.

HENRY PAULI

PONTIAC

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

DETROIT CLEVELAND BUFFALO NIAGARA FALLS

TOLEDO PORT HURON GODERICH ALPENA ST. IGNACE

THE COAST LINE TO

MACKINAC

THE CHARMS OF OUR SUMMER SEAS

Spend your vacation on the Great Lakes, the most economical and enjoyable outing in America

Where You Can Go No matter to what point you want to go, you can D. & C. Line Steamers operating to all important ports.

Daily service between Detroit and Buffalo, May 1st to November 1st. City of Detroit III and City of Cleveland III, two of the largest side wheel steamers in the world, on this division June 10th to September 10th. Daily service between Detroit and Cleveland April 15th to December 1st. During July and August two boats out of Detroit and Cleveland every Saturday and Sunday night.

Four trips weekly between Toledo, Detroit, Mackinac Island and way ports. Ten day Stopover allowed at Alpena either direction on tourist tickets without additional cost. Daily service between Toledo, Cleveland and Put-in-Bay.

Special Steamer Cleveland to Mackinac Island, two trips weekly, June 15th to September 10th stopping only at Detroit every trip and Goderich, Ont., every Monday outbound and Saturday down-bound.

Special Day Trips between Detroit and Cleveland, During July and August Tuesday, Wednesday, Thursday and Saturday out of Detroit; Monday, Wednesday, Thursday and Friday out of Cleveland.

RAILROAD TICKETS AVAILABLE.—Tickets reading via any rail line between Detroit and Buffalo and Detroit and Cleveland will be honored for transportation on D. & C. Line Steamers in either direction.

Send 2 cent stamp for Illustrated Pamphlet and Great Lakes Map.

Address: L. G. Lewis, G. P. A., Detroit, Mich.

Philip H. McMillan, Pres.
A. A. Schantz, Vice-Pres. and Gen'l Mgr.

Detroit & Cleveland Navigation Company

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.

HARRY ALLEN

Attorney-at-Law

46 Home Bank Bldg.

DETROIT MICHIGAN

Main 560

State of Michigan, Sixth Judicial Circuit. In Chancery. Suit pending in the Circuit Court for the County of Oakland, in Chancery, at Pontiac, on 11th day of July, A. D. 1913. Reuben J. Beattie, complainant, vs. John Atkinson, Edward Allerby, Robert Tate, Jann H. Stringer, and Winecha Stringer, his wife, Robert Cole, James Stoughton, William Morris, Benjamin B. Morris, Richard P. Williams, Henry C. Weed, Franklin Converse, Frederick A. Stow, James F. Joy, and Mary B. Joy, his wife, Daniel W. Heath, Asabel H. Heath, and Calista G. Heath, his wife, John S. Raynor, Rosella A. Kyle, Edwin S. Harger, and Emily M. Harger, his wife, et al., defendants. In this cause it appearing that the defendants hereinbefore named are proper and necessary parties to this cause, that the names, addresses and whereabouts of said parties defendant are unknown. Therefore, on motion of Glenn C. Gillespie, solicitor for complainant, it is ordered that said defendants, or their unknown heirs, devisees, legatees and assigns enter their appearance in said cause on or before the 15th day of November, A. D. 1912; and that within 20 days the complainant cause a copy of this order to be published in the Birmingham Eccentric, said publication to be continued once in each week for six weeks in succession.

ELMER E. BLAKESLEE,
Circuit Court Commissioner, Oakland County, Michigan.

GLENN C. GILLESPIE, Solicitor for Complainants. Business address: Pontiac, Michigan.

Take notice that this suit involves and is brought to clear title to the following described lands situate and being in the Townships of Bloomfield and West Bloomfield, County of Oakland, State of Michigan, and described as follows: The west half of the northwest quarter of Section 30, town 2 north, range 10 east. Part of southeast quarter of northeast quarter of Section 25, town 2 north, range 9 east, being the north half of a 10-acre parcel, described as follows: Beginning at a point on east line of said quarter section, northerly and distant 68 links from the southeast corner thereof; thence north 1° 30 minutes west on section line, 19 chains 49 links to the northeast corner of said southeast quarter of northeast quarter of said Section 25; thence south 89° west, on the division line between the north and south halves of said northeast quarter section, 5 chains 53 links; thence south 1° 30 minutes east, 16 chain 80 links to center of road; thence south 68° east, along center of same, 6 chains 41 links, to place of beginning, containing five acres, more or less. Also part of the northeast quarter of northeast quarter of Section 25, town 2 north, range 9 east: Beginning at the northeast corner of the last above described parcel of land; thence north along highway to boundary line of lands owned by John D. German as conveyed to him by deed recorded in Liber 130 of Deeds, page 552; thence west 5 chains 51 links; thence south on a line parallel with the highway to the northwest corner of the last above described parcel of land; thence east on the north boundary of said five-acre parcel to the place of beginning, containing six acres, more or less. 18jul-21aug

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 2d day of July, A. D. 1913. Present, Hon. Kleber P. Rockwell, Judge of Probate. In the matter of the Estate of JENNETTE M. SNOW, Deceased.

George Bingham, executor of the will of said deceased, having filed in said Court a petition praying for the examination and allowance of his final account as such executor, for a distribution of the assets of said estate in accordance with the terms of the will of said deceased, and that he be discharged and his bond cancelled.

It is ordered that the 9th day of August, 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, Judge of Probate.
(A true copy.)
JUDSON A. FREDENBURGH, Probate Clerk. 11jul-1aug

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 7th day of July A. D. 1913. Present, Hon. Kleber P. Rockwell, Judge of Probate. In the matter of the estate of ELLEN SMITH, Deceased.

Mary E. Caley, trustee of said estate, having filed in said Court a petition praying for the examination and allowance of her final account and that she be discharged as such trustee, and her bond cancelled.

It is ordered that the 16th day of August, A. D. 1913, at 9 o'clock in the forenoon, at the 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, Judge of Probate.
(A true copy.)
JUDSON A. FREDENBURGH, Probate Clerk. 18jul-15aug

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 7th day of July A. D. 1913. Present, Hon. Kleber P. Rockwell, Judge of Probate. In the matter of the Estate of WILLIAM PALLISTER, Deceased.

The Detroit Trust Company, executor of the last will and testament of said deceased, having filed in said Court its first annual account as such executor, together with a petition praying for the examination and allowance of the same, for the determination of the inheritance tax and distribution of the legacies as provided in said will, and that said executor be discharged and its bond cancelled.

It is ordered that the 9th day of August, 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, Judge of Probate.
(A true copy.)
JUDSON A. FREDENBURGH, Probate Clerk. 11jul-1aug

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 thank you just the same for the favor of giving you our price.

Respectfully yours,

DEER BROS.

FOLEY'S KIDNEY CURE Makes Kidneys and Bladder Right

Garrick Theatre.

MARY JANE'S PA.

For the seventh week of her Detroit engagement at the Garrick Theatre, Miss Bonstelle will revive, by special request, Henry Dixey's charming comedy drama success, "Mary Jane's Pa," in which she scored such a decided success and hit season before last. The play offers both Mr. Giles and Miss Bonstelle and the supporting company big opportunities.

At the age of 16 years Portia Perkins, was married to Hiram Perkins, literary and lazy. He cared much more for the patter of poets than for the ungrammatical words of honest men. When the daughter, Lucile, was five and baby, Mary Jane, was born he disappeared. The play opens after 11 years. She has a little newspaper and printing office in Gosport. She is supprinting the young lawyer, Rome Preston, for the legislature against the grandgrind, Joel Skinner, though it invites financial ruin. Skinner inflames the gossips of the village because Mrs. Perkins' husband is not with her.

The husband suddenly turns up. He is hungry. She feeds him. Because he is the children's father she will not turn him out, not will she support him. She offers him a job as cook at wages. He accepts. The village folk, like many others talk, and the situations are numerous and interesting. A little misty curtain of sentiment falls over everything, and thus "Mary Jane's Pa" contains every element of interest and holding power.

There will be the usual matinees on Tuesday, Thursday and Saturday.

Miss Lucy P. Ward arrived Thursday eve. from Cleveland, and is happily at home with Mrs. McDougal of Purdy street. She will at once take charge of and look after the interests of the Royal Oak Tribune.

Read, Heed and Act.

George H. Mitchell, ex-druggist of Birmingham, says:—"Lambert & Lowman's White Pine and Red Syruce Cough Balsam during 25 years of his drug business sold more and gave the best satisfaction of any kind he ever handled. One good old lady declared that two 25c bottles cured her daughter of consumption." tf

Foley Kidney Pills

What They Will Do for You

They will cure your backache, strengthen your kidneys, correct urinary irregularities, build up the worn out tissues, and eliminate the excess uric acid that causes rheumatism. Prevent Bright's Disease and Diabetes, and restore health and strength. Refuse substitutes

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 REPAIRING ALTERING

Chas. Peck

Tailor

Opp. Postoffice Phone 181

A. B. MILLSPAUGH

LAWYER

Ford Building

Cor. Woodward and Maple Aves.

Phone 265

Birmingham Michigan

KILL THE COUGH AND CURE THE LUNGS

WITH Dr. King's New Discovery

FOR COUGHS AND COLDS PRICE 50c & $1.00 Trial Bottle Free

AND ALL THROAT AND LUNG TROUBLES.

GUARANTEED SATISFACTORY OR MONEY REFUNDED.

Woman's Rights.

A woman has the same human nature that a man has, the same human rights, the same human duties, and they are as inalienable in a woman as in a man.—Theodore Parker.

FREE! FREE!

PATRONIZE OUR STORE

SAVE YOUR COUPONS

$2,150 in Prizes

JUST A LITTLE HUSTLING AND YOU WILL WIN

We will issue trade coupons with every purchase at our store. These coupons represent one vote for each cent purchased. The person holding coupons representing the largest number of votes at the end of this contest will receive as a prize this beautiful $450.00 T. Howard Piano free of cost, and to the next five highest a $325.00 certificate on a $450.00 T. Howard Piano will be issued. These coupons are transferable, and if you are not interested in contesting for the above prizes you can help some friend or society. We will give eight silver prizes to those getting the most votes weekly, provided the contestant has personally brought them in.

All votes to count must be brought in at least monthly, as colors will be changed. Unlimited Postal Cards good for 1,000 Free Votes will be furnished to any contestant free, also coupons good for Free Votes will be published in the newspaper. Any of our customers, or any other person in this town or surrounding country, can become a contestant, and we will give 5,000 votes free to each person who enters as a contestant; so don't delay, but send your name right in. Our object is to interest you, and through you to get friends to patronize our store. We want a chance to show you that you can get better goods at less price here than elsewhere. We expect the greater volume of business to more than offset the expense of this contest to repay us, as we would rather sell to 100 people $1.00 worth than to 10 people $5.00 worth, and you can see that a smaller per cent of profit will mean more to us by selling 100 people than even a larger percentage of profit we could get from selling 10 people. We will give you even more for your money than we have in the past.

(From the book How to Conduct the Howard Auto and Piano Contest.)

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Exclusively sold by Thomas Howard Co., 319 Atlantic Avenue, Brooklyn, New York.

We Can Save You Money and Are Ready to Prove It

COBB & JENNELLE

DRUGGISTS

DRUGS, TOILET and RUBBER GOODS, PERFUMES and STATIONERY

CANDIES and CIGARS, PAINTS, OILS and GLASS

Sole Agents for NYALS Family Remedies Finest Soda Fountain in City

PHONE 35

JOHNSTON-SHAW BLOCK, BIRMINGHAM

State of Michigan, Sixth Judicial Circuit. In Chancery. Suit pending in the Circuit Court for the County of Oakland, in Chancery, at Pontiac, on the 18th day of June, A. D. 1913. Charles L. Rockwell, complainant, vs. James Wightman, Adah Wellman, Norman Williams, Marie E. Richards, Alexa Windlale and James Sloat, defendants. In this cause it appearing that the defendants are proper and necessary parties to this cause, but that the names, addresses and whereabouts of said parties defendant are unknown. Therefore, on motion of Glenn C. Gillespie, solicitor for complainant, it is ordered that said defendants, their unknown heir, devisees, legatees and assigns, enter their appearance in said cause on or before the 1st day of November, A. D. 1913, and that within 20 days the complainant cause said order to be published in the Birmingham Eccentric, said publication to be continued once in each week for six weeks in succession.

GEORGE W. SMITH, Circuit Judge.

KLEBER P. ROCKWELL and GLENN C. GILLESPIE, Solicitors for Complainant. Business address: Pontiac, Mich.

TAKE NOTICE, That this suit involves and is brought to clear title to the following described lands situate and being in the Township of Bloomfield, in Oakland county and State of Michigan, known and described as follows, towit: A part of the northwest quarter of Section 5, town two north, range 10 east, Michigan. Commencing at a post standing on the west boundary of said quarter section south and distant five chains from the northwest corner of said section, thence on said line south 2° east 19 chains 63 links, thence north 72° 25 minutes east 36 chains 70 links, thence north 5° 40 minutes west 19 chains 69 links, thence south 87° 45 minutes west 35 chains 58 links to the place of beginning, containing 71 1-100 acres. Also, 10 acres of land, being a strip of land of uniform width off from the north side of the following described premises, towit: A part of the northeast quarter of Section 5, town two north, range 10 east, Oakland county, Michigan: Commencing south 30 minutes east 23 chains 22 links from the northeast corner of Section 5, thence south 89° 30 minutes west 32 chains 83 links, thence south 49 minutes east 19 chains 50½ links, thence north 89° 30 minutes east 32 chains 80 links, thence north 30 minutes west 19 chains 50½ links to place of beginning. 27jun-8aug

Dunham's Dray Line

I wish to inform the people of Birmingham and vicinity that I have purchased the Ellenwood Dray business and am now ready and anxious to serve you promptly and reasonably.

Orders personally, or by Phone 277, will receive prompt and careful attention.

J. S. DUNHAM

HEAR YE! HEAR YE! HEAR YE!!!

For Sale:- Fine station wagon in first class condition. Also suitable horse for same. Make ideal family outfit. Cheap considering quality. W. C. Burt, Linda Vista, Tel. 45. tf

The New Electric Shoe Shop

Is now open for business in Birmingham. Bring in your old Shoes and we will make them look like new. All work guaranteed and done on short notice. The best of stock used.

Peck Block

112 Maple Avenue

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 Nattie 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 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 $1,245.23, 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, that the power of sale contained in said mortgage, said mortgage will be foreclosed by sale of the premises described (viz:) 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 herein before 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 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 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 28, 1913.

THE COMMERCIAL SAVINGS BANK, Fenton, Michigan, Mortgagee.

CLARENCE TINKER, Attorney for Mortgagee. Business address: Fenton, Michigan. 4jun-Sjuly

COMMISSIONERS' NOTICE.

In the matter of the estate of Martha Baldwin, deceased. The undersigned having been appointed by the Honorable Kleber P. Rockwell, Judge of Probate in and for the County of Oakland, State of Michigan, Commissioners to receive, examine and adjust all claims against said estate, and four months from the 7th day of July, A. D. 1913, having been allowed by said Judge of Probate to all persons holding claims against said estate, in which to present them to us for examination and adjustment, notice is hereby given that we will meet on the 6th day of September, 1913, and on the 6th day of November, 1913, at 10 o'clock a. m. of each day, at A. L. Moore's law office, in the City of Pontiac, in said county, for the purpose of receiving and adjusting said claims.

FRANK E. TANNER,
WILLIAM F. THOMPSON, Commissioners.
18jul-15aug

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.

Lambert & Lowman's

White - Pine - and - Red Spruce-Cough-Balsam

Will cure Coughs, Colds, Bronchitis, Whooping-Cough, Asthma, and all the Throat and Lung Diseases.

The most pleasant remedy to take, and the surest ever put on the market to relieve the sufferer.

We will cheerfully return you the money if it does not do as we say. We do not claim it will cure everything, but it will cure what we say it will.

PRICE 25c FOR A BOTTLE

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.

FOLEY'S HONEY AND TAR The children's safe, sure cure. No opiates FOLEY'S HONEY AND TAR Cures Colds: Prevents Pneumonia