

Republican Women Start National Campaign

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Place Your Advertisements Where the People Want Them!

This was the crystallized policy of the late John Wanamaker, one of the most successful merchants in the world's history.

In his earlier years he tried all sorts of agencies for getting his message to the people. Gradually he settled on newspaper columns as his one best avenue of publicity.

MORE THAN A DOZEN YEARS AGO, AFTER CAREFUL INVESTIGATION OF COMPARATIVE RESULTS, HE BEGAN DEFINITELY TO WITHDRAW FROM ALL AVENUES EXCEPT THE NEWSPAPERS.

This was explained by his advertising manager in the following convincing language:

"We believe people have a right to have advertising where they want it. People do not want advertising on bill boards that obstruct their view and disfigure their community.

"They do not want it pushed under their door or thrown on their stoop, to add to the dirt of the street that passes their homes.

"The newspaper is the property of the person who purchases it. The regular reader comes to look upon it as 'his paper.' He looks upon everything in it from a personal viewpoint. He trusts it and believes in it, or he would not be a regular reader. Therein he expects to find news, instruction, entertainment and advertisements.

"To force an advertisement is bad policy, hence we place our advertisements where people want them—in the newspapers."

Lessons will be drawn for years to come from the career of Wanamaker. Many a merchant will find inspiration in studying his methods and policies.

But of all the lessons probably none is more fundamental in the light of modern conditions than this rule:

"Place your advertisements where the people want them!"

BIRMINGHAM ECCENTRIC advertisement with logo and contact information.

John A. Adams, who has served Oakland County as Road Commissioner for the last eleven years...

The first money appropriated for county road work, was the sum of one thousand dollars raised by the Board of Supervisors in 1912.

During the next few years this County will experience an ever increasing growth than in the past.

The contemplated revamping of the State Truck Line Act, which will undoubtedly receive the attention of the next Legislature...

The problems to be confronted are of such magnitude and the proper functioning of the office of the Road Commissioner is of such vital importance to every tax-payer...

Being a List of the Matters Considered and Acted Upon by the Official Commission of the Village of Birmingham...

Regular meeting of the Village Commission held Monday evening, August 11th, 1924...

The Women Voters Speak

The voices of the women of America are making themselves heard. From Maine to California...

In the weeks which have elapsed since the Republican party nominated its standard bearer...

All signs show that the women of the country have been weighing the Republican platform...

Women know that the running of the nation's business is simply housekeeping on a national scale.

They want the government to be managed as simply and as inexpensively as they manage their own homes.

They want the government to endorse the reduction of taxes by \$1,200,000,000 per annum...

They want the government to continue the party's solicitude for all those suffering any disability...

They want the government to promptly consider the Child Labor amendment...

They want the government to run the government for the next four years, the women have started to run the government...

They want the government to endorse the reduction of taxes by \$1,200,000,000 per annum...

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STRAIGHT TALKS WITH AUNT EMMY

ON INVESTING THE LEGACY

"I really wish I could understand investments, Aunt Emmy," said Jane.

"Since we received that legacy I have tried to get some money sense into my head. The financial pages in the papers are just a jumble of words to me. I can't make out the difference between stocks and bonds nor for the life of me see what makes one thing an investment and another a speculation."

Aunt Emmy laughed. "Lots of people puzzle over those things, my dear. But your first problem is simple enough. The safe 'supposes you buy a bond, a 100 Liberty Bond. What you really do is to lend Uncle Sam \$100 on his promise to pay that money back on a given date and to pay you a specified sum each year—that is, interest—for the use of your money. If your \$100 bond pays four and a quarter per cent you get four dollars and a quarter every year you hold it until it reaches maturity—that is, the date when the time of your loan is up and Uncle Sam returns your money."

"When a bond reaches maturity it should be turned over to your bank for collection, because after that time you will get no more interest on the money invested. Therefore when a bond matures take it to your bank, have the money placed to your account and consult your banker about reinvesting it."

CREOSOTE BATH LENGTHENS LIFE OF TELEPHONE POLES

Twenty Years Ago

Twenty years ago, John J. Carty had just recently invented the 'cracking bell' making party lines practical.

Twenty years ago, the limit of telephone transmission by underground cable was 10 miles—from New York City to Newark, N. J.

Twenty years ago there were less than 2,000,000 telephones in the Bell System. Now there are more than 15,000,000 Bell-owned and connected telephones in the system.

Twenty years ago there were only a few schools for telephone switchboard operators, the first having been organized by the New York Telephone Company in 1902.

Twenty years ago the Bell Telephone System's total mileage amounted to 8,888,881 miles. Now there are 31,522,512 miles of wire. At the beginning of 1924 the toll line mileage was 278,376 miles. It has now increased to 1,222,222 miles.

A Good Motto "Things do not happen in this world—they are brought about."—Will H. Hays, in World Magazine.

ORDER APPOINTING TIME FOR HEARING CLAIMS

STATE OF MICHIGAN, 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 of Oakland, Michigan, on the 11th day of August, 1924.

Present: Hon. Ross Stowell, Judge of said Court.

The Matter of the Estate of Della A. Bond, Deceased.

The First National Bank of Birmingham, executor of said estate, having filed in said court a petition praying that the time for the presentation of claims against said estate be limited to a certain time before the appointment to receive, examine and adjust the claims and demands against and for the estate and before said court.

IT IS ORDERED, That four months from this date be allowed for creditors to present their claims against said estate.

IT IS FURTHER ORDERED, that the final day of December 22d, at eight o'clock in the forenoon, at said probate office, be and is hereby appointed as the day and time for the hearing and adjustment of all claims against said deceased.

ROSS STOWELL, Judge of Probate.

A true copy. MCGAFFEY, Register of Probate.

GUST BAHIM'S BIRMINGHAM SHOE SHINE PARLOR 114 E. Maple Ave. For Ladies and Gentlemen WE ALSO CLEAN HATS OF ALL KINDS Our Work is Guaranteed. Ask Us About Printing. Eccentric Office Phone No. 11.