The Family Next









If the men folks think housecleaning lasts too long, they can always take hold and do some of it themselves.



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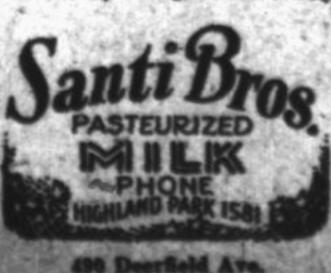


The Milky Way to Health



It makes you like your work and play."

-Says Billy Break O'Day.



SAYS CHINA IS NOT **ONLY DANGER POINT**

OXFORD PROFESSOR WARNS

Points Out Several Zones In Europe Where Peace May Be Menaced; U. S. Fortunate, Belief

the eminent Oxford historian, who Franklin who in 1736 had organized R. Miller, director, Department of has been in the United States recent- the Union Fire company, a volunteer Public Works and Buildings, and ly, China is not the only storm spot in the universe, and there are still signals flying in eastern Europe. Professor Gooch names specifically four danger zones. One of them is Bessarabia, a country formerly Russian, now Roumanian, and a region which promises to be the Alsace-Lorraine of eastern Europe for some time to

Another source of danger is the tension between Poland and Lithuania over Vilna, a tension which has caused trouble more than once during the past few years. A third danger is the dispute between Bulgaria and Jugo-Slavia over Macedonia, and last but not least is the trouble between Jugo-Slavia and Italy over Albania and the Adriatic coast.

Of course here in America we canforeign to America, and not understandable here.

Because we know so little of these things is all the more reason we ought to be thankful that by avoiding entangling European commitments MANY SCHEMES TO we are not in danger of becoming involved in any of them. War between Russia and Roumania, between Poland and Lithuania, between the Serbs

DAYS WHEN RAIN

Dealer Tells Interesting Facts About This Kind of Business, in Magazine

Fred Kelly in Nation's Business says: My friend, C. C. Daily of Elyria, Ohio, who sells chemicals to rubber manufacturers, tells me of a raincoat maker who remarked:

"During May and June last year we had abnormally high rainfall, but only 5 per cent of it fell during profitable hours."

Then the raincoat man went on to explain:

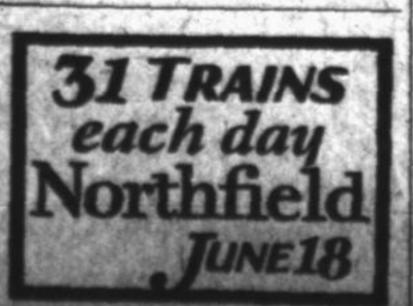
"If it's raining in the morning when you leave home, you wear your

old clothes and carry an umbrella. "If it rains between 7:30 and 9 you may step in a store on your way from the train to your office and buy a coat. But probably your time margin is scant and you just hurry along

without stopping. "Rain from 9 to 4 catches a few shoppers down town, but they probably wait under cover till it slackens

"But rain from 4 to 6 catches folks near a store and with time to buy a coat. Then business in the raincoat. trade booms. This is the profit-making hour.

"Rain in the evening either keeps you home or makes you call a taxi, "If it rains after 3 o'clock todaywe are waiting for the telephone to ring. The stores will want ten dozen or twenty dozen 'rush' tomorrow. But for the last six weeks it has rained only at night and we do small busi-



FIRST FIRE INSURANCE COMPANY IN AMERICA

Met in Philadelphia in 1752 and Benjamin Franklin Was Director

On May 11, 1752, in Philadelphia, pany was and is "The Philadelphia ing the present year. Contributionship for the Insurance of According to Prof. G. P. Gooch, its board of directors was Benjamin 600,000 barrels of cement by Col. C. fire fighting organization.

There was no direct connection between the volunteer fire fighters and the insurance companies though the latter did contribute large amounts to the volunteers.

Firemarks, now in such demand as antiques, were then used on insured houses to distinguish them from those of the uninsured so as to make sure of protection. The mark of the Contributionship is directly traceable to the Hand-in-Hand company of London which was established in 1696. The English company used two clasped hands. The design was changed by the Contributionship into the Lady-to-London or Saddle Seat grip which is practically unbreakable.

Description of dinners given, with not vision war breaking out between fines collected for non-attendance at but for unseasonable weather during any of these nations so soon after directors' meetings; reveals these the close of the great war. But we men as of Rabelaisian appetites and do not understand the hatreds and the capacities. At one time by curbing fears which these nations bear for their appetites due to an access of one another. The atmosphere of in- enthusiasm for the public welfare trigue in which they live is entirely or an excess of food and drink they were able to acquire a fund large enough to mark the road to New York with thirty-one milestones

INSURE GOOD GAS

and the Bulgars or the Serbs and the war the nation was very much con- ure is reported favorable by the sen-Italians might be a local affair, but cerned as to whether there would be ate committee on license and miscelthe chances are that, because of the enough petroleum left to supply publany. interlocking complications, the trou- lie needs, and the gas man was fre- The measure voids all contracts by ble would spread just as it spread in quently suspected of adding dish wa- which employes agree to pay over to ter and discarded crank shaft lubri- their employers or others such gratu-For this reason and because we are cants to the products he retailed to ities as may be received from the not directly interested in any of the the public. This period of deceit and general public. The right to sue to territory involved we ought to be fraud has been followed by competi- recover is provided. grateful that we are not committed tion over the quality of gasoline, and to take sides in or to help solve any some of the big companies have protected their reputation by sealing tanks after they have filled them. In COATS SELL WELL other cases the gasoline has been colored in order to distinguish it. "Tricks of the trade" have run the gauntlet of time in all industries and all lines of business, and evidently proved.

HARD ROAD CEMENT PRICES ARE LOWER

Cement used in the construction of hard roads in Illinois during 1927 will cost approximately five per cent less than in 1926.

Leading Portland Cement companies in the middle west are prepared was held the first directors' meeting to supply 14,185,000 barrels or more of the first fire insurance company than four times the estimated reto do business in America. The com- quirements for road construction dur-

These were the outstanding fea-Houses from Loss by Fire." Among tures of the opening of bids for 3,-Frank T. Sheets, chief highway engineer, Division of Highways.

Representatives of seventeen of the leading Portland Cement companies were in attendance at the opening of the bids. Individual companies expressed a willingness to supply from 500,000 to 3,600,000 barrels of cement, the full estimate of the Division of Highways.

The estimate for 1927 is practically 100,000 barrels in excess of that used in 1924 when 1,230 miles of hard road were constructed in the state.

During 1926 a total of 2,352,000 barrels were contracted. Shipments for the year totalled 1,582,132 barrels. At the end of the construction season there remained in storage approximately 30,000 barrels, practically all of which would have been used September which slowed up construc-

Portland cement companies located in eight middle western states were represented in the bidding.

WANTS LAW TO COVER TIPPING PRACTICES

Tips and gratituties paid for hat checking in hotels and coins left for waiters or others in public service will become the sole property of the recipients if Senate Bill No. 211 is In the hectic days following the enacted into law. The proposed meas-

Had Him Puzzled Too

"Look here," said the farmer to his new hand, "I want to know why you kissed my daughter last night in that dark corner."

"Well," was the answem, "now that the gasoline situation has greatly im- I've seen her by daylight I've been kind of wondering myself."

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