

500,000 CHILDREN TO BE GUESTS AT MICHIGAN STATE FAIR, SEPT. 2

The Michigan State Fair management will distribute 500,000 tickets and coupons to school children, newboys and orphans in the state, entitling them to admission to the fair on Children's Day, Tuesday, Sept. 2. One hundred thousand coupons will be printed in the Fair's advertisements in newspapers during the summer. These coupons will be placed so as to afford the widest and fairest distribution possible. Four hundred thousand tickets will be given to boys and girls in the Detroit area, where the largest crowds are anticipated. These passes not only will admit children to all major attractions and exhibits, but also will enable them to enjoy all "Midway" shows, rides, the cream, sandwiches and soft drinks by paying only five cents for each. An entertaining program has been arranged for Children's Day.

The Boys' and Girls' Club Congress, always of vital interest to children throughout the state, will be held in the morning. In the afternoon the Boys' Miking Contest will be staged in the Coliseum. The afternoon program also includes harness horse races on a mile track and the feature spectacle, The Stimpede, in which Indians and cowboys match their skill in thrilling tests with wild bronchos and steers. There will be music throughout the day, and an elaborate fireworks display at night. The State Fair celebrates its eighty-first anniversary this year. It will open Sunday, Aug. 31, and run to Sept. 6. The feature of opening day will be a sacred concert by Creator's famous concert band in the Coliseum. Monday has been designated "Labor Day"; Tuesday, "Children's Day"; Wednesday, "Governor's Day"; Thursday, "Farmers' Day"; Friday, "Detroit Day"; and Saturday, "Automobile Day." USING LIGHT TO CATCH FROGS AT NIGHT O. K.

NEW RING "PROSPECT"—AGE 156!



Agha Zaro, left, 156-year-old Turk now visiting the United States, proves he is still handy with the mitts by letting a little fancy sparring in New York with his countryman, Ahmed Musa, Turkish ring champion and Zaro's grandson. The mauling Mchelsiah regrets he didn't take up boxing sooner because he might have been heavyweight champion of the world over a century ago!

PSYCHOLOGY IS NOT BLACK MAGIC NOR CURE-ALL, PROFESSOR SAYS

Ann Arbor, Mich., July 31.—Modern psychology is the experimental science of behavior; the study of why human beings do certain things under certain circumstances. It is not a mysterious black magic or a cure-all for every trouble or a method for reading a man's thoughts by the shape of his skull. This is a brief description given by Professor Adalbert Ford of the University of Michigan. Man's actions are determined by many factors in his nervous system, instincts, emotional nature, and natural intelligence; as well as the environment in which he lives. It involves a study of the association of ideas in the mind, the ways in which past experiences are recalled and habits formed. Finally it includes a treatment of the complicated mental processes which go on during imagining and reasoning; how and why a person acts as he does when facing a complex problem in his life. All of these aspects of human behavior can be drawn with study and experiment before any laws of action may be drawn which will hold good in the majority of cases, says Professor Ford. The value of knowing the laws of thought and behavior lies in their use of aid education, to fit individuals into proper vocations and professions, and to enable people to live more suitable and successful mental lives, with fewer worries and strains from bad mental adjustments to the world in which they live. In commerce and industry modern psychology is widely applied. Some large institutions employing many persons use physical and mental tests to place their employees in the positions to which they are temperamentally best fitted. Similarly modern selling and advertising practices are largely built up around practical application of the laws of suggestion and through the use of pleasing design, color, suggestions as to the usefulness of the article displayed, and the emphasis on service. The advertiser who constantly displays his product in connection with some common use is simply utilizing the laws of mental association to make sure that his product will come to mind whenever a use for it occurs. DISPLAY AT THEATER An exhibition of the new Chrysler eight-cylinder models is now being held in the lobby of the Public-Birmingham Theater. The 2-88 special roadster and the special coupe, featuring entirely new body styles compose the display. Try an Eccentric Classified Ad.

Pontiac Doctor Seeks County Job

Dr. M. L. Spears of Pontiac who announced his candidacy for Coroner of Oakland County last week has been a resident of Michigan for 20 years and of Pontiac for 10; where he has a successful practice. "If I am elected," said Dr. Spears, "I, as your coroner, shall endeavor to give the best service that I can." Dr. Spears says that whenever possible, the office should be left in the hands of a medical doctor for it saves embarrassment on the part of the coroner in many of his cases. Dr. Spears is a 32nd degree Mason, Knight of Pythias, an active member of the Michigan Annual Conference, a member of the A. M. A. State and County Society, and a Republican.

The Bloomfield Forge Ornamental Iron Works

727 PURDY ST. Fireplace Fixtures Screens Ornamental Stair Railings Balcony Railings Lighting Fixtures of Brass, Copper, Iron Floor Lamp Stands Curtain Rods H. J. Busch, Jr. PHONE 997

Let Us Take Care of Your Lawn This Summer

We are equipped to handle any size lawn, including country estate—modern equipment and reasonable prices. Lawn Cutting Lawn Building Lawn Fertilizers Black Soil Phone 873 Schwarze Bros. KENSINGTON ROAD

THE WAY OF THE WORLD

By GROVE PATTERSON OVER-SUPPLY Lamont, secretary of commerce, is not worried about business. He tells us the overproduction of commodities on hand at the moment, compared with the demand, is not so great. He says the surplus will rapidly disappear and more stable prices result. Lamont is in position to know, and other able business men agree with him. The elder J. P. Morgan was right when he called the present situation a "piano mover fiasco." Business men today know more about those resources than Morgan did. Those who have some vision along with their thinking capacity know that Morgan was right then and Lamont is right now.

WHAT CONGRESS DOES

The new tariff law contains 20,000 items, of which 3,255 are taxable. The senate held over 200 roll calls on the bill, and made over 1,200 amendments. The debate covers nearly 3,000 pages in the Congressional Record, and the senate and house committee heard nearly 2,500 witnesses. And all this without the participation of a single citizen. Making a tariff bill is too delicate a business to turn over to men whose time is taken up more with politics than policies.

HOT RIVALRY

Competition in business is a great thing for the rank and file of us who are not in business at all. Most of us have neither profession nor business. We merely have jobs—if we are lucky. Cooperation is a pleasant word, and we bear a lot about it. But it's when competition gets hot that we profit most. Shell Oil and Standard are huge rivals. Their production is so great that gasoline is cheap and bids fair to be cheaper. Competition has given us 20-hour trains between New York and Chicago, and marvelous motor cars that can go a mile and a half a minute. Beware of soft-soap corner orators who try to make you think we need more cooperation. Long live competition, and may it stay hot.

RULES AND RULES

A 156-year-old Turk visiting America says his great age is due partly due to the fact that he doesn't drink liquor and never has. And on the same page of the paper we will doubtless read the story of somebody (who is 104 years old and boasts that he has used whiskey all his life and can't see any sense in prohibition). The Turk, born about the time of the battle of Lexington, says he has been a piano mover since 1800. He interests us a lot. He doubtless is not as old as he thinks but it is older than most men. He demonstrates what the human being can stand. We might all live to be a little while longer, a little, a little, a little. There is no general rule. What is good for one system is not good for another. Stefansson, Arctic explorer, lived six months on nothing but meat and it agreed with him. He neither lost nor gained weight and his blood pressure was not affected. Others, eating no meat, fare vastly better. The best way is not to let others make rules for you. Make them for yourself. Use your judgment and study the results.

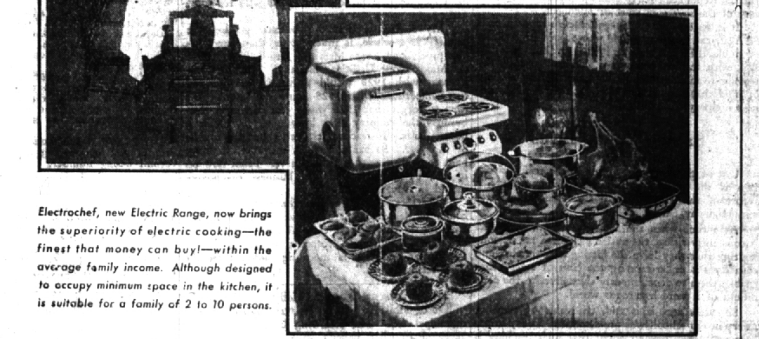
ENDING WAR

In 1917 Uncle Sam went to war. Some got the idea that this was to be his last war. The world thereafter was going to be kept in line by treaties and a general desire for peace. Now, 13 years after we declared war for the last time, we are spending three times as much for military purposes as we were then. Peace is a plant that grows slowly. It has yet hardly broken through the soil. Mexico City's Y. M. C. A. has 3,721 members, representing 25 nationalities.

Cooler, Cleaner, Tastier Cooking!

ELECTROCHEF ELECTRIC RANGE

\$10 DOWN PAYMENT \$105 CASH PRICE puts an ELECTROCHEF in your kitchen, installed, ready to cook. Balance \$6 a month including all necessary wiring. Ask about the allowance for your old stove—any kind or make.

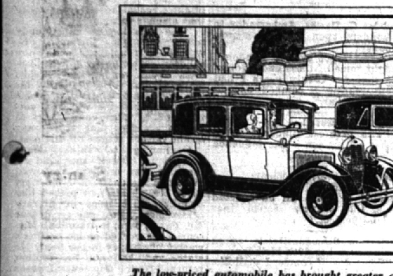


This electric range is fast and economical in operation, and is a high-quality stove, extremely well-built throughout. All-white porcelain enamel finish, with metal parts of mirror-like Chromeplate, the ELECTROCHEF represents unusual value at the price for which it sells. The ELECTROCHEF uses focused radiant heat. Polished reflectors on the cooking table direct all the heat on the utensils, making for low cooking cost. Double air-space oven insulation assures cool cooking. There are four heaters on the cooking table, each with three heat intensities—high, medium, and low; and an accurate oven control assures any desired cooking temperature up to 600 degrees, making consistent baking easy.

See the ELECTROCHEF at any Detroit Edison Office

THE DETROIT EDISON CO.

Meeting the Needs of Millions of People



The low-priced automobile has brought greater opportunity and added hours of recreation to millions of men and women.

BECAUSE the automobile is such an important factor in the lives and prosperity of so many people, the purpose of the Ford Motor Company is something more than the mere manufacture of a motor car. There is no service in simply setting up a machine or a plant and letting it turn out goods. The service extends into every detail of the business—design, production, the wages paid and the selling price. All are a part of the plan. The Ford Motor Company looks upon itself as charged with making an automobile that will meet the needs of millions of people and to provide it at a low price. That is its mission. That is its duty and its obligation to the public. The search for better ways of doing things is never-ending. There is ceaseless, untiring effort to find new methods and new machines that will save steps and time in manufacturing. The Ford plants are, in reality, a great mechanical university, dedicated to the advancement of industry. Many manufacturers come to see and share the progress made. The greatest progress comes by never standing still. Today's methods, however successful, can never be taken as wholly right. They represent simply the best efforts of the moment. Tomorrow must bring an improvement.

FORD MOTOR COMPANY