

FOUR

"It is not the things we like to do, but liking the things we have to do, that make life blessed." -COETHE.

GOODWILL IN BUSINESS.

Although the state of Michigan may not permit the sale of the Dodge company to go through because the state officials contend that the "sale" allowed too much for goodwill, the fact remains that goodwill is a tremendous asset in business.

Despite the fact that 83 per cent of the automobiles manufactured in this country are made in Michigan, the element of goodwill enjoyed by the automobile companies is great, not only because Michigan has a lead in that industry, but because the stockholders are scattered throughout the country.

Goodwill in business has become a greater factor under the modern plan of stock distribution. Since the public utility corporations of this country have adopted the plan of offering the public investments, the attitude of the people toward public utility corporations has been undergoing a change. The same is true of the large packing companies and other big industries.

Originally goodwill in business was a matter of personality. The character and popularity and reputation of the head of a business house created goodwill. Later the quality of goods and the element of service became important factors in creating goodwill. In recent years, the identity of the people with business organization through the ownership of stocks and bonds has made goodwill more certain and more important.

A good omen is seen in the growing recognition of the value of goodwill in business. It has given corporations a keener sense of their responsibility to the public, and has tended toward better business practices and a more considerate attitude toward labor and the public generally.

NOT WHERE, BUT HOW MUCH?

"In-Cleveland, forty per cent of the \$30,-000,000 collected annually in taxes, is spent to combat crime. The newspapers gave only four per cent of their space to crime news, but they were criticised for giving it too much space. They were urged to segregate crime news and reduce the space alloted to it. The publisher of the Plain Dealer made an investigation and discovered that no newspapers in the country were giving more than five per cent of their space to crime news, in spite of the fact that crime absorbs a large portion of taxations and is a large and vital element in our social life.

The publisher also discovered that some newspapers, segregating crime news, were

MUSCATINE WAS SHOCKED. Muscatine was shocked a few days ago when two girls, puffing cigarets, walked down a busy street. Perhaps the astounded parents of Muscatine would not have been taken by of Muscatine would not have been taken by The two things most plentiful are surprise if they had been living in closer fel- trouble and advice to farmers. lowship with their boys and girls. Probably You may not live longer in the lowship with their boys and girls. Muscatine is not different from any other town in respect to the two social worlds that

it maintains. Youth has its social world toit maintains. Youth has its social world to-day and adults have theirs. Youth and age word in architecture. They had no do not mingle enough. Boys and girls live filling stations. too much in a different world from their partoo much in a different world from their par-ents. Mothers have as little idea of what goes in spite of being yellow. Look at the dandellon. on in the school cloak rooms as girls have of

what goes on at their mothers' clubs. How seldom one sees a whole family the

going together to a party, a theater, a picnic! or to church! It is getting to be a rare thing for the average family to spend an evening at home or together elsewhere.

The raisin growers of San Joaquin valley got \$12,500,000 for their crop. They attribute their success to organization, but do not say what organization.

Now Germany is to have a recount of the recent election. There are Americans who and vamps. still think that the Germans do not watch American politics.

Science is prying into the private life of the atom, justifying Chauncey Depew's contention that there is not an atom of privacy left.

The controller general limits tips on liners to five dollars, but the liners will tip more than that much themselves.

A truck load of old mattresses passed through the loop Saturday. Looks as if the senate. daylight savers meant business.

The Cedar Rapids man who advertises that he carries furnaces is probably the world's champion strong man.

The acoustics of the new court house are said to be bad, but the courts can give a deal man his hearing.

One may improve one's mind by reading scientific books, but one must have a good mind to begin with.

The state superintendent of the Anti- Saloon league has told the people where they can get it.

One university student journalist liked this newspaper so well that he bought it for three cents.

Man is remarkably inconsistent. Bootleggers have protested against the death penalty.

'Iowa City not to lose air station." Certainly not, unless it also loses the university. QUESTIONS AND

BY DR. FRANK CRANE

Perhaps the railroads, would do better i they took the bunk out of the sleepers. Q. Please give some:dataion the President's yacht. W. G. K. A. The Mayflower was built by J. & C. Thompson, Clydebank, Scot-land. The purchase price was \$430,-000. The vessel hns a length of 273 feet; beam, 36 feet; mean draft, 17 feet, 4 inches; maximum speed 14.5 knots. It has eighteen state rooms and a personnel of 11 officers, 21 chief petity officers. and 139 other en-The main advantage of a bald head is that it needs washing oftener. A town that can not develop "new blood" is dead. The Moral Influence of Money

 $M_{\rm activity.}^{\rm ONEY}$ underlies almost every form of moral People work mainly because they have to; it is

Robert Ouillen's Paragraphs

In dad's case a spring suit means his winter one without the vest.

Maybe Lot's wife looked back to ee if the camera men had reached he scene.



The hateful thing about the wich ed is their carefree enjoyment of the more ridiculous ones we need not things we miss.

more ridiculous ones we need not mention. All of this goes to show that we are inordinately fond of impressive names and not much concerned whether they mean anything. Rheumatism belongs in a third category, being one of the meaning-less terms doctors are fond of. The term denotes something skin to tak-ing cold." Victims of this delusion and the old fashioned doctors who support it, harbor a vague idea that the joint disease is somehow caused by dampness or exposure, either di-Among the creatures that live or green things are sheep, elophants

The only thing about the ensem-ble that women don't agree on is the pronunciation

Man has one advantage. As the weather grows warmer he can discard something.

The various ways of 'getting up in the world don't include standing on your dignity.

In these baseball days one way to make your sons famous is to marry a left-handed woman.

Lucifer was dismissed from Heaven. That was before it was necessary to get the consent of the

Another way to keep from grow And you can estimate the degree of a man's fame by the number of esgring letters be not such entities. ing old is to ask a stranger to ride with you.

begging letters he gets overy day.

Men are pretty decent, and evil probably wouldn't flourish if it had to depend on taking up collections. It wasn't selfishness, but a sense

of humor, that killed the phrase, "with all my workily goods I then

It's a funny civilization that will design permanent tops for cars, and not do a darned thing for a baid nan.

Correct this sentence: "Let's turn around," said the flapper; "I prom-ised mamma to be in by nine-thirty."

ANSWERS

chief petty officers, and 139 other en

Q. Is there a blue robin? E. E. L. A. There is no such bird as a due robin The robin and the bluebird belong to the same family of thrushes and are somewhat alike in appearance.

Are black cats considered good necessary to make a living and to get on. The only way they can do this, on an average, is by working for it In other words, to be of service to the community, of such kind of service as it is willing to pay for, you must put forth all of your activities. The average man works in order to get his pay. That is, the necessity of working underlies the service to the community. Anyone who attempts to do good to a community without pay is open to do good to a community in the service to bring either good luck for the pay in the fortune. The superstition probably associated with witches, who had to the community. Anyone who altempts to do good to a community without pay is open to suspicion because it is likely that he is not doing the kind of good it wants. Perhaps in the case of philosophers, religious teach-ers and poets. this does not hold completely. There are exceptions to every rule But the majority of mankind would not be of service to their fellows un-less they had to scratch around and make a living. Useful service to your fellow men is at the bottom of meak kinds of work Q What country has the largest teach-There bopulation and what one the small-there bopulation and what one the small-est? J G A. China, including her depen-dencies, has the largest population, ing. 375,000,000 Andorra has the small-bottom bottom 5,231. of most kinds of work. It is the real reason why we enjoy work. Most of us would not be willing to take a tin cup and beg money on the corner We like to feel that we are doing something that is worth people's paying for. This is at the basis of self-respect. Mr. Henry Ford claims that he does not give much to charity, but he is kindest to people when he provides them with opportunity for work and mays them good wares. It is present unfinished condition but he is kindest to people when he provides them with opportunity for work and pays them good wages. It is a question whether this kind of service to the community is not better than accumulating money any old way and then giving it without return. The average man does not want charity. All he works for is to be of service and to receive that pay for it which is commensurate. Money, therefore, and the desire to make it is at the basis of true morality. It represents an outlay of \$5,311,538 The estimated cost in to be approxi mately \$20,000,000

PERSONAL HEALTH SERVICE

QUESTIONS AND ANSWERS.

Vaccination

JUST FOLKS

PERSONAL PLACE. Developed and provide the provide and provide the provide and provide and

BY EDGAR A. GUEST.

A. Smile Or Two

On With the Trial.

Needle,

"My daughter has never had a

and reminded me of the reporter's cleavy what the cause and nature of favorite; reverting or reporting or referring back to something or some body, and the editor's incurable in that, were it not for the harmful fondness for dubbing loss of memory "aphasia" (which means loss of speech) and then quoting something the victim of amnesis says. In another category belong such errors as "neuritis of the joints," "sciatics in the shoulder" and even more ridiculous ones we need not Reducing in the Bath Tub.

> poses? (Mrs. E. J. H.) Answer-Almost any kind, except attic salt, will reduce. The reduc I have noted that you are not an

that you favor the quarantine of un-Forget The Operation. vaccinated smallpox contacts while I am a girl 22 years old and I was you would allow vaccinated contacts operated on last May for appendi-to go free. The question arises, who citis. I would like to know if it will support it, harbor a vague idea that the joint disease is somehow caused by dampness or exposure, either di-day." Indeed, some statistical data of the prevalence of "rheumatism" in the sa contact and use the word (M. F. O.)

day." Indeed, some statistical data of the prevalence of "rheumatism" in the damper regions and among peo-ple engaged in occupations involving a exposure to dampness or cold, in England, have been recently circu-i lated by the American press agents, causally associated with the small-of the catching cold delusion, with some effect on the befuddled laity. But meither the English nor the American publicity agents offered any explanation of what "rheuma-tism" is. They left that to the ex-pert judgment of the layman-just as they jeave the question of what There is an excellent reason why physicians who still use these mean-tism. The cold." There is an excellent reason why physicians who still use these mean-tism. The cold." There is an excellent reason why physicians who still use these mean-time is the define whet time is the define whet time is an excellent reason why physicians who still use these mean-tism. The cold." There is an excellent reason why physicians who still use these mean-time is the define whet time is the physician can de-time or will define either "rheuma-tian. The cold." There is an excellent reason why physicians who still use these mean-tism. The cold." There is an excellent reason why physicians who still use these mean-tism. The cold." There is an excellent reason why physicians who still use these mean-tism the define whet the in portance of being vacci-ting bowder. Bake in gen tins. The cold." The define whet the ismourtance of being vacci-ting the define whet the ismourtance of being vacci-the physicians who still use these mean-tism. The define whet the ismourtance of being vacci-the state the define whet the the state the define whet the inter the state the state of a wall need the define whet the the state of a will snewer all signed lett define whet the the state of a define whet the the define whet the the state of a define whet the the state of the define whet the the state of the define whet the the s

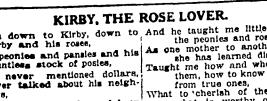
These attractive pattern floors bring new beauty to your home Home decorators find happy inspiration in the new pattern floors created by Armstrong's.

See the latest designs this week in Cedar Rapids.

RULY, a happy note in floor beauty was L struck when Armstrong developed these new and better floors of linoleum.

These new floors are unbroken by splintering cracks, by careless seams. Instead, they are smoothly and firmly cemented in place over a heavy lining of builders' deadening felt, then shed until waxed and no designs glow and glimmer softly. They never need refinishing. They are springy, easy to clean, sanitary. They should last a lifetime.





nated have nothing to fear and the Thail if written in ink and stamped, self-addressed envelope is inclosed. Requests tor diagnosis or treatment of individual chance. Reducing in the Bath Tub.

Would you kindly inform me, if possible, what kind of salts is used in bath water for reducing pur-

I have noted that you are not an tion is limited to the pocketbook of advocate of compulsory vaccination, the guilible woman in the tub.

The prisoner was not profession-ally represented. Before proceed-ing with the case, the judge said. "This is a very serious offense you are charged with. If you are con-victed it means a long term of im-prisonment. Have you no counsel to look after your defonso?" The prisoner in the most confi-The prisoner in the most confi-dential manner leaned toward the dential manner leaned town the the judge and replied "No, your honor. I have no counsel; but I have some very good friends on the jury."-Continent.

needle in her hand.

forms.

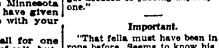
"Well, we should always look on the bright side. At least she won't get accused of jabbing anybody with one.'

> "That fella must have been in Eu rope before. Seems to know his way about." "Yes, whenever he stops a line

''Aren't your sermons

nated. If we could assume that 'ev-ery one has been properly informed about that then I should favor giv-ing the smallpox patient and any smallpox full liberty, for the vaccl-um, but all isters will be answered by the second decount of the second decount of the second decount of the oral interest are answered by the second decount of the second decount of the second decount of the oral interest are answered by the second decount of the second decount of the second decount of the oral interest are answered by the second decount of the second decount of the second decount of the oral interest are answered by the second decount of the second decount of the second decount of the the second decount of the second decount of the second decount of the the second decount of the second decount of the second decount of the the second decount of the second decount of the second decount of the the second decount of the second decount of the second decount of the the second decount of the second decount of the second decount of the second decount of the the second decount of the second decount of the second decount of the second decount of the the second decount of the second deco

Important.



not publishing less of it under that plan. One newspaper that adopted the plan of keeping crime news off page one has continued to devote to it more than four per cent of its space

Although the plan of segregating crime news has been praised widely, those who favor the plan do not destinguish between the amount of crime news published and the pages on which it is printed. It seems that the segregation of crime news is something of a delusion. What the public and the newspapers should do is face the facts, and work to reduce crime Most of us would like to keep crime news from our children, but our children see crimes and hear about crimes daily The only way that we can keep crime news from our children is to put an end to crime.

POSTAGE AND ECONOMY.

The government may not gam anything by the increased postage rates The April report shows a small gain over March, but April always is a good month in the postal service. The increase of income in the post office department in April over that of the corresponding month a year ago is not as great as the increase of April 1924 above V ril 1923

The slight increase in postal revenue since tie higher rates went into effect indicate a liced volume of matter mailed. It is a is tion whether it is more desirable to have gler rates, less use of the mails and a ha 'er postal deficit, or lower rates and a it is business activity that might result

t is a month since President Coolidge aded men and boys to wear suspenders, but ...r no enterprising merchant has offered $t \in :$ for sale on the pay-as you-ride plan.

Ar old man, with his pockets bulging with arts of money, was picked up in Los Angeles. e ; olice immediately suspected that he was an owan. Such is lowa's reputation.

he man who selects his wife's hats should er a school for prospective husbands.

aseball and June weddings make diamus popular.

A fool and his money are soon parted, but it is different with a fool and his automobile. Q. What is the leader of pack animals called? L. M S. A. In the United States the lead animal is usually called a bell mare, bell mule, lead mare, or lead horse.

the basis of true morality.

So much so that when a man has reformed, or is good in every other respect, but has no money sense, ho is not yet dependable. One of the surcest signs of reform, or righteousness, is that a man pays his clubts and respects his obligations. A. Furrows of the nails are some-times, caused by a local disease

GOING FORWARD,

and then back again, it tried to arms, but there are the water it got frightened and backed off not to members of the congress-All the time the mother drank, and not over 100 tion. feet from me I know she drank for 15 minutes with-out stopping The toto explored farther and farther away, but would get frightened at a leaf or a bird and come running back.—From Martin Johnson's "Stalk L. T. ing Elephants to Get Close-up Pictures," in the World's Work for May. THE ABLEST EGYPTIANS ARE TURKS. The ABLEST EGYPTIANS ARE TURKS.

The ablest men in the Egyptian government are Turks and not Egyptians. In spite of their western education, their fluent knowledge of French and Eng Q. What Q. What is the meaning of a "c" with a circle around it? A J. A. A. A "c" enclosed in a circle is an abbreviated form of the copyright notice used by provision of the Copyright Law on photographs, pic-tures, and similar works of art, on which the complete notice would de-tract from the beauty of the picture. lish, they have the Oriental mind, which is slow to move. While political intrigue, which is slow to weifare of the laboring people, seeks office for the profile derived from a world-okl system of Oriental "graft," it would, prosper under such "self-govern-ment."—From Sir Philip Gibb's "What about Egypt? in the World's Work for May

(Any reader can set the answer to any question by writing The Evening Canastie information Bureau, Frederic J Haskiu, uirector, Washington, D. C Give full iamo and addreas and enclose two-cent stamp for retu., postage. Bs brist, All inourires are confidential, the replicable ins sent directly to each 'ndividual. We have many objectives to reach in America in efforts to improve. We have endless faults and frailities to overcome. We must not sleep at switches lest we wreck trains of progress. But we should be optimists rather than pessimists. We are going for ward and not backward.—Council Bluffs Nonpariel.

Armstrong's Brown Jarpi Linnieum plays a big part in making at-tracture this living-room of Mr. R. A. S. Johnson of Clences, Illinois. Notice particularly how this pattern flow serves as a plane, a ing background for the pretty rugs.

Hundreds of beautiful patterns Right, Armstrong's Jarpé Linoleum, Pattern No. 15 for every decorative need

Today in old homes as well as new, sombre floors of wood are being replaced by these newer, brighter floors of Armstrong's Linoleum. And no, wonder! There are colors and designs for every type of home, for every kind of room-soft, rippling Jaspes in twotoned greens, blues, grays, and browns; smartly colorful all-over designs; bolder Handeraft tiles and natural marble effects-hundreds of patterns created by Armstrong's expert designers to meet every decorative need.

Don't fail to see these new floors the next time you are shopping

See with your own eyes the new pattern floors that interior decorators and architects are adopting for really modern homes-the floors that make possible the new trend toward color and design in floors.

The latest designs are now showing at all the good department and furniture stores in town. You will also see many new and equally attractive patterns in Armstrong's Printed Linoleum.

The patterns will delight you-the moderate cost of an Armstrong Floor surprise you.

2

101. 4 2 4 ...

A post card mailed to us today will bring you an interesting booklet entitled, "New Ploors for Old." Send for this booklet. It contains colorplates of the new linoleum patterns and many hints for decorating and furnishing homes. No charge.

ARMSTRONG CORK COMPANY, Makers of Cork Products since 1860 Linoleum Division, LANCASTER, PENNSYLVANIA

A helpful booklet

for home-planners

Chicago Office-1206 Heyworth Building

Armstrong's Linoleum for Every Floor in the House