

CITE ENORMOUS LOSS IN MAILS

Uncle Sam Designates Better Mailing Week

Local postal authorities are cooperating with Postmaster General Harry S. New in securing a nation-wide observance of Better Mailing Week, set for June 1-7, by the Post Office department.

It is during that week that special attention will be directed to the necessity of addressing all mails distinctly so that the upward of \$2,000,000 lost annually in mails that finds its way into the dead letter office might be reduced to a minimum.

In this connection Postmaster General New has asked the following questions.

"Do you know—
That 21,000,000 letters went to the dead letter office last year?

"That 803,000 parcels did likewise?
That 100,000 letters go into the mail yearly in perfectly blank envelopes?"

"That \$55,000 in cash is removed annually from misdirected letters?"

"That \$12,000 in checks, drafts, and money orders never reach intended owners?"

"That Uncle Sam collects \$92,000 a year in postage for the return of mail sent to the dead letter office?"

"That it costs Uncle Sam \$1,740,000 yearly to look up addresses on misdirected mail?"

"That 200,000,000 are given this service and that it costs in one city alone \$500?"

"And, do you know—

"That this vast sum could be saved and the dead letter office abolished if each piece of mail carried a return address, and if each parcel were wrapped in stout paper and tied with strong cord?"

"Moral: Every man knows his own address if not that of his correspondent?"

Offer Glowing Example of Genuine Foresight

The real estate board of Baltimore claims the honor of being the most forward organization in the membership of the National Association of Real Estate boards with respect to at least one part of its preparation for the coming national convention at Detroit, June 23-26.

That is the home town speech contest, held every year in connection with the convention. Baltimore chose its representative for the contest last July.

GRAHAM TRUCKS LEAD IN SALES

Receive Dodge Brothers Dealer Service

Official figures from Detroit for the first quarter of 1925 show that Graham Brothers rank first in the world in the production and sale of 1½ ton trucks.

In the 1 ton and 1½ ton truck fields combined they were surpassed in volume only by Ford. "The information may be surprising to the general public," said William T. Wersted, local Dodge Brothers dealer, "but not to us, nor to those who are familiar with the performance of Graham Brothers Trucks and with their rapid ascendancy in the industry during the last three years.

"Their advance has been without ostentation. There has been no blare of trumpets, no exaggerated claims. It has been a steady, wholesome growth, based entirely upon the truck's performance."

Less than three years ago Graham Brothers were in twentieth position. Now they are manufacturing trucks at the rate of over 100 a day, marketing their entire output through Dodge Brothers dealers. This sales and service advantage of a strong dealer organization, combined with the exceptional merit of the truck itself, is regarded as one of the chief reasons for the rapid advance to leadership. Dodge Brothers dealers everywhere are highly regarded and their service facilities are uniformly above the average. Service is an exceedingly important factor in the operation of a truck and business men are not slow to appreciate the advantage of having genuine parts instantly available when needed. Graham Brothers attribute their rapid advance to the following four reasons:

1. Distinct price advantage.
2. Pronounced quality advantage.
3. Dodge Brothers engine.
4. Substantial character of Dodge Brothers dealer organization.

"Publication of this information regarding Graham Brothers first place in the industry," said Mr. Wersted, "is prompted wholly by the belief that truck buyers are entitled to know the trend of the times. With the facts before them, few would consider buying other equipment without first determining the reasons for Graham Brothers rapid advance."

SETTING YOU STRAIGHT

Two persons with the most mispronounced names in the motion industry appear in the same picture. They are Florence Vidor and Adol-

phe Menjou, who play man and wife in "Are Parents People?"

Even members of the cast of the production disagreed on the pronunciations and finally they went to the owners themselves to obtain the correct forms. Following is the phonetic spelling of their surnames:

"Vee-door"
"Mon-Jew"

Members of the featured cast of "Are Parents People?" are Betty Bronson, Miss Vidor and Mr. Menjou. Alice Duer Miller, author of "Man-slaughter," wrote the story.

The Sanitary Engineer

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City Planning Provides Realty Meeting Subject

Urban land and the utilization of a city's land resources to serve its immediate and its future needs, farm lands and the preparation for a new

day in American farm life will be the subjects of seven divisional meetings called by the National Association of Real Estate boards in connection with its coming annual convention. The convention will meet in Detroit, Michigan, June 23-26.

BLACK DIRT

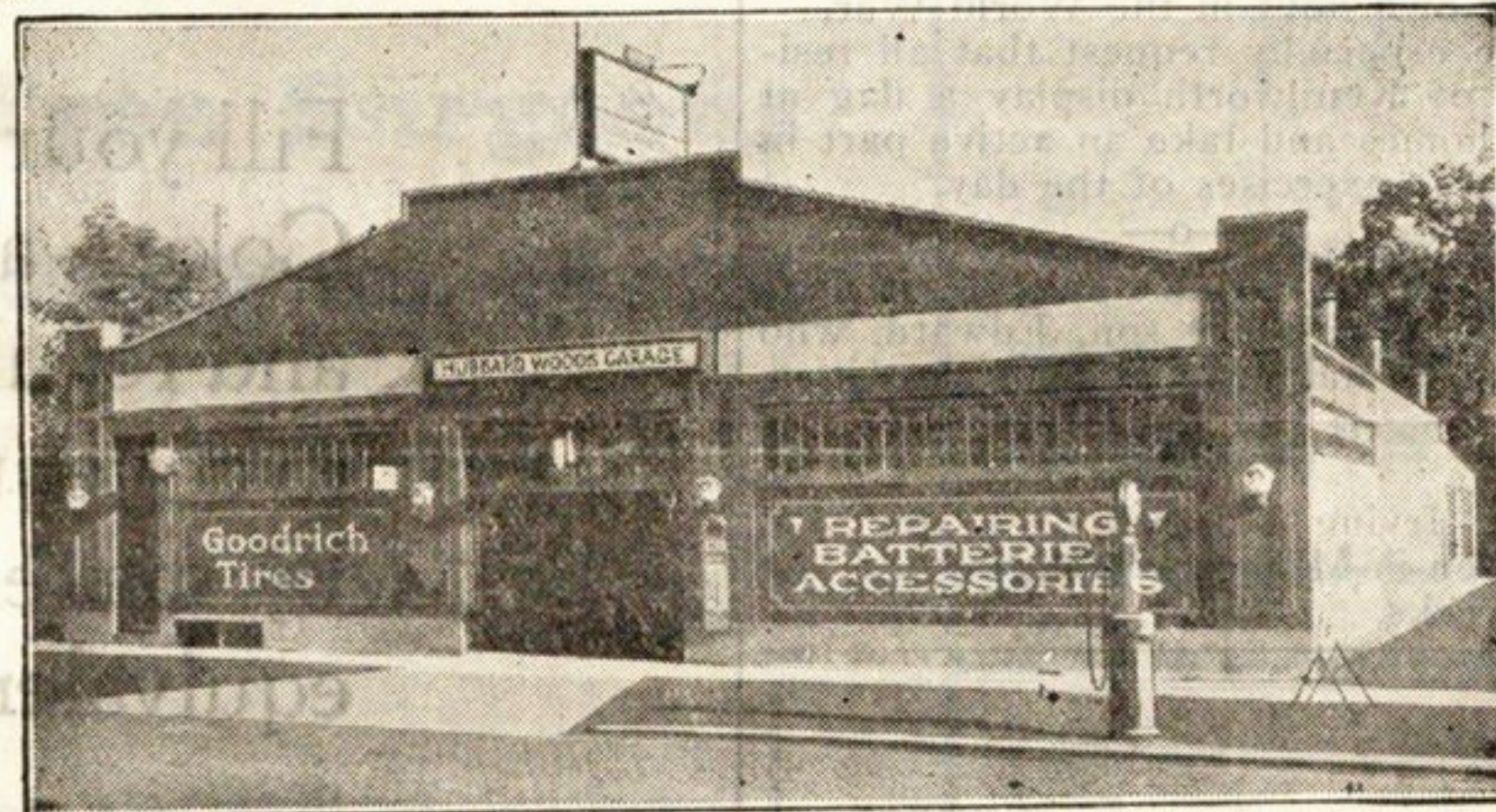
We have plenty of exceptionally Good Black Dirt—Dirt that does not require a steam roller to level it off—and the price is right.



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depends upon present foresight. Don't let balmy, sunny weather drive away thoughts of inevitably certain biting breezes next winter. Filling your bin now is significant of good judgment displayed and a flaring opportunity to take advantage of persisting low prices. Immediate, clean deliveries of absolutely pure coal.

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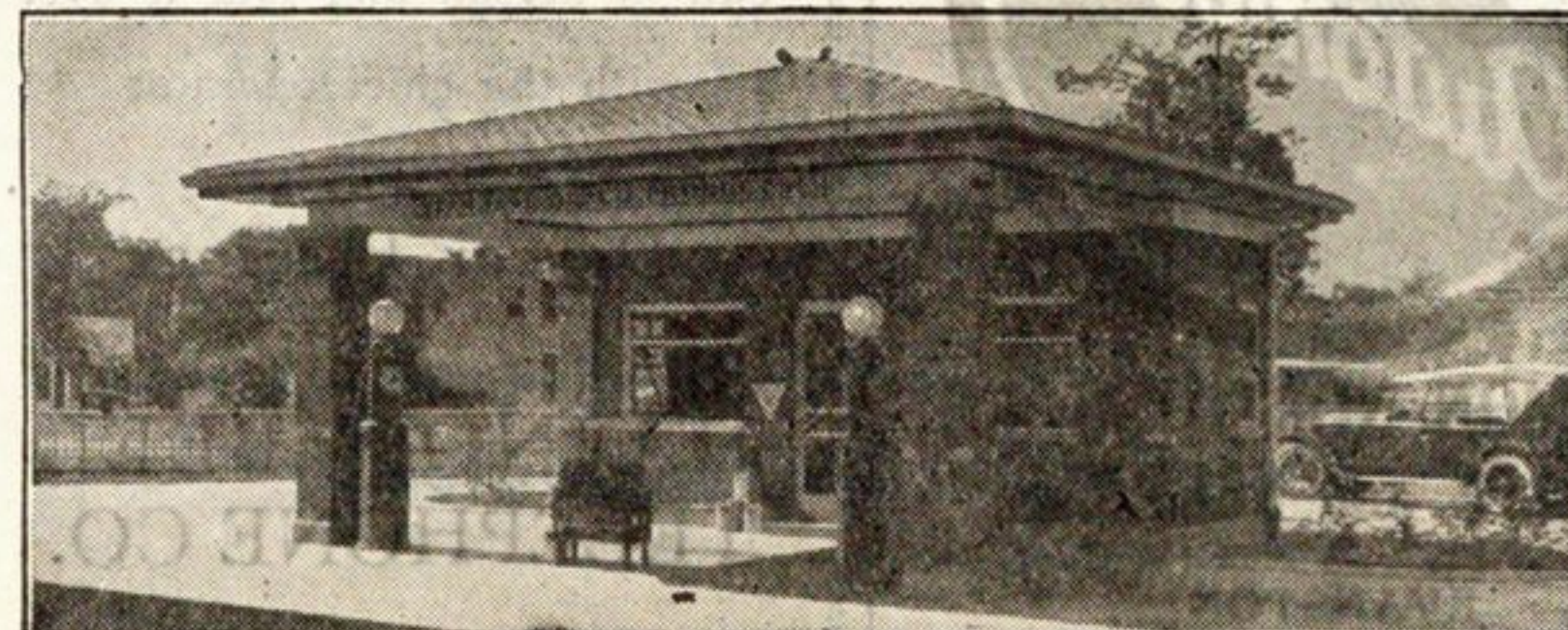
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