

AUTO REGARDED AS ECONOMIC NECESSITY

Studebaker Official Says Motor Car Is One of Greatest Aids in Modern Business Efficiency.

"The automobile increases every individual's capacity to produce," says L. J. Ollier, vice president and director of sales of the Studebaker corporation. "Years ago it ceased to be classed as a luxury and now, in every section of the country, men in every walk of life look upon their cars as a necessity not to be dispensed with. "People generally have come to accept the fact that the motor car is an economic instrument and one of the greatest aids to modern business efficiency. But of even greater importance is the fact that the motor car contributes untold joys and pleasures to life when used in a purely business way.

"To the business and professional man an automobile means not only aided convenience, but also recreation and relaxation. The morning spin from homes takes the business man into his office feeling fresh and vigorous for the day's work. Professional men find their cars well nigh indispensable now. Because of the automobile their patients receive better care—better because the physician is at their bedside before conditions become too serious.

"Salesmen in various lines of business often find their efficiency greatly enhanced by the use of a motor car. "To the family an automobile means health, strength and added vigor—it means, in fact, increased happiness."

New Routing System in Allen Motor Co. Plant

The completion of a large addition to the Allen Motor Co.'s motor works at Bucyrus, O., doubles the capacity of the plant and makes possible a new phase of engineering efficiency long striven for by L. A. Sommer, general factory manager. In these days, when factory efficiency is the subject of constant attention from automobile manufacturers, new production systems are constantly being put into effect. Mr. Sommer, designer of the Allen motor, believes that a great deal of confusion and lost action are avoided through systematic routing in factories.

Creighton University Students Receive Diplomas from School



HONOR STUDENTS AT CREIGHTON.

Leo J. Hanley, now at Fort Snelling, is the honor man of the senior class of the Creighton Law school. He will be awarded the annual prize, consisting of a complete forty-volume set of the Cyclopaedia of Law and Procedure, with its annual annotations up to date. Robert F. McGuigan, president of the big tent, pitched just north of the main building, the annual commencement exercises of Creighton university were held Saturday morning. The long procession of graduates in caps and gowns marched from the main building to the tent and took places on the platform erected at one end of the tent. There were eight graduates of the College of Liberal Arts, nine in the College of Law,

"the first class was graduated from Creighton. It consisted of five men. This year's class consists of 110 young men and women. Between these two figures we have a fair indication of the growth of Creighton.

Advances in Requirements. "This has been brought about in spite of certain things which would have a tendency to cut down attendance. First, there is the great advance in requirements in the last twenty years. Twenty years ago a few questions were asked of the young man who sought admittance to a professional school. If he had a common school education that was about all that was required.

"Today the student who is admitted to a reputable college of medicine must have had five to six years of schooling beyond the common schools. He who is admitted to a reputable law school must have had five years of school beyond the common branches. He who is admitted to a reputable dental college must have had four years of schooling beyond the common school course.

"The increased length of the college courses also makes extra demands of the student. Outgrown Its Building. "Creighton university is in need of physical expansion. It has entirely outgrown the main building here on the hill. It is in urgent need now of a central library building. It must soon have a science hall. It needs a new dormitory building. We have bought property to the west of the athletic field and intend to build a new high school there. But the financial side of the proposition has not yet been arranged.

President McMenamy called attention to the fact that several of the graduates have already gone to the service of the country in some branch of war work. "And," he said, "if the government takes them all we will say 'welcome.'"

Faculty members of the various colleges presented the graduates and President McMenamy read the names and announced that they had received their degrees. Dr. J. S. Foote presented the medical graduates; Dean Paul L. Martin the law graduates; Dean Robert M. Kelley the graduates of the college of liberal arts; Dean A. H. Hipple the dental graduates, and Dean Howard C. Newton the pharmacy graduates.

Made Real Lawyers. Chief Justice Morrissey and Supreme Court Judges Cornish, Dean and Letton were on the platform. The chief justice administered the oath to the law graduates and declared them admitted to the bar.

The commencement address was made by Hon. James M. Graham of Springfield, Ill. "The most valuable part of a college education," he said, "is that it teaches the student to use his faculties of mind and to co-ordinate them so that they work to the greatest good."

The members of the senior class of Mt. St. Mary's academy were present in the audience, wearing their academic caps.

- The graduates were:
- COLLEGE OF MEDICINE: Grove Baldwin, Barney Kully, Sidney B. Bellinger, Simon A. Levey, James R. Byrne, Louis David McDuire, Clarence M. Clay, Harry C. Miller, George Hal DeMay, Irving Miller, Gustav Dierkes, Milton Murphy, Thomas Leo Draney, Orris Reid Myer, John Edward Dutcher, Eugene F. Noonan, Nell J. Everett, Guy S. Philbrick, James William Fonda, Donald Joseph Pitts, John J. Fraymann, Fredolph A. Pollock, Eric Julian Gambes, Louis Rayman, Paul B. Dilligale, Andrew B. Rivers, Maurice Grier, P. H. Schlumberger, Thomas F. Hamilton, Thomas B. Scott, Francis M. Hancock, Harvey B. Stapleton, Alvin H. Hendrickson, Francis J. Stoddard, Paul John Hermans, Joseph P. Swoboda, Patrick E. Kans, Bernard John Wisgel, Ernest G. Keick, Frederick L. Wilson, Bernard S. Kelly, Raymond A. Young, James Adrian Kelly.

- COLLEGE OF LAW: Thomas E. Dunbar, Robert F. McGuigan, Leo James Hanley, William H. McHale, Leo Raymond Lowry, Chester L. Morgan, Preston T. McAvoy, Hubert John Swift, Thomas H. McCarrville.
- COLLEGE OF LIBERAL ARTS: Bachelor of Arts: Charles A. Kanne, James W. Martin, Jr, Cornelius J. Keyes, Joseph H. Ostleck, Bachelor of Science: Eben John Carey, James George Vetter, Bachelor of Philosophy: James Vincent Cain, Michael E. Murphy.
- COLLEGE OF DENTISTRY: Malville C. Babington, Harry T. Ostrum, William J. Busch, Roy R. Plata, Earl D. Conley, Raymond D. Reid, Bernard J. Dusan, Robert H. Scherer, Adolph J. Kubitschek, Henry A. Scholz, Aaa Philip Lambert, Frank J. Snider, Harry A. Larson, Pearl W. Sawyer, Vern E. McPherson, Francis P. Thaisen, LeRoy J. Morison, Ernest Earl Wise, Tom Peter Mullins, Ross W. Wood, Clarence P. O'Leary, Lawrence B. Young.
- COLLEGE OF PHARMACY: Harrison Bryan, George F. Maasgarb, James L. Carroll, Mary Loretta Meany, Cloyd Craig, Howard J. Paine, Peter Franco, Earl Siv, Alice Finch, Joseph Swoboda, Oscar E. Geist, Addie M. Sheels, James Grace, Felix Spittler, Robert L. Graham, Ralph A. Stewart, Lewis Herath, Clarence E. Stevens, Thomas Hiedek, Albert Leon Schuhl, Fred Hoffman, Melvin Wadley, Mildred Kullkova, Nora Zita Walsh, Arnold A. Luchien, LeRoy E. Whitford.

for information and territory rights. W. A. Young, special representative for the Chicago Pneumatic Tool company, who has come to Omaha from the eastern field, is very much impressed with the outlook in this territory. Although he feels that this community is not fully awake to the advantages of the commercial truck, he is more than pleased with the outlook and feels that an energetic educational campaign will bring the people of this section to a full realization of truck economy. This once accomplished, the west will lead in truck purchases, as the truck is vital to scientific farming and increased production.

Flags and Streamers Now Decorate Peerless Shops

Flags and streamers of bunting now decorate the various assembling and machine departments throughout the big factories in Cleveland, where the Peerless motor cars are made. They have been placed by the men themselves as a spontaneous manifestation of their strong patriotic feeling. In the gear-cutting department flags have been mounted on machines. The Stars and Stripes proudly wave from the rams of the shapers as they cut the metal into form. In other departments skylights have been fastened with bunting and shaftings decorated with flags.

Run Out of Potato Seed And Start Growing Beans

(Correspondence of The Associated Press.) Honolulu, T. H., June 2.—With garden growing contests in all the schools of the Hawaiian islands, the supply of Irish potatoes for seed purposes ran out, and supplementary contests for Madeira sweet potato growing had to be arranged. Following the potato growing contest, bean growing contests were arranged.

Little Giant Trucks Are Now on the Market Here

Still another line of motor trucks has been added to the Omaha list by the Haarmann-Loeke Motors company, who have recently located at 2429 Farnam street. The Haarmann-Loeke people have pinned their faith to the Little Giant line manufactured by the Chicago Pneumatic Tool company, and although the sales activities have just begun, both Haarmann and Loeke foresee a tremendous business with this line. The Little Giant is a very well known line, and requests are coming in from dealers all over the state

Chandler Price Must Advance \$200 June 30th

The price of the Chandler Six becomes \$1595 on the first day of July. The present model, identically the same car, will be continued after that date.

Until that date the price remains \$1395

It has always been a basic part of Chandler policy to keep the Chandler price low

We have kept it low. Men considered the original Chandler price of \$1785 established four years ago an impossible price. Later when the Chandler Company reduced that price to \$1595 the trade thought we were courting disaster. Further reductions came as a positive shock to the industry.

Meanwhile the Chandler Company prospered and Chandler business grew to front rank proportions. The Chandler car was never cheapened, but, rather, improved and refined from season to season until the whole motor car purchasing public has come to recognize the Chandler car as a car of surpassing value.

Our whole purpose has been to build the best lightweight Six and sell it at the lowest possible price.

We have sold the Chandler car for hundreds of dollars less than cars of similar quality

We have built into the Chandler car, as fundamental features of construction and equipment, the most important features which are characteristic of the high-est priced cars of all types—features which are not found in other medium-priced Sixes, or found, at best, to very slight degree.

Now, however, the Chandler price must be advanced

It must be materially advanced to cover the greatly increased costs which have arisen this Spring by reason of unprecedented conditions in the material supply and labor markets and in problems of transportation.

Production costs throughout the past three months have advanced steadily and

ment is a provable fact.

Now you can buy this great Six at \$1395, f. o. b. Cleveland.

While the \$1395 price holds, the demand will continue to greatly exceed our production, and we cannot guarantee deliveries

FIVE ATTRACTIVE CHANDLER TYPES OF BODY

- Seven-Passenger Touring Car, \$1395
- Four-Passenger Roadster, \$1395
- Seven-Passenger Convertible Sedan (Fisher built) \$2095
- Four-Passenger Convertible Coupe (Fisher built) \$1995
- Limousine, \$2695

All Prices f. o. b. Cleveland

Omaha Chandler Co. Card Adams Motor Co.

2520 Farnam St. OMAHA, NEB. Distributors LINCOLN, NEBRASKA

CHANDLER MOTOR CAR CO., Cleveland, Ohio

11000 Partners Working As One to Give Most Miles per Dollar

THE stock distribution by which 90 per cent of the members of the Firestone Organization accepted partnership in the Company, is a further move toward the betterment of the service to the public. It is a vital factor for the development of man power which is the lever of all successful business.

But while you may not be concerned with the ethical side of the partnership, you as a user of tires are vitally interested in its effect on the quality and mileage cost of Firestone Tires.

Now that Firestone workers are owners of the business, it is logical to suppose that there will be improvements all along the line. Efficiency has always been the Firestone watchword, and everybody knows that men are more efficient when personal pride and ambition are involved.

Firestone workers are literally Firestone builders, building not only tires but fame and business success. Action is quickened, ability encouraged, enthusiasm spurred. The results are plain: quality improved, production stimulated, most miles per dollar emphasized.

Equip with Firestone Tires and get the benefit of those long-established values which go with the Firestone name.

Firestone Tire and Rubber Company
2566 Farnam Street, Omaha, Neb.
Home Office and Factory: Akron, Ohio
Branches and Dealers Everywhere

Firestone