

### What Business Thinks

By Frederic J. Hawk

Washington, June 21.—The American business man is just about as exasperated now as he ever hopes to be. You can tell it by looking at him, if he does not tell you himself in a long outburst of righteous indignation. Several things are the matter. The war, for one thing, and the weather for another, but worst of all is the wave of economy which has recently swept the country. People, complain the business men, are on the verge of hysteria. They won't buy even the things they actually need. Instead, they are hoarding their earnings in the bank against some obscure future emergency which can't be understood at all.

"This is the sort of thing that brings on a panic," declared a prominent New York merchant at a business meeting the other day. "It simply must be stopped."

Feeling among the retail trade is becoming very bitter towards the distribution of shirte pamphlets and tracts. One trade journal even goes so far as to voice a suspicion that certain society women and government authorities are merely using the economy propaganda to get their names into the papers. Not long ago, a gentleman made a speech to a number of Red Cross women, in which he reproached them for wearing silk dresses. No woman should be seen wearing a silk dress while the war lasted, he said. It was extravagance. The effect of this announcement was to make the manufacturers and retailers of silk well-nigh apoplectic. They did not hesitate to express their private opinions of the intelligence of the gentleman in question. Why was it an extravagance for women to wear silk dresses, they wanted to know, when silk dresses were the cheapest wearing apparel on the market? Look at the advertisements of any women's wear or department store, and you will find silk dresses selling well below voiles, linens and even the lowly gingham—once the ornament of the kitchen.

"This is the kind of misstatement we had to put up with for the last six months," says the owner of a large Philadelphia clothing establishment. "Six months more of it and there will be a panic."

It may be inserted parenthetically that the purpose of this article is to give the business man's point of view, and not to present an argument. We have been looking at events with the binoculars of the buyer for a long time, but occasionally it is interesting to change about and get on the other side of the counter. The difference is enormous—as enormous as the difference between riding in a motor car and hurrying across in front of it.

The business man's point of view is not pessimistic. He believes that the war is going to bring greater prosperity than ever before. Production will necessarily be much greater; the employment of labor will be greater, and the circulation of money greater. Moreover, the \$7,000,000,000 in bonds now being raised by the government, will be spent in this country. American manufacturers will get the benefits of it. There is only one danger in the whole prosperous outlook—the instinct of self-preservation which is causing people to "hoard."

Irvin Cobb has defined the chief characteristic of twentieth century America as hysteria rather than extravagance. The business men agree with him. We are apt to rush to extremes, it appears, without thinking, and if you get us excited enough we will even save money. Thus, when you start out to work up an economy

scare with the American people, you are playing with fire—they may take you seriously. Now, inquires the business man, what is going to become of national commerce if everybody suddenly resolves to go without new clothes, to live on cheese and macaroni, and to stay home from the opera and shows?

The answer is at once forcible and dramatic. Hundreds of clothing factories—in spite of government orders—would have to close. Wholesale establishments and retail shops would close. Thousands of factory workers, designers, milliners, floor walkers, salesgirls, messengers and bookkeepers would be thrown out of work. Middlemen (with the exception of cheese and macaroni trusts) would go out of business. Opera singers, moving picture actresses, stage carpenters and doorkeepers would all starve. No; it is demand that keeps production going, and if the wheels of commerce stop running for even a short time, chaos is the result, the consumer paying for it as always in the end.

The advice of the nation's business men, therefore, is not to hoard money, but to spend wisely and moderately. Don't waste food, but also do not retrench too far. Prices are high, of course, but so are wages. The laboring man, according to his employer, is able to buy more than he ever did before. (This is probably news to the laboring man, but we are considering only the business man's point of view.)

In the matter of clothes, declare the merchants, there is very little need of retrenchment. Wool, of course, is scarce, so we cannot have wool. If the British government raises its embargo on wool enough to permit sufficient supplies to come forward from Australia, we may be able to wear wool-and-cotton mixtures next winter, but this will also depend upon Wall street manipulations. One thing is certain. Our soldiers will have to wear wool whether anyone else does or not. The economy board of the National Council of Defense, alarmed at the wool scarcity, secured a few weeks ago the promise of American clothing men to be as economical as possible in the use of wool in manufacturing garments. Only a certain number of models will be made up this fall, all superfluous decorations will be omitted and in men's apparel even a few of the usual numerous pockets will be eliminated.

Cotton is not plentiful either, owing to its extensive use in the manufacture of high explosives, and, really, silk—once handed down from one generation to another as an heirloom—is now the most expensive of good fabrics. As long as a fabric is not needed for war materials, there is no reason why women should not buy as much of it as they please, declare the manufacturers. In buying clothes and furs and furniture and furbelows, people will keep the machinery going and prosperity running high.

The weather this spring has been unusually cold and gloomy, which has had a deterrent effect upon the purchase of clothes. Men, expecting to be drafted, have bought as little as possible of anything. Others, guilty of the national malady, hysteria, have held to their money and refused to buy any more than they had to. Business has been slow. But now the government orders are beginning to flow in and by means of reassuring advertisements the merchants have succeeded in making people open their pocketbooks. Prosperity is back again and hereafter it is going to be the

### MAIL CARRIER GETS HIS CAPTAIN COMMISSION.



D. C. MORTON

D. P. Morton, 3517 Burt street, a mail carrier, received a commission as captain Saturday in the quartermaster's department. Mr. Morton was ordered to proceed at the earliest time possible to Fort Sam Houston, Tex. He will leave this afternoon.

Mr. Morton served in the Spanish-American war and saw active duty in the Philippines and Cuba. He enlisted in 1897 and was mustered out five years later with the rank of sergeant.

Mr. Morton has been active in the Spanish-American veterans' organization, of which he was quartermaster.

business of the business men to keep it there.

The war must not hurt the prosperity that has been carefully built up and nurtured during the last two years. Our commerce must come through the conflict stronger than ever, prepared for the struggle which every authority says is going to follow the military contest. Japan has not let war interfere with its commerce. On the contrary it has made it the occasion to extend it into every important port in the world. When peace comes it will be prepared. Prosperity and not retrenchment is now the slogan of American business men. It is a hand-to-hand fight with the economists. We must be saved from saving too much money.

### Advises Home Buyers Not to Go Beyond Their Means

A realist of many years' experience, talking recently to a young man seeking to buy a home of moderate price said:

"The matter of location for the prospective home owner is of the greatest importance. The man who buys in a locality with surroundings that are beyond the possibilities of his bank roll, makes a serious mistake. The practice of buying extravagantly has come to be a prevalent one; but indications are, however, that more sane views are being held by the present buyers. The purchaser who consults a realist of long experience and good judgment is availing himself of a service which will be worth much to him. By buying the right priced home he is taking a contract which he can fulfill without denying himself and family little pleasures and pastimes, and without always watching every little outlay in order to make both ends meet."

### Red Cross Campaign Managers Express Their Appreciation

The Red Cross War Fund finance committee, through its chairman, G. W. Wattle, and its director of publicity, Charles E. Duffie, desire the publication of the following expression of appreciation of the work done during the last week in the Red Cross drive:

"To the Editor of The Bee: The Red Cross War Fund finance committee wishes to make public acknowledgement of the valuable services rendered by the men, women and children of Omaha, as well as the business institutions, who assisted so materially in the Red Cross campaign in this city."

"We wish particularly to thank the hundreds of patriotic women who volunteered to telephone every Omaha home in behalf of the Boy Scouts, and the equal patriotic women who volunteered to assist the Boy Scouts in collecting pledges in districts which the boys could not cover."

"The Boy Scouts themselves and Scout Executive English are entitled to most sincere thanks for their help, as without the help of these many little fellows thousands of dollars would have been lost to the fund."

"Appreciation is also due to the Omaha Ad club for the fine campaign of advertising, originated and carried out by it through President Charles Kothen and the executive committee. Special thanks are due to T. O. Warfield, Frank Bulta, Frank C. Bestor, C. B. Ayres and R. B. Wallace, who worked with the publicity bureau often until late at night."

"To the Omaha Stationery company, the Warren Film company, Na-

tional Printing company, Omaha Street Railway company; the Darlow Advertising company, Boyles college, the Omaha Nebraskan, every movie house in the city, and W. J. Burgess, manager of the Boyd theater, for the assistance given."

"Special credit is also due the newspapers of the city, as well as their able reporters, who covered the campaign so thoroughly and effectively."

"As it is impossible to reach every one personally, we wish to express our appreciation publicly to all who assisted us in this great work."

"To the Omaha Stationery company, the Warren Film company, Na-

tion. As originally drawn, the bill provided that if a carrier should suffer injury or damage from complying with the priority order, it would be reimbursed after the amount was determined by the Interstate Commerce commission, but no such provision was made with respect to the loss sustained by the shipper, who was left without any recourse to recover his loss. The Commercial club and scores of Omaha shippers wired Washington, insisting that the same provision in the way of protection against loss that is given the railroad companies be given the shipper. As a result of the protests received from the entire country, a new bill was framed in which the question of protection against loss is left in such shape that the shipper has fully as much as the railroad companies. The bill as passed is satisfactory to the shippers.

Persistent Advertising is the Road to Success.

### Priority Bill Pleases Carriers and Shippers

During the last week the wholesalers of Omaha and elsewhere in this country were alarmed at the threatened turn of affairs in the bill before congress, known as the "Newlands Bill, or the Priority Bill," which seeks to give the president authority to require the carriers to give preference in the transportation of ship-

ments made necessary by war conditions. As originally drawn, the bill provided that if a carrier should suffer injury or damage from complying with the priority order, it would be reimbursed after the amount was determined by the Interstate Commerce commission, but no such provision was made with respect to the loss sustained by the shipper, who was left without any recourse to recover his loss. The Commercial club and scores of Omaha shippers wired Washington, insisting that the same provision in the way of protection against loss that is given the railroad companies be given the shipper. As a result of the protests received from the entire country, a new bill was framed in which the question of protection against loss is left in such shape that the shipper has fully as much as the railroad companies. The bill as passed is satisfactory to the shippers.

Persistent Advertising is the Road to Success.

  
Authorized Sales and Service.  
**HOLMES-ADKINS COMPANY**  
4911-17 South 24th Street  
Tel. South 420  
"Goodyear Service Station"

**REAL SERVICE RIGHT PRICES**  
Goodyear Tires  
Channel Bar Bumpers...\$4.95  
1-ton jack...\$1.65  
Spotlight with mirror...\$2.95  
Havoline Oil, Best by Test  
**The Motor Supply Company**  
1917 Farnam Street.  
DOUGLAS 7894  
"Goodyear Service Station"

—THE—  
**"FORD SUPPLY"**  
STORE  
2063 FARNAM ST.  
Better Ford Repairing  
Get Our Prices First  
Goodyear Tires  
Ford Supplies  
**Auto Accessory Co.**  
Edwin L. Uhe, Manager.  
Douglas 5194.  
"Goodyear Service Station"

**RELIABLE AUTOMOBILE SCHOOL**  
Best electrical and self-starter courses. No books. Easy to learn. Good Pay. Stay six weeks or longer, as you choose. Abundant repair work on all makes of cars.  
**National Auto Training Association**  
2814 N. 26th St., Omaha, Neb.  
"Goodyear Service Station"

## Goodyear Cords Win

First, Second, Third, Fourth, Fifth, Sixth, Seventh, Eighth, Ninth and Tenth Places in

## Chicago Auto Derby

At Speedway Park, Saturday, June 16th

Earl Cooper, driving a Stutz, defeats field of 27 contenders in desperately driven contest and breaks track record by covering 250-mile distance at an average speed of 103.1 miles an hour.

Ralph Mulford, driving a Hudson, finishes a close second.

Cliff Durant, in a Delage; Eddie Hearne, in a Duesenberg; Walter Haines, in a Mercer; Pete Henderson, in a Duesenberg; Dave Lewis, in a Hoskins Special; Ira Vail, in a Hudson; L. Chevrolet, in a Frontenac; L. Fontaine, in a Mercedes; captured third, fourth, fifth, sixth, seventh, eighth, ninth, and tenth places in order named.

Earl Cooper drove to victory on Goodyear Cord Tires. Mulford, Durant, Hearne, Haines, Henderson, Lewis, Vail, Chevrolet and Fontaine also rode Goodyear Cord Tires. Neither Cooper, Durant nor Hearne changed a tire or made a stop during the entire race.

The inbuilt speed, stamina, spring and vitality that successfully withstand the burn, grind and pommeling of the race course, are the qualities in Goodyear Cord Tires that assure you extreme satisfaction from them on your car.

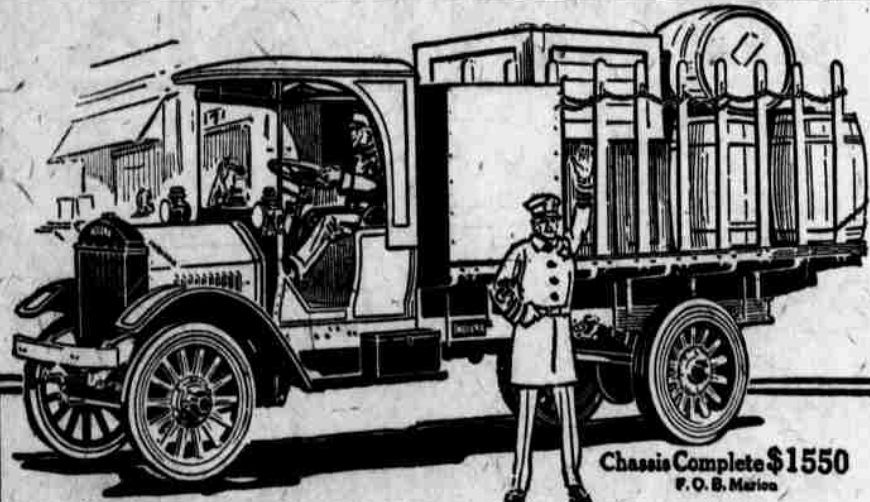
They are the qualities that led to the adoption of Goodyear Cords as standard equipment on the Franklin, the Packard Twin Six, the Locomobile, the Peerless, the White, the Haynes Twelve, the Stutz, the McFarlan, the Roamer, the Lexington Thoroughbred Six, the Daniels Eight, the Owen Magnetic and the Mercer, as well as the Detroit, Milbur, and Rauch & Lang Electrics.

They are the qualities that make Goodyear Cords higher-priced—and better.

# GOOD YEAR CORD TIRES

The Goodyear Tire & Rubber Company, Akron, Ohio

Goodyear Tires, Tubes and "Tire Saver" Accessories—and Goodyear Service—are easy to get from Goodyear Service Station Dealers everywhere.



Chassis Complete \$1550  
F. O. B. Marion

## America's Greatest Truck Value

Point for point, dollar for dollar, this splendid silent worm drive 1-ton Indiana Truck gives you more quality, more simplicity and flexibility of operation and more reliability at \$1550 than any other commercial car built to sell at a similar figure. Our business

always prospers as a result of analytical comparisons. All Indians lead at their prices—in mechanical excellence, in liberality and in strength of construction, in smoothness, in economy. The experience of America's foremost users of trucks attests this fact. "Indiana users are Indiana boosters!"

## SILENT WORM DRIVE INDIANA TRUCKS

All Capacities, 1, 2, 3½ and 5 Tons

After the 1-ton comes the 2-ton, \$2250; 3½-ton, \$3000; 5-ton, \$4000; See—test the capacity in which you are interested. Know Indiana features; powerful motor, special steel frame, Lavine steering gear, multiple disc smooth starting clutch, Bosch ignition system, Sheldon springs, Hyatt quiet bear-

ings, Covert transmission, Stromberg carburetor, Sheldon worm drive axles. All contribute to the outstanding value of each magnificent model.  
Telephone us today for a trial run over your delivery route. Ask for book of complete descriptions and specifications. Act before 1916 output is sold.

## STANDARD MOTOR CAR CO.

CARL CHANGSTROM, Prop.  
Omaha Distributor.

2020 Farnam St.

Phone Doug. 1705

### THE NOVELTY REPAIR CO.

Roscoe Rawley, Prop.  
Excelsior Motorcycles  
Bicycles  
Accessories and Repairs  
Repair Work a Specialty.  
4809 SOUTH 24TH ST.  
Phone South 1404.  
"Goodyear Service Station"

### Wenger Bros.

1325 Park Ave.  
Storage - Repairs  
Accessories  
Prompt Service  
Courteous Treatment  
Agency Paterson's Cars  
GOODYEAR SERVICE STATION  
Phone Harney 518

### The Tire Shop

Successors to Zwiebel Bros.  
2516 Farnam St., Omaha.  
"Goodyear Service Station"

### Dundee Garage Co. (Inc.)

4916 Dodge St.  
Storing  
Car Washing  
Tube Vulcanizing  
Phone Walnut 3780.  
WE CARRY A FULL STOCK OF GOODYEAR TIRES.  
"Goodyear Service Station"