

"WORK, WORK, WORK" N. U. DRIVE SLOGAN

General Chairman William A. Dyche
Issues Challenge To Alumni of
North Shore School

The final report of the summer season of 1920 in the college of liberal arts \$1,000,000 protective endowment campaign of Northwestern University has been made public and, among other things, shows that a total of \$242,495.50 had been subscribed up to September 7. The first class to obtain its quota is 1917 whose objective was \$12,700 and whose contributions were announced as being \$12,710. This class began its canvass under many difficulties and attained its objective by keeping everlastingly at it. Their members literally followed the wacery of General chairman William A. Dyche, "Work, Work, Work".

Director William J. Farquharson in announcing the latest figures indicated that the next report will deal with a new year and that class chairmen, returned from summer vacations, are already planning meetings and class drives to complete their quotas.

Last of Summer Reports

"This report means," explained Mr. Farquharson, "that we have received the last of our so-called summer reports and are now looking forward to a big new year of effort. Indications are that Northwestern's liberal arts alumni are going ahead enthusiastically with their canvass."

The classes which lead in the campaign thus far are: 1917, 100 per cent; 1884, 74 per cent; 1918, 70 per cent; 1883, 62 per cent, and 1915, 57 per cent.

By amounts subscribed: 1917, \$12,710; 1913, \$10,575.50; 1915, \$10,167.50; 1900, \$8,802, and 1893, \$8,025.

By number of subscriptions: 1917, 98; 1919, 96; 1915, 96; 1918, 90, and 1913, 72.

The liberal arts alumni campaign for \$1,000,000 is one activity in a general drive of Northwestern for a \$4,000,000 protective endowment fund with which to raise the salaries of professors and meet higher operating costs. The Chicago Campus campaign is another effort by Greater Northwestern to liquidate the debt of the new Chicago professional schools' site and still another canvass may come later with the announcement of plans for new buildings on that campus. The entire Greater Northwestern University plan entails, it has been estimated an outlay of about \$25,000,000, but the university's friends are conservatively and quietly pushing the great enterprise, item by item, according to the immediate necessity of the situation.

THESE UNITED STATES

From the Beater

Do you know that the United States has only six per cent of the population of the world and only 7 per cent of the land? And yet we produce:

- 20 per cent of the world's supply of gold.
- 25 per cent of the world's supply of wheat.
- 40 per cent of the world's supply of iron and steel.
- 40 per cent of the world's supply of lead.
- 40 per cent of the world's supply of silver.
- 50 per cent of the world's supply of zinc.
- 52 per cent of the world's supply of coal.
- 60 per cent of the world's supply of cotton.
- 60 per cent of the world's supply of copper.
- 60 per cent of the world's supply of aluminum.
- 66 per cent of the world's supply of oil.
- 75 per cent of the world's supply of corn.
- 85 per cent of the world's supply of automobiles.

MOTOR TRUCKS BIG HELP IN MOVING BUMPER GRAIN CROP

Seeking other fields to conquer after displacing Old Dobbin on the city's pavements, motor trucks are now chugging toward dominance on the rural highways. Their latest achievement is in giving America's farmers a much needed lift in transporting the bumper grain crop of 1920.

Almost overnight, it seems, the truck has become a tremendous factor in the movement of the nation's food supply. A few years ago, only a few farmers recognized its full possibilities but today it can be seen from one end of the grain belt to the other carrying full loads of golden grain onward toward their destination.

This fast growing importance of the motor truck to the grain grower is shown by a survey just completed by the Travel and Transport bureau of the B. F. Goodrich Rubber company. Questionnaires were sent out to nearly 2,000 country elevators by the bureau and the answers prove the truck's true position in the grain fields.

Trucks Haul One-Quarter

Those questionnaire answers which gave percentage comparison of grain receipts by horse and wagon as compared with motor truck grain haulage showed that 26 per cent of the grain is being received at the elevators by truck. In other words, the truck is carrying one-fourth of the entire grain crop of many sections of the mid-west, a truly remarkable fact when it is considered that just a few years ago the horse and wagon had the field to themselves.

The territory covered by the questionnaires included Oklahoma, Arkansas, Missouri, Kansas, Montana, Idaho, Iowa, Nebraska, Illinois, Wisconsin, Minnesota and the Dakotas. Answers were received from a representative number of elevators in each state.

According to the survey, farmers in Nebraska, Minnesota, and South Dakota are employing motor truck transportation on a greater scale than in other sections of the grain belt. In these states, practically all elevators are being equipped with automatic scales and dumps so that the maximum service can be obtained from the trucks.

A tenor of the replies received indicated that the farmers, and elevator men as well, are becoming enthusiastic truck advocates and see a great future for them throughout the grain belt.

Three Fold Benefit

The service which trucks have rendered wherever used has been three-fold. It has saved valuable time for the grain grower at a season when every hour is precious. It has enabled him to get rid of his crop and prevent loss formerly incurred from piling it in fields and inadequate warehouses. Moreover, it has proved of great assistance to the railroads, permitting expeditious loading of cars and relieving the roads of carrying wheat on short hauls.

It is evident from the reports that the truck came to the grain growers just in the nick of time, enabling them to handle the bumper crop in a way which could never have been equalled with horse and wagon. The truck stepped into the breach and

ARE you going to
build? Do you
contemplate repairs?

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WHAT THE FRANKLIN CAR DOES NOT NEED

The kind of service an owner gets from his motor car is visualized by the contents of his garage. Anti-freeze mixtures, scale removers, leak fixers, apparatus of one kind or another advertise the anxieties that are always with the driver of a water-cooled car—impediments to the full enjoyment of carefree motoring.

With the elimination of all water and delicate water-cooling parts, the air-cooled Franklin car eliminates the many water-cooling troubles. And the knowledge that the car is always ready to run without coddling and without a lot of detailed attention, gives a conception of satisfaction that is new to any one but a Franklin owner.

BRAND FROM THE BURNING

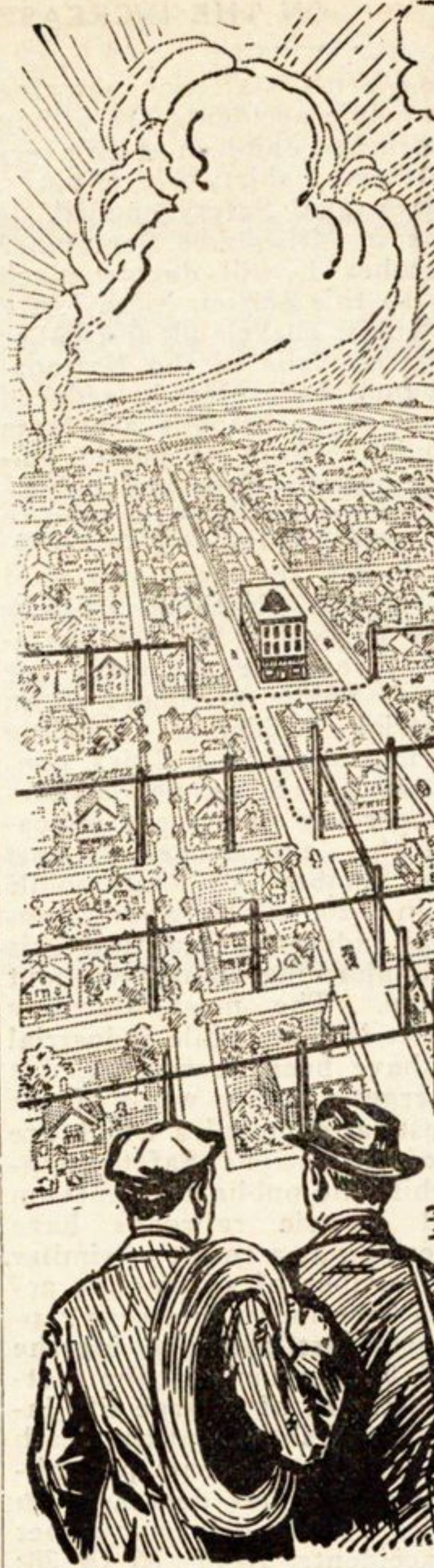
Louis G. Bohmrich, of Wisconsin, a Wilson elector in 1912, has come out for Warren G. Harding and will work for him. Another case of "Wilson, that's all!"—Exchange.

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How It Grows

WHEN fifteen telephones are added on a street on which there are 100 telephone users, an additional distribution cable may be necessary.

When the same thing happens on six or eight nearby streets, served from the same cable terminal, there must be new main cables from terminal boxes to the exchange.

Such increases from several localities soon call for additions to switchboard and terminal room facilities.

Finally a new exchange, with its costly equipment, must be built, and extensive re-distribution made of the outside plant.

These are some of the elements which enter into the cost of supplying telephone service to growing communities.

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