



GARDENING NOW POPULAR WITH TIRE EMPLOYEES

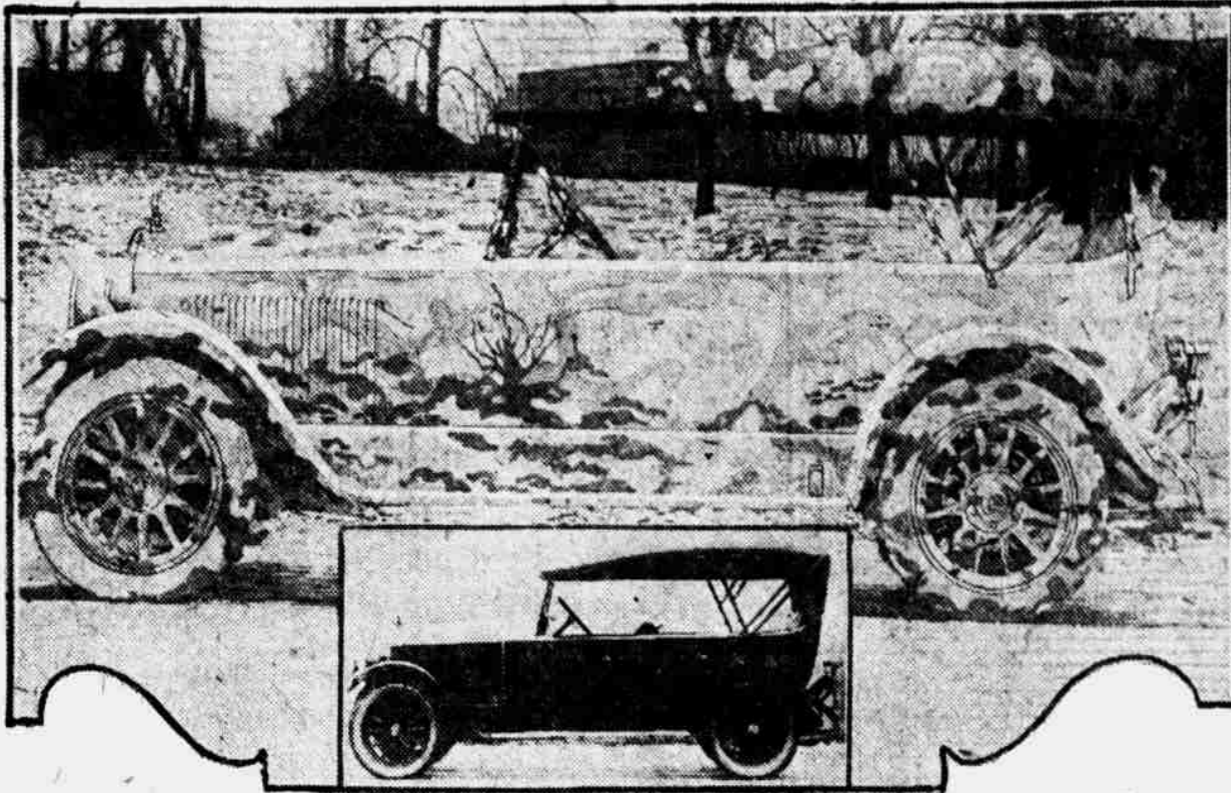
Goodyear Factory Workers Cultivate Ground Adjacent to Plant in Order to Increase Food Production.

Subscribing to the spirit of the government's slogan, "Food Will Win the War," the Goodyear Tire and Rubber company of Akron, O., is continuing its offer to employees to permit the cultivation of every foot of ground the company owns, not needed immediately for other purposes, in intensive agriculture. Last spring a similar offer was eagerly accepted by hundreds of employees, who felt the need of reducing living costs, by raising a considerable portion of their food needs in gardens, but who had no plots of land of their own. The response was magnificent and the success of last year's gardeners is reflected this year in the big demand for warden plots.

Rich Land Available. Fortunately the company has about 40 acres of rich land available for this purpose right now. The tract has been divided into plots, 50 by 100 feet. Plowing and harrowing will be performed by the company without expense to the gardener. The labor department, which has the work in charge, will distribute prizes to those who work their plots with the greatest measure of success. This department will also furnish information as to what kinds of vegetables the soil is best adapted, and the amount of space required by each.

The cultivation of these war gardens will not only aid in cutting down present high living costs and release

Camouflaged Cole Deceives Naked Eye



The deceptive coloration of the implements of war has become one of the most vital elements of the present great conflict. All manner of illusions have been practiced to deceive the eyes of the enemy.

Motor trucks, tanks, machine guns, bridges, roads—even the soldiers themselves—have been camouflaged, as they call it, to say nothing of the same amount of food for consumption elsewhere, but will also give many factory and office workers an opportunity to obtain healthful outdoor exercise.

The Goodyear company is also advising all of its employees who have home plots to plan all the garden

battleships and airplanes that without exception are so decorated as to render detection next to impossible. Wondering how far this new art might be carried, several of the men in the paint shop of the Cole Motor Car company at Indianapolis secured the permission of J. J. Cole, president of the company, to camouflage one of the new Cole Aero-Eights. The result is shown herewith. In

possible this year, as every bit of food that can be raised is needed to prevent a scarcity.

Iowa Motor Truck Co. Moves To New Location This Week
Announcement was made last week that the Iowa Motor Truck company

will move its offices from the Omaha National bank building to 606 First National bank building. This change is necessary, asserts H. H. Cameron, Omaha manager, owing to the increase in business and a consequent enlargement of the office force.

FLANDERS MUD HAS NOTHING ON MICHIGAN MIRE

According to Frank L. Hammer of Studebaker-Wilson, Inc., France does not house the one and only "No Man's land." Hammer asserts that there is an exact duplication of that section known as Flanders somewhere in Michigan, and it is causing motor enthusiasts quite a little trouble.

Hammer left Detroit Monday noon piloting five new Studebaker models destined to Omaha, and, according to all reports, these cars upheld Studebaker reputation from every standpoint.

The route from Detroit to Chicago took the cars through mud and mire hub deep, and it was necessary to put fence posts under the wheels in some cases to get traction.

The cars made a wonderful record on gasoline, even considering the fact that they were not permitted to exceed 20 miles per hour on the entire trip.

Mammoth Ford Plant Uses Enormous Amount of Material

The following figures will give some idea of the magnitude of the Ford Motor company. People have become so accustomed to big things about the Ford plant that everything is taken as a matter of course—all in a day's work.

The magnitude of the Ford operations may be conceived by the fact that to produce 900,000 cars it will require: Over 400,000 tons of steel for cars; over 126,000,000 square feet of material for tops; 3,600,000 each of wheels and tires; 4,500,000 lamps; 15,884,414 feet of vanadium steel shafting and axles; 4,938,000 square feet of glass and windshields; 109,484,404 feet of copper tubing for radiators; 12,900,000 pounds of steel for magnetos; 30,838 miles of wire for magnetos;

7,836,593 square feet of galvanized metal for gas tanks; 69,959,951 square feet of sheet metal for fenders and guards; 27,940,382 feet of tubular radius rods; 156,346 freight cars full loaded, besides about 79,534,404 pounds of materials in less than car lots, to bring in the materials and carry Ford cars to dealers throughout the country.

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as valuable as it is today. **SAVE TIME—DON'T WASTE TIME GETTING TO AND FROM OBJECTIVE POINTS.**

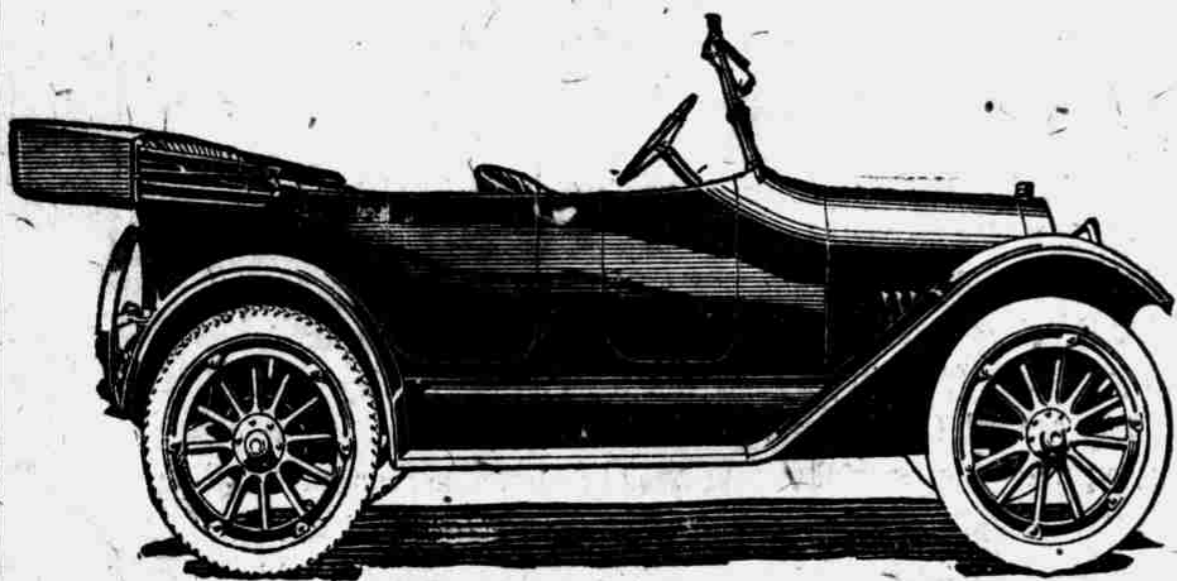
Hundreds of progressive people everywhere are using Chevrolet cars to help them save time—to shorten the distance between objective points

—to cut the time occupied by necessary errands to the fewest moments.

They choose the Chevrolet for its rugged strength, economy and dependability. Why not let a Chevrolet help save your daylight hours?

The Chevrolet Will Outperform Any Car, Regardless of Price or Number of Cylinders, in High Gear Work

The Lowest Priced Fully Equipped Car in America

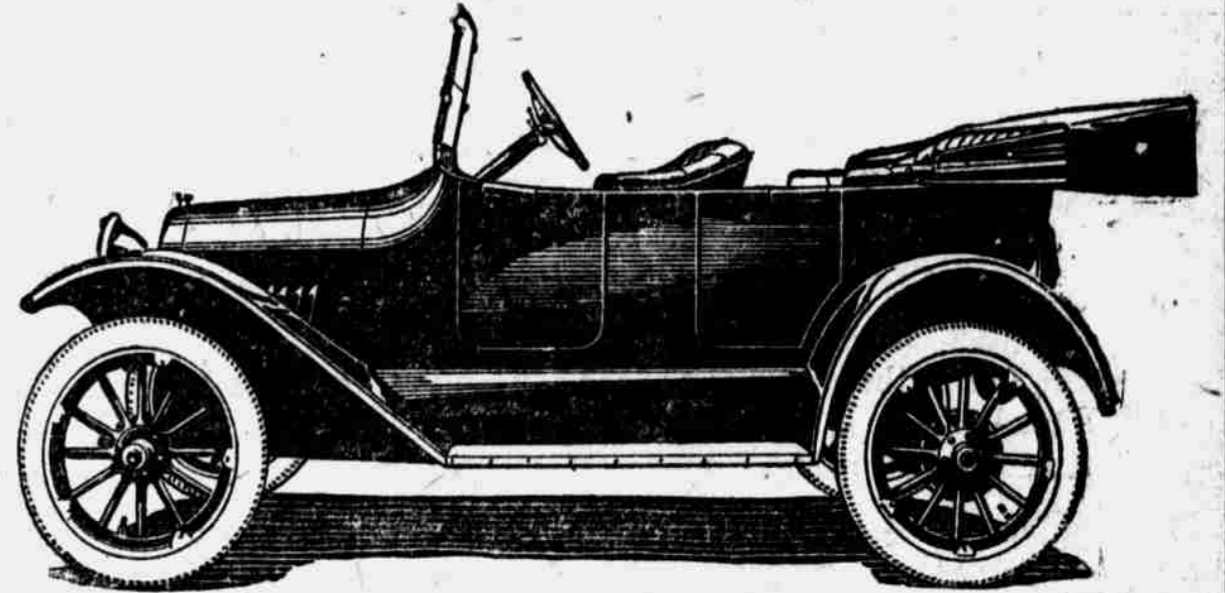


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