

BEATING THE KAISER TO OUR SOLDIERS



**Mr. Farmer,
Mr. Business Man,
Mr. Laborer:--**

It's Up To You!

YOU are part of that home force which is necessary to maintain our fighting forces here and abroad.

YOU are part of that home force which must get food to our allies, material to our ship yards and munition factories.

DON'T SHIRK—Find out what you must do and then do it.



Here Is What We Must Accomplish

To meet the needs of the United States, our allies and neutral countries, it has been estimated, that planting the following increase over the last ten years' acreage average is necessary.

Winter Wheat	43%	Spring Wheat	5%
Rye	124%	Barley	7%
Oats	22%	Corn	7%

This means over 237,700,000 planted acres, or a net increase of 4½% over the total acreage planted in 1917.

Likewise, more beef, pork, mutton, eggs, poultry, etc., must be produced. From 25% to 50% in hog production has been asked for in some localities.

Regardless of the increases made in production we must do more—and with less manpower. It's a case of necessity and it must be done. We must back up our boys and our allies.

Here Is One Way To Do It

Power farming and power transportation are the most practical solution to the problem. Because this fact is recognized by our government they are urging the use of Trucks and Tractors.

Both Trucks and Tractors have proven their value beyond a doubt, and there are very few cases where they can not be employed to much advantage.

The obligation of the farmer, business man and laborer does not stop with increased production. Produce and Provisions must be carried to market.

Go to Your Dealer and Investigate—Don't Delay.

These Firms Have Joined Together to Support Increased Production and Better Transportation

Nebraska Buick Automobile Co.
G.M.C. Trucks and Samson Trucks.

Van Brunt Automobile Co.
Fulton Trucks and Plowman Tractors.

Card-Adams Motor Co.
Denby Trucks.

J. T. Stewart Motor Co.
Pierce-Arrow and Bethlehem Trucks.

Nebraska Oldsmobile Co.

Jones-Opper Co.
Stewart and Reo Trucks.

George F. Reim Co.
Packard Trucks.

Nebraska Parrett Tractor Co.
Parrett Tractors.

Liberty Sales Co.
Farmer Boy Tractors.

Mid-City Motor Supply Co.
Maxwell Trucks.

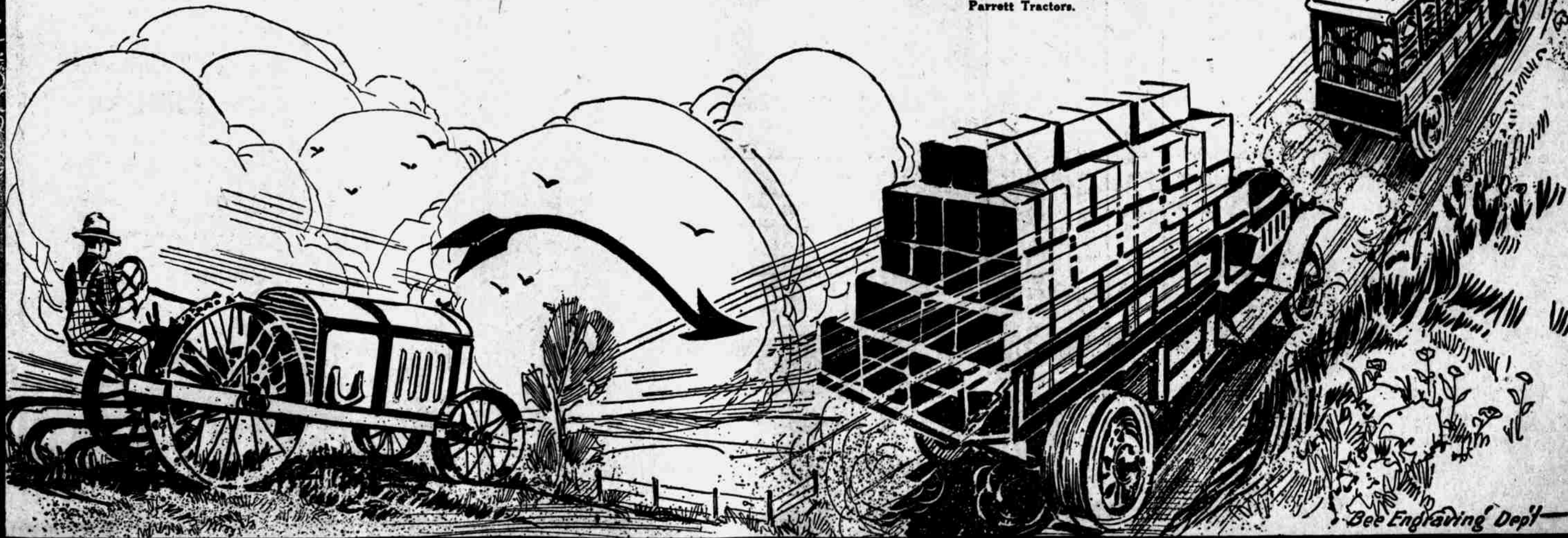
McIntyre Hayward Motor Co.
Stearns and Chevrolet Trucks.

Peterson Truck Co.
Gary Trucks.

Oliver Chilled Plow Works
Oliver Chilled Plows.

Omaha Tire Repair Co.
Goodrich Truck Tires.

John Deere Plow Co.
John Deere Plows.



Bee Engraving Dept.