



## FULL CAPACITY LOADS FOR MOTOR TRUCKS IS ASKED

Unless Operated Full Time the Output Will Fall Far Short of the Demand.

A constantly increasing share of the burden of keeping up the motor truck transportation system of the country to the highest level of efficiency should be assumed by the truck manufacturers, according to H. E. Rose of the Van Brunt Automobile company, Fulton distributors. Mr. Rose points out that, while motor truck hauling depends to a large extent on the ability of the manufacturers to obtain raw material for the production and on their ability to deliver after the trucks have been built, a great deal can be accomplished by teaching the truck owner

the importance of 100 per cent operation.

"Makers can speed their production to the breaking point, but unless the trucks already in use are loaded to capacity and operated full time, the output will fall far short of the demand," he says. "The truck buyer should know the capacity of the truck and use it all. He should know not only the rated capacity, but the overload, and the rated speed. In short, he should know his truck thoroughly to make the best possible use of it, and the responsibility lies with the manufacturers to teach him."

### "Cave Man" Lover Heavily Fined in Police Court

Joe Battalo, giving no permanent address, was fined \$200 and costs at police court Saturday morning on a charge of being drunk and malicious destruction of property. It is alleged that he entered the residence of Sadie Roberts, 418 North Eighteenth street, broke through the dining room door and followed her to her bedroom, where she locked herself in a closet and was attempting to break the closet door open with a chair when police officers arrived. Gaetano Alabour, who was also found in the house when the officers arrived, was released when Mrs. Roberts testified that he interfered in her favor.

### Another Auto Man Goes Into Aviation



**HENRY A. WENDLAND.**  
Henry A. Wendland, recently employed by the Auto Electric Service

company, left yesterday for St. Paul, Minn., where he will be a student in the government aviation mechanic training school. Wendland is one of the oldest electric mechanics on the automobile row, having followed that line since starters were first put on automobiles. In speaking of Wendland going into government service, H. B. Noyes of the Auto Electric Service company states that they are very glad indeed to be able to furnish men of this kind for government work. Although they will feel the loss of Wendland in their work, they are very glad to make this sacrifice to help win the war.

### Firestone Plant Turning Out Many Army Balloons

Several hundred "top sergeants" of the Firestone army, which is turning out many thousands of truck and pneumatic tires a day, took a day's "furlough" as the guests of H. S. Firestone, president of the company, at his old homestead at Columbiana last week.

Among the guests outside the or-

ganization was E. Thompson, representing the government in its balloon activities.

A large section of the big Firestone plant will soon be under full way turning out observation balloons.

Another guest of the party was Henry Ford, from whom Mr. Firestone drew inspiration in his remarks to the men regarding the responsibility, individually and collectively, toward the work on war materials.

In talking to his guests, Mr. Firestone commended the splendid leadership of the different factory departments and stated that everybody had earned this one day of relaxation by their splendid war work.

### Rains in Nebraska and Snow Falls in Wyoming

Light rains were pretty general over western and northern Nebraska Friday night. In Wyoming there were snow flurries and temperatures pretty well down toward freezing.



## A 3-in-1-Time-and-Money Saver

### Smith Form-a-Truck

The Ford Standard One-Ton Attachment

**\$390**

Extra Heavy Equipment for Two-Ton

**\$405**

F. O. B. Chicago

UNIVERSAL Type Smith Form-a-Truck

One-Ton

**\$450**

F. O. B. Chicago

UNIVERSAL Type Smith Form-a-Truck

Two-Ton

**\$550**

F. O. B. Chicago

Wasted time in any business is money thrown away. Smith Form-a-Truck in any delivery or hauling service now using horses does in the same time what it takes three teams to do.

On long runs Smith Form-a-Truck covers twelve to fifteen miles to every four or five covered by horses.

More frequent returns to the loading platform mean less equipment to cover your entire delivery.

A dependable one or two-ton truck made out of any automobile.

This is the age of Speed and Service. This is a day when men, plus method, are doing over night what our fathers and forefathers were content to do in months or years.

This is a day of action towards satisfaction and this is a day when the man and the merchant who makes the fullest use of modern methods in his store or his business, is passing the store or the business which clings to antiquated means and methods, at Express Train Speed.

Transportation: there is the big thing in business today.

It doesn't make any difference whether you move your product a meter or a mile, whether you move it by the pound or by the ton, you must move it quickly, efficiently and economically or you cannot hope to survive against the competition of the merchant who does.

The Best Selling Proposition on the Market Today—Write or Wire Us and We Can Prove This Statement.

**THE MOTOR COMPANY**  
FRANK P. CAVANAGH HARRY L. SWANSON  
2415 Farnam Street OMAHA, NEBRASKA



## We're Talking Cold Turkey Now

Just suppose you bought a Saxon "Six" today.

And then the government was forced to stop all passenger car production.

You'd be patting yourself on the back and shaking hands with yourself, wouldn't you?

And you could afford to because your car would be jumping in value the very second that order went out.

Well—that is just what is mighty likely to happen.

Passenger car production has already been cut away down.

People with their ears close to the ground say there will be no new cars built after January 1st.

Now then—what are you going to do?

Will you let day after day slip away until the order comes or will you buy now—and make money when the order does come?

It is certain that you really need a car like "Saxon Six."

There are a hundred different ways it will help you in your business.

It is an essential to modern business because time is costly now.

You can't afford to drop back to the horse and buggy days.

Buy your Saxon "Six" right away. Delay and you'll pay for it.

**Noyes-Killy Motor Co.**  
Factory Distributors  
2066-68 Farnam St. - - Omaha, Neb.