



This Means You, Too

Unless you are blind, deaf, dumb and confined to your bed you can do something. There are no exemptions from the "general assembly" call unless you come under the above classification.

There are countless ways in which you can aid the cause. Buy Liberty Bonds. Buy Thrift Stamps. Conserve Food. Do more work. Kill sedition and slander. Aid the Red Cross, Y. M. C. A., Knights of Columbus, Salvation Army and various other war relief organizations. Increase production. And recognize the fact that **this is your war**. Keep a picture of the boys who are giving their lives for you in your mind always and **do something for them right now**. Increased production among other things is a promotional work which we have undertaken.

We urge you to learn from those who are using trucks and tractors, or from us if you please, whether these time and labor saving machines will help you to increase production.

When you consider the tireless energy which is concealed beneath the hood of a truck or tractor it must mean something to you. Compared with man-power and horse power you must be impressed with the speed and capacity of the truck—the power and endurance of the tractor. These things must mean something to you unless you are satisfied to plod along at the old rate of speed—unless you are unwilling to do more than you did during the time of peace.

Then why will you not investigate as others have? Truck and tractor sales are based on cold business judgment. They are sold without an appeal from the pleasure or recreation angle. If your business does not need a truck or tractor, as the case may be, your investigation will prove it to your own satisfaction. If an investigation shows you that you need a truck or tractor you are cheating yourself, your government and your soldiers if you don't buy one. Money is no object now. A truck or tractor is cheap at any price if it will increase your efficiency, give you more time and enable you to produce more.

A dollar is valuable because of its purchasing power. Food is valuable because it sustains life. Both are necessary. Pack our government with both and the boys will do the rest.

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.
Donby Trucks and Frick Tractors.

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

Nebraska Oldsmobile Co.
Oldsmobile Trucks.

Jones-Opper Co.
Stewart and Reo Trucks.

Geo. F. Reim Co.
Packard Trucks.

Nebraska Parrett Tractor Co.
Parrett Tractors.

Liberty Sales Co.
Farmer Boy Tractors.

Mid-City Motor Supply Co.
Maxwell Trucks.

Hayward-Cameron 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.