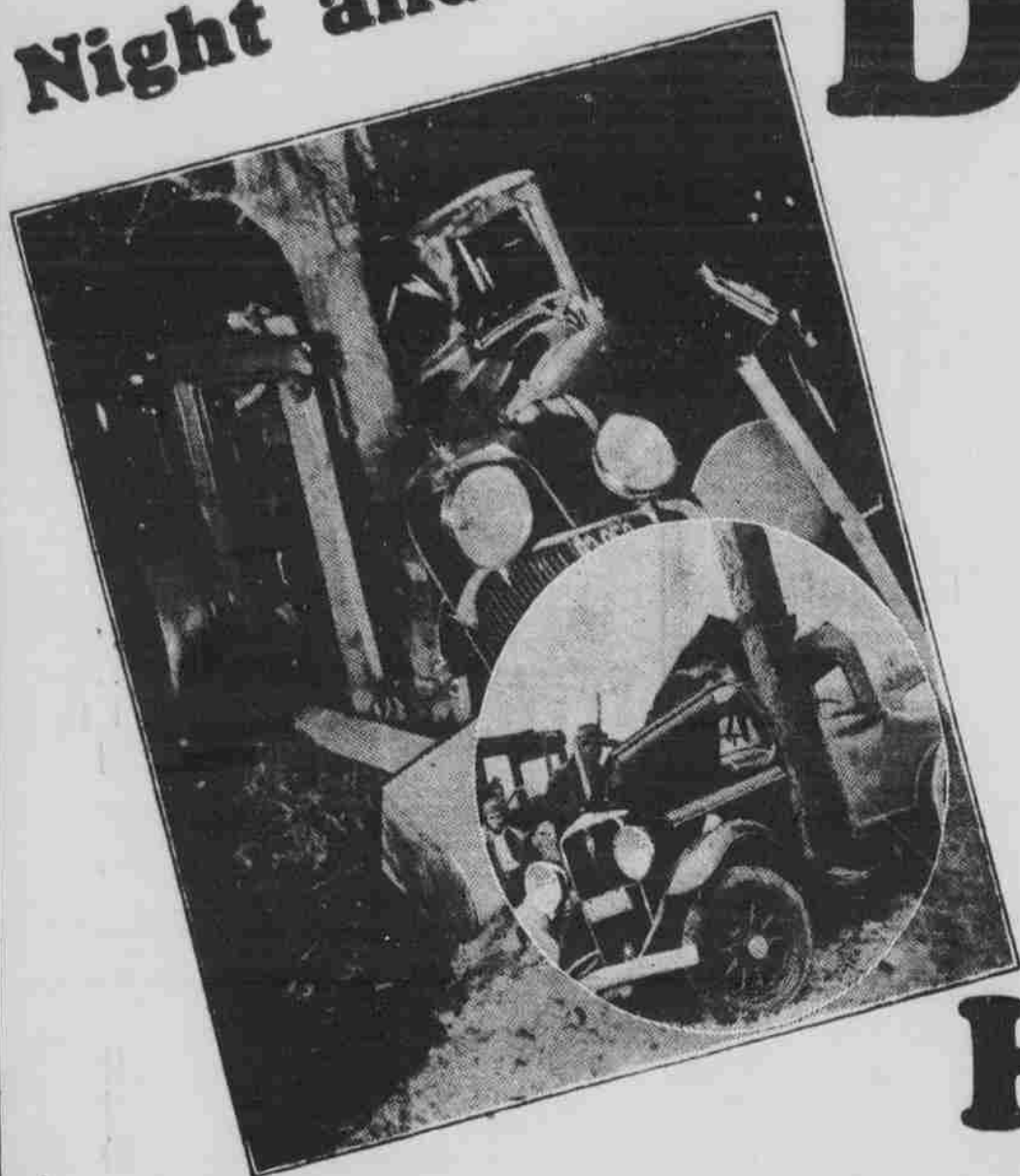


Night and Day!



DEATH HOVERS OVER THE HIGHWAY

*Claiming His Toll
of Human Lives
at Every Turn!*

Reckless driving gives DEATH his greatest opportunity. A careless moment, a single slip at the wheel is his cue. Give him the slightest chance and he will be there to claim his toll of human lives!



• Let's Cheat Death of His Terrific Toll
--- By Driving Sanely

These Lincoln Firms Unite in Making This Safety Campaign Possible

Bankers Life Ins. Co. of Nebr.

Home Office, Lincoln, Nebr.

Capital Fire Ins. Co.

John F. Zimmer, Sec'y.

Continental National Bank

Lincoln, Nebr.

Hardy Furniture Co.

Nebraska's Oldest Furniture Store

Home Mutual Ins. Company

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Woodman Accident Co.

Founded in 1890

A Friend