



DON'T WAIT FOR THAT PRICE REDUCTION. It won't come for many months—not until the material market has recovered from the terrific strain caused by the European war.

It does not cost you anything to have a Saxon demonstration, and very little afterwards, because the Saxon price is right and the cost of maintenance very low.

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JOHN FLEISHMAN,
Manley, Neb.

NELSON BROS.,
Newman Grove, Neb.

LEACH & PALMATIER,
Creston, Neb.

Every Saxon sale adds a complete neighborhood to our sales force.
VANDERWALLE & DeWULF
Cedar Rapids, Neb.

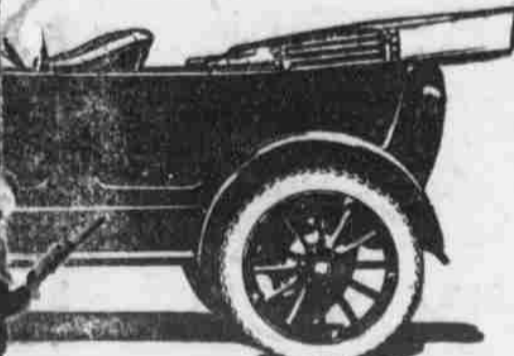
Right in Price.
Right in Construction.
Right in Symmetry.
Right in Red Oak, Ia.
ASKEY & CO AD,
Red Oak, Ia.

Every Saxon sale adds a complete neighborhood to our sales force.
HOGAN & TATE,
Shelby, Ia.

at the Show

other--

"Four" Roadster that from the time of its announcement has been con- place in the field of low-priced, two-passenger cars. It is the only under \$400 that can claim a three-speed sliding gear transmission. it holds all records in actual up-keep economy. No matter where may go make a memo now to see this Saxon "Four" at \$395.



Corporations and other business concerns find Saxons the economical and efficient transportation for city salesmen and other employes. Women choose the Saxon because it is so simple to drive. Its lightness and short turning radius make it easy to handle.

Owners of larger cars find the Saxon handy and economical for scores of trips where the larger car would be more of a care than a convenience. As one Saxon owner said: "Why take a battleship to cross the Hudson river?"

If you have a car for yourself why not follow the example of other wise motorists and have a Saxon Roadster for the wife, the son or the daughter? Saxon Roadster will go anywhere larger cars will.

Just think what you get in this wonderful car—for \$395: Saxon motor of amazing power and smoothness; graceful, roomy stream-line body; easy riding vanadium steel cant'ever springs; honeycomb radiator; dry plate clutch; sliding gear transmission—all standard features, all identical in quality with the features of far higher priced cars.

So you can't go wrong in buying a Saxon Roadster. The car has made good; the company has made good; 35,000 owners will back your judgment in buying.

ess—take this Saxon "Six" at \$785. See it at the show.

Saxon "Four," \$395
We sell the Saxon Roadster with the firm belief that day in and day out, year in and year out, in every possible condition of roads or character of service, this car will take its owner wherever he wants to go at less expense than any other automobile.

That is a big claim to make. But 35,000 Saxon Roadsters now in use throughout the world make it good. In owners' daily service, in engineers' trials and in public contests Saxon Roadsters show an average operating cost of only 1/4 cent per mile per passenger.

Motor Company

Phone Douglas 3646.
an open territory.

SEE US AT BOOTH NO. 27

Right in Price.
Right in Construction.
Right in Symmetry.
Right in Platte Center.

A. L. Daniels
Platte Center, Neb.

Show me a man who doesn't know about the Saxon and we will show you one who doesn't keep up with the times.

Chaney & Killian
Carson, Ia.



If you are among those who are still clinging to the idea that an automobile is a luxury, you better talk to us and let us show you how much you are losing by not having one.

C. G. Davidson
Coin, Ia.

It does not cost you anything to have a Saxon demonstration and very little afterwards, because the Saxon price is right and the cost of maintenance very low.

L.P. Madsen Auto Co.
Council Bluffs, Ia.



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If you are among those who are still clinging to the idea that an automobile is a luxury, you better talk to us and let us show you how much you are losing by not having one.

Right in price.
Right in construction.
Right in symmetry.
Right in Missouri Valley, Ia.

M. M. Nelson
Harlan, Ia.

G. W. Hall
Fremont, Neb.

R. W. Mason
Missouri Valley, Ia.

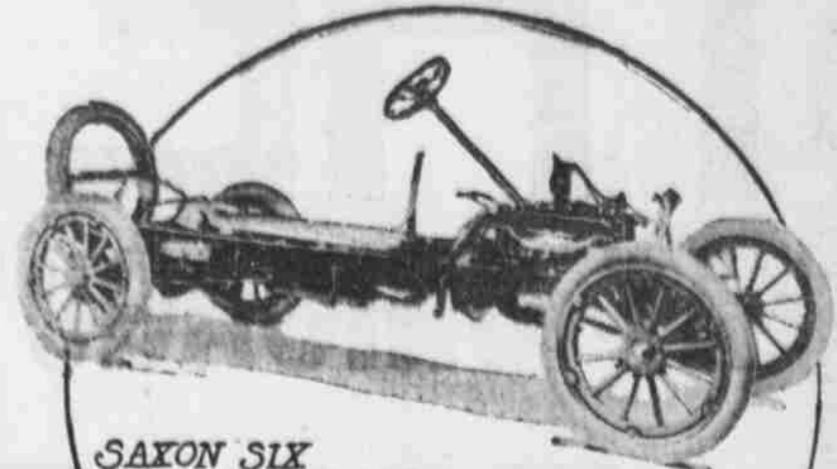
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E. C. Swigert
Gordon, Neb.

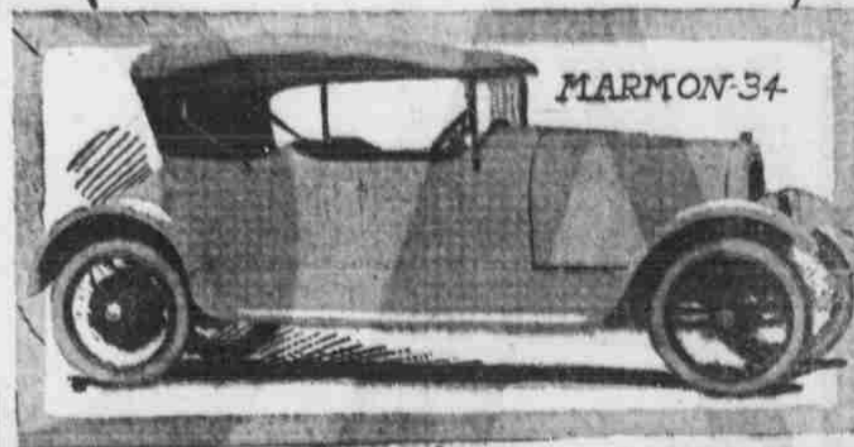
Every Saxon sale adds a complete neighborhood to our sales force.

A. S. Bloedel
Tabor, Ia.

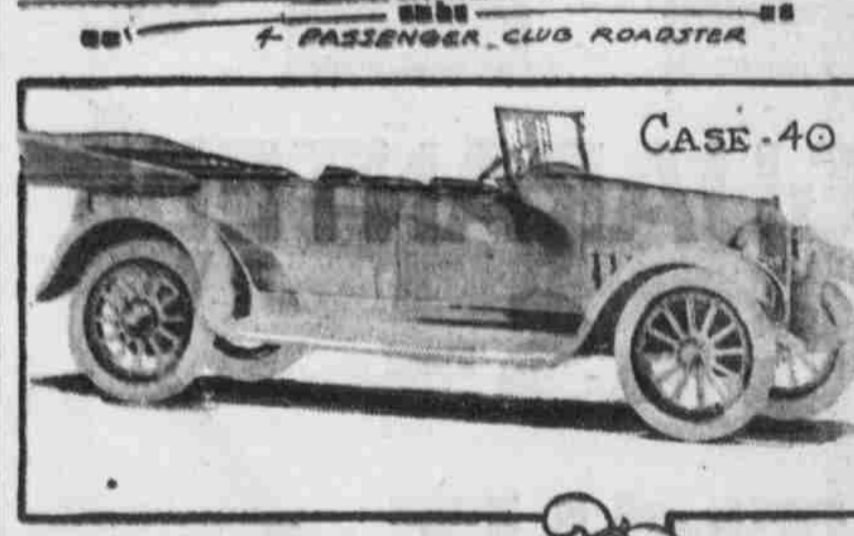
Auto Show Visitors Will Stop When They Come to These Cars



SAXON SIX CHASSIS



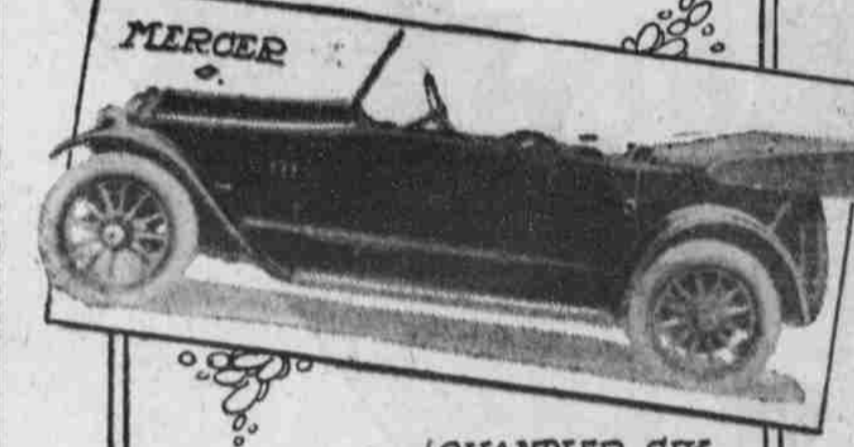
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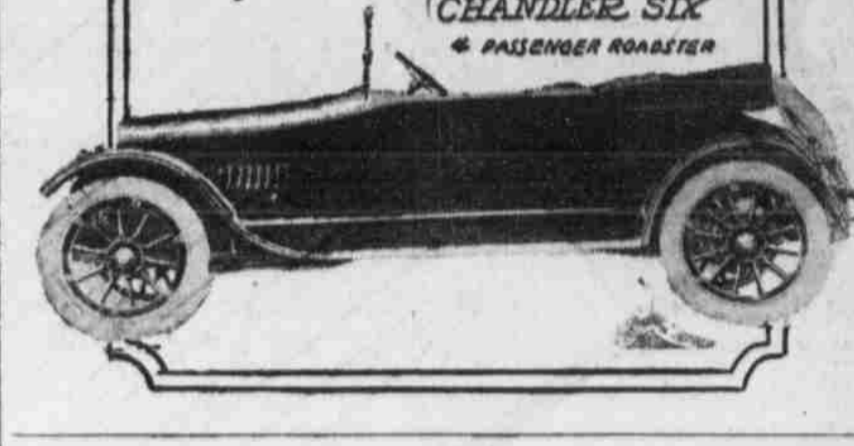
CASE-40



VELIE BILTWELL



MERCER



CHANDLER SIX 4 PASSENGER ROADSTER

MAN, "ARE YOU STARVING YOUR STORAGE BATTERY?"

That is the interesting title of a little book recently published which explains to car owners why it sometimes happens that a storage battery will not "hold the charge."
It seems that there are several different reasons for this condition, almost all of which are due to the simple fact that the owner has neglected to keep his battery fully charged either by running the car or from an outside source.
The book points out that occasionally the starved condition is due to something getting out of order with the generator, or to the fact that the lamp load has been increased so that the generator cannot supply sufficient current, or that the owner does not run his car enough in the day time to give the generator a chance. He can always find out easily, however, if the generator is not supplying enough current by testing it with an ammeter.
Copies of the book can be obtained from Mr. Rosengren, manager of the Nebraska Storage Battery company's factory branch in this city.

cant since it offers tangible evidence of the fact that the modern motor car is now in general use every day of the year. Formerly winter was a dull season with automobile companies; factories ran on part time; cars had to be stored in warehouses awaiting the opening of spring business. Today, however, dealers are taking and selling cars right through the severest weather."

ORDERS FOR GOODYEAR TIRES SENT BY WIRELESS

The relationship between automobile tires and wireless telegraphy would hardly be suspected, yet wireless plays a very important part in the production of Goodyear tires. Goodyear several years ago installed stations at the Akron plant and the Detroit branch, and is the only tire company in the United States so equipped. Millions of tires are sold in Detroit each year and the company finds wireless a great time-saver in exchanging messages with its branch and the automobile manufacturers. Oftentimes the placing of large orders hangs upon the saving of a few moments in the transportation of important facts and details from Detroit to Akron.

COLD WEATHER SHIPMENTS OF SAXON SHOW INCREASE

January was the biggest month in the history of the Saxon company from the standpoint of orders received," states H. W. Ford, president and general manager of the Saxon Motor Car company. "It ran ahead of our best previous months, which were last May and June, right in the heart of the selling season, by over 50 per cent. Yet judging from present conditions February will shatter even this high record.
"This condition is particularly signifi-

ARRANGE FOR TRAINLOAD SHIPMENT OF STUDEBAKERS

G. L. Willman, assistant general sales manager of the Studebaker corporation, Detroit, in company with Manager L. A. Keller of the Omaha Studebaker branch, have just visited Lincoln and Denver, arranging for a large trainload shipment of "seventeen Series" cars to each place, these shipments being among the largest individual orders ever placed by automobile dealers in this territory.
Read See Want Ads for profit. Use them for results.