

AUTOMOBILES

TO TRY AUTO POLO ON NEW TRACK

Big Grandstand for Fair Association Near Krug Park is Nearly Completed.

TWO NEW BASE BALL DIAMONDS

When in the vicinity of Krug park glance eastward and you will behold a large enclosed tract of land to be utilized by the Douglas County Agriculture society for horse racing, motorcycle racing, automobile racing, base ball and foot ball. According to the directors their half-mile track will be one of the finest in the west.

A large grandstand patterned after the one at Bourke park is now under construction, and will be completed by next Sunday. It will be 46 feet long, forty feet wide and seventeen seats high. The seating capacity will be 6,000 and besides, arrangements will be made for approximately forty boxes. Inside of the race track, two base ball diamonds have been installed and already several games have been played on these diamonds.

Races of some description will be on the bill-of-fare commencing next Saturday, July 17, and every Sunday thereafter until the expiration of the season. From September 20 until September 25, inclusive, the Douglas county fair will be held in this enclosure. Already the committee has put up \$2,000 in prizes for the horse racing events. With such large prizes the committee will have no trouble in securing the best talent available in this part of the country.

To date the directors have not definitely decided what the price of admission will be, but the amount will not exceed 50 cents per person. The initial program is billed for next Saturday, July 17, and will consist of auto polo, motorcycle racing and base ball. The auto polo gents are now performing in Denver. Nothing of this kind has ever been demonstrated in Omaha before, consequently it should prove a stellar attraction. The game will be participated in by six men in automobiles, instead of on horses, and will be played identically the same as if on horses. Many times the automobiles have been known to turn a complete summersault and the only hesitation is that another machine and sometimes a new performer enters the arena. The polo gents will be on deck for two days next Saturday and Sunday.

Another feature will be a twenty-fly-mile automobile race. Three motorcycle races are on the program, which will be open for amateurs, as well as professionals. One race for five miles, another for ten and another for fifteen miles. Six cars have already been entered in the automobile race and anybody wishing to enter the race will be given an opportunity if they call or write Chris Lyck at Walnut 1384, or address him in care Krug park.

Success is practically assured, according to the directors of the Douglas County Agriculture society, they basing their claim on the fact that their society consists of 60 members, scattered through Douglas county. The majority of the members are real live wires that are capable of doing a good deal of individual boosting. Frank Quigley has been appointed official press agent.

Beauty Contest Winners.
The Studebaker agency at Los Angeles has tendered the use of ten seven-passenger six-cylinder Studebakers to the party of sixty young women winners in a national beauty contest for touring that city. The contest was conducted by the Universal Film company, the reward being a trip to the exposition.

NEW PRESIDENT OF THE STUDEBAKER CORPORATION



Mr. Albert R. Erskine

Albert Russel Erskine has been elected president of the Studebaker corporation. This announcement reveals one of the great stories of American opportunity. Mr. Erskine became treasurer of the Studebaker corporation in 1911 and in 1912 at the request of Frederick S. Fish, president, with whom he was intimately associated. Mr. Erskine was elected first vice president and treasurer. C. C. Hatch, formerly of the Nordyke & Marmion company of Indianapolis, and prominent in the National Automobile Chamber of Commerce, who has been connected with the Studebaker corporation since last March, became treasurer.

American Trucks Play Part in War

F. W. Gaylor, who has been for the last year in Europe as general representative of the Kissel-Kar, has returned to this country with many interesting tidbits on the big war. Mr. Gaylor says that American motor trucks, as a rule, have been giving very satisfactory service in the field, although the work is, of course, of a very grilling character. Mr. Gaylor is convinced that the war will be a long one.

LIFE INSURANCE IS TAKEN ON EMPLOYEES

Under an arrangement in effect with one of the largest and strongest risk companies the Studebaker corporation has placed life insurance for a substantial sum upon each one of its employees. This does not include office men, but refers only to those in the work-shops of the different plants. The amount of insurance placed for each individual is sufficient to provide for sickness and funeral expenses, and still leave a comfortable balance for other immediate needs of the beneficiaries.

Positive Experts on All Self-Starters.
Strahle & Anderson
Red 4473. 2059 Farnam.

APPERSON BROS. ESTABLISH FACTORY BRANCH IN OMAHA

July 1 marked the establishment in Omaha of a direct factory branch of the Apperson Brothers Automobile company of Kokomo, Ind. The new branch will be

known as the Apperson Motor company of Omaha and all territory in Nebraska, Iowa and South Dakota will be handled under the direction of the Omaha office. Joe G. Roberts, who has recently come to Omaha from the Apperson factory, will be branch manager. J. H. De Jong as sales manager will now devote his entire

time to the sales end of the work. Arrangements are being made for the maintenance of a traveling force of eight men. It is asserted that the Omaha branch is now the largest of the Apperson Brothers Automobile company, and plans are now being made for rearranging and enlarging the present quarters.

Remodeling **A. HOSPE CO.**
SALE 1513 Douglas St.

PAIGE

The Standard of Value and Quality

\$1295



You can now buy a PAIGE Fairfield "Six-46" for \$1295

A GREATER CAR—a finer car—a more luxurious car—and a reduction of one hundred dollars in price.

Here—in a nutshell—is the most important automobile announcement of this season.

You all know this car.

You know of its instantaneous success at the automobile shows last January.

You know that everywhere it has been welcomed and praised as the year's greatest single achievement in the motor car industry.

You know that in six short months it has set the standard by which all light Sixes must be judged.

You know that it has been conceded to be the most beautiful, the most distinctive, and the most widely copied car produced by any manufacturer.

And, now, the price has not only been reduced to the amazing figure of \$1295.

But—

We offer you MORE distinction—MORE luxury—MORE beauty than you were able to purchase at the higher price.

Such is the latest and greatest achievement of the Paige-Detroit Motor Car Company.

Such is the announcement which thousands of motorists have been eagerly waiting to hear.

Now—indeed—comes your opportunity to satisfy that long-standing desire and own the finest of all light sixes—a Paige "Fairfield Six-46."

New Features in the "Fairfield Six-46"

When we say that the new "Fairfield" is a greater and finer Six we mean precisely what the words imply.

The only changes which have been made in this car are distinct and obvious improvements.

You will find for instance, that the top is now made of genuine Pantasote instead of Mohair.

Inside the car, the upholstery has been changed to the finest French Glaze hand-buffed leather. No amount of money can buy a finer quality of leather, hair or springs for upholstery.

Scrupulous care has been given to the finish of the "Six-46," and you will now find a "paint job" which cannot be

bettered in America. It requires twenty-four days to finish the long graceful body in its Paige Richelieu blue and the running gear has been effectively set off with a warm red.

At every point you will find better workmanship—finer material—handsomer appointments.

We have deliberately set out to make the "Fairfield" the last word in six cylinder elegance and luxury. We have spared neither pains nor money to accomplish our purpose.

When you actually see the wonderful improvements which have been made, you will find it difficult to reconcile so much real value with the greatly decreased price.

And, now, let us say a word about "price."

This has been a strenuous season in the motor car field—an especially strenuous season in the light six division.

Prices have been slashed right and left. Bold, intemperate "claims" have been made and it has, perhaps, been difficult for the public to separate the wheat from the chaff.

But—no matter what the "claims" may be—the public is concerned first and last with Quality—basic quality—fundamental quality.

So, this is the year of all years when you must investigate and analyze before you finally decide to make your investment in an automobile.

Only too often a cut in price means a proportionate cut in quality. A car, you must remember, can be "refined" to the point where all of the goodness is taken out of it.

Therefore, make it a point first of all to critically investigate the car which you propose to buy. Pay attention to the little details quite as well as the big ones. *Actually satisfy yourself that price reduction has not meant quality reduction.*

It is on this basis that we want you to consider the Paige.

In plain terms, ask the Paige Dealer to prove to you that the "Six-46" is all that it ever was—and a great deal more.

Or better still, look up a friend who drives a "Fairfield." Take him to the Paige Agency and let him point out the new improvements quite as well as the old basic quality.

Let him tell you in his own words why this car is the greatest value for the money ever offered to the American public.

Proceed in the same way with any other light sixes that you have in mind. See if they will stand the test of such a critical investigation.

Then, form your own conclusions. That's all we ask.

The Paige Fairfield "Six-46" was first announced last January. Since that time there has never been a single week when the factory could begin to keep step with its orders. Despite our greatly increased manufacturing facilities and doubled production, there is every indication that the overwhelming demand for the "Six-46" will be repeated. We suggest, therefore, that you act quickly in placing your order.

Hollywood Model
"Six-36"
\$1095

Murphy-O'Brien Auto Co.
Farnam at Nineteenth—Omaha, Neb.

DUG. BOWIE,
Manager
Tel. Tyler 123

Grant
\$795 SIX \$795

The World's Best Buy
"VALVE IN HEAD MOTOR"

One-Man Top—Full Floating Ax—Jiffy Curtains—Electric Starter—Electric Lights—Electric Horn True Cantilever Springs.

It is Absolutely Poor Judgment on Anyone's Part Not to Look This Wonderful Car Over if at All Interested.

Tel. Douglas 8602.
W. T. WILSON AUTO CO., 1910 Farnam St., Omaha

WAIT

Don't even talk about a 1916 Automobile until you have seen the

1916 Oakland Six—\$795
"The Sensation for the Coming Season."

Factory advises us that our demonstrator will be here about July 15, and we want you to see the car. **IMMEDIATE DELIVERIES ON OUR FLOOR NOW** Model 38, \$1,050.00, Fcty.

Linger Implement Co.
City Salesroom, 2200 Farnam. OMAHA.