



PROTECT YOUR CAR FROM FIRE HAZARD

Fifty-Seven Reasons Why Autos Are Likely to Go Up in Smoke.

DANGER ALWAYS PRESENT

- Do motor cars burn? They do every day. They take fire on the road and in the garage. And unless the owner is prepared to put out the fire he must expect a total loss.
- Insurance, of course, will cover this, yet if he uses the money to buy a new car he must take out another policy and pay another premium. Protection is thus far cheaper.
- The Western Underwriter recently compiled a list of fifty-seven ways automobiles have actually taken fire. Here they are:
- Collision with another auto.
- Collision with runaway horse.
- Collision with street car.
- Collision with other vehicle.
- Fire ensuing from collision.
- Collision because of broken axle.
- Collision because of broken steering knuckle.
- Collision because of defective brakes.
- Striking obstruction in road.
- Running into wagon in garage.
- Hitting telegraph pole.
- Running into fence.
- Overheated exhaust pipe.
- Explosion in muffler.
- Cigaret smoking in garage.
- Fire from adjoining automobile.
- Defective circuit wire.
- Explosion of acetylene gas generator.
- Burned while aboard steamboat.
- Explosion while filling tank.
- Ignited through upset.
- Defective magneto.

MANAGER OF C. W. FRANCIS MOTOR TRUCK COMPANY.



A. E. HERR

- Gasoline ignited while cleaning engine.
- Washing with distillate.
- Friction of brake.
- Defective Prestolite tank.
- Defective commutator.
- Explosion of gasoline in pit.
- Spark from nearby burning building.
- Ignition of bucket of gasoline.
- Explosion of batteries while being charged.
- Open stove in garage igniting gasoline vapor.
- Leaving controller in first speed with brakes set (electric).
- Back fire in carburetor.

- Defective tail lamp.
- Burning of garage.
- Igniting from back fire through muffler.
- Leak in gasoline pipe.
- Striking match in garage with gasoline tank open.
- Combustion of oily waste.
- Burned on street—driver used lamp to look for gasoline leak.
- Passerby throwing match near standing car.
- Sparker struck while cleaning car.
- Gasoline running too fast into carburetor.
- Ran off road, breaking gasoline connections.
- Oil pumped through air valves caught fire from pipe.
- Cleaning magneto by forcing gasoline.
- Overflow of gasoline.
- Struck by lightning.
- Cleaning spark plug gasoline and testing before gasoline evaporated.
- Explosion in crank case.
- Ignition of gasoline vapor under hood.
- Electric light placed on seat.
- Acetylene tubing became detached.
- Match dropped in apron.
- Lighted cigaret thrown in tonneau while the machine was on the road.

Roominess in Velie Six Wins Movie Star's Eye

Gale Henry, comedy star of Universal productions, wanted a car. She wanted "room," so she might take as many of her friends with her as could be comfortably seated. Invariably there are a great many cars parked around Film City watching the interesting procedures, so Miss Henry and six other girls started out to look them over. It was agreed that a car was not to be given a second look if it failed to seat three in the front seat, and four in the rear seat, comfortably. Eileen Sedgwick drove up in her Velie Biltwel six. The girls climbed in unceremoniously and with one accord, exclaimed, "Here it is!"

INTENSE INTEREST IN TRACTOR SHOW

Food Need for War Will Attract Attention of Nation to Big Fremont Event.

EVERYONE TURNS FARMER

"When the annual tractor show opens at Fremont August 6 for its seven-day run it will not only command national attention, but will create such an intensity of interest on the part of every man, woman and child in the country as has never before been known in any enterprise of any kind."

Dent Parrett, president of the Parrett Tractor company of Chicago, in Omaha, made this statement.

This condition, according to Mr. Parrett, will, of course, be the direct result of war conditions.

"Only a few days ago I received a telegram from Washington asking for information as to our output, and I understand every other manufactur-

ing plant in the country is being similarly questioned. This is a war of munitions and food as well as men, and just as the navy and army are speeding up in the matter of recruits we manufacturers are speeding up in our efforts to marshal the important factors of another war angle—that is, the feeding of the nation.

Government is Stimulant.

The government is stimulating interest in larger crops, and citizens who otherwise would not be interested in tractor shows will be in attendance at Fremont."

Another bit of interesting information given by Mr. Parrett concerns the Society of Automotive Engineers, an organization of experts of which Mr. Parrett is a member, and which is now one of the government's strong war cards. These men are expected to undertake the task of solving automotive problems for the government, which will include motorboats, autos, motorcycles, tractors and possibly airplanes. The first assignment of the society concerns the standardization of airplane motors.

Inspect Show Grounds.

Mr. Parrett accompanied the committee in charge of the tractor show to Fremont to look over the ground. The committee is made up of: J. B. Bartholomew, president of the Avery company of Peoria, Ill., and the

American Threshermen's and Tractor association; Bradford Brinton, vice president of the Grand DeTour Plow company of Dixon, Ill.; W. H. Haggard, of the Emerson-Brandingham company of Rockford, Ill.; H. H. Bates, of the Joliet (Ill.) Oil Tractor company; H. B. Dinneen, of the John Deere company; E. J. Gittins, of the J. I. Case company of Racine, Wis., and P. J. Lyons of the Bull Tractor of Minneapolis.

Tire Shop is Name of a New and Growing Concern

Announcement has recently been made of the purchase of Zwieble Brothers' tire shop by D. F. Crow, formerly with the Goodyear Tire and Rubber company Omaha branch. The new concern will be known as the Tire Shop and will do a general repair business as well as operate a Goodyear service station.

Gould Dietz Secures One of The Eight-Cylinder Appersons

Among the recent motor car purchasers is listed Gould Dietz, and his choice was an eight-cylinder Apperson of the four-passenger type. This is one of the Appersons which came to Omaha by express owing to the freight car shortage.

Wood Finds Nebraska Farmers Are Optimistic

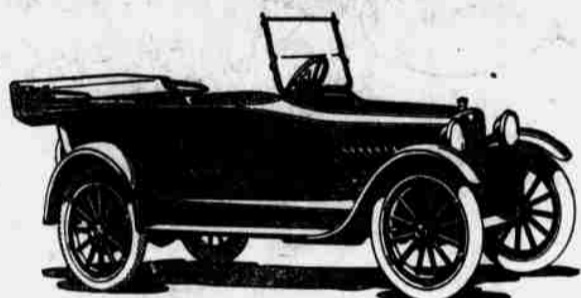
S. A. Wood of the Standard Motor Car Co. writes a letter to Mr. Chaugstrom from the western part of the state, and gives a very encouraging report. While the prospects for wheat are not as favorable as could be, nevertheless, says Mr. Wood, everybody is optimistic and enthusiastic. He finds this condition quite general out through the western part of the state.

Motorcyclists Plan for Races at Auto Speedway

Everything is all set for the motorcycle meet to be held at the auto speedway Sunday, May 6. Four races will be run on the half-mile dirt track. Twin-cylinder machines will compete for the championship of the day in a fifth race. Entries from out state and Iowa have been received by the Omaha Motorcycle club, which is promoting the event.

Ahearn Going Back.
Young Ahearn, the Brooklyn boxer, seems to have seen his best days as a fighter. Ever since his knockout in one round by Mike Gibbons in St. Paul a little over a year ago, Ahearn has not appeared as the same battler.

SAXON Noyes-Killy Motor Company **SAXON**
AUTOMOBILE DISTRIBUTORS
2066-68 Farnam St. OMAHA, NEB.



Saxon "Six" Touring Car

There's no denying that your Ford will "get you there and back"—and do it economically.

But most Ford owners want more than that. They would like an electric starter, and electric lights that are bright at all speeds. They would enjoy more seat room and more leg room. They wish their car had softer cushions and easier springs; longer wheel base and modern body lines.

So Ford owners are turning by thousands to the Saxon Six when they want a new car. It has everything they want in a car, coupled with the economy and dependable service they are accustomed to in the Ford.

Long wheel base gives abundant room to stretch your legs; deep roomy seats and tufted cushions assure easy chair comfort. You can ride all day in a Saxon Six without fatigue.

Yes, it costs more than the Ford—it would have to. But considering what it has—the added comfort it brings—the pride of owning such a beautiful, luxurious car—the difference is less than you would expect. Besides, that difference is in time wiped out by the lower up-keep cost and the extra years you'll drive the Saxon Six.

Low up-keep is due to the six-cylinder, high-speed motor. Vibration simply doesn't exist. The engine runs so smoothly you almost forget it's there.

Long, easy springs absorb all road shocks, so the Saxon Six will run year in and year out without noticeable repairs.

There never was a bet'er time to turn in your Ford on a new car. We have an order now for a hundred used Fords if we can secure them at once.

Fill out and mail the coupon and we'll make you a proposition. Your car will bring far more today than it will next season.

NOYES-KILLY MOTOR CO.—Dept. B.
2066-68 Farnam St., Omaha, Neb.

Gentlemen:

What is your proposition for an exchange of my Ford car for a new model Six-Cylinder Saxon? My Ford has been run..... years. I consider it in good fair condition.

Name

Street No.

Town

State



The Studebaker SIX

—An Investment

WHEN you buy your next car use the same care, the same caution as you would if you were going to spend your money for a home or an interest-bearing or profit-sharing investment.

Almost any car looks well and runs well at first. You want a car that looks well and runs well six months, a year, two years after you buy it.

On this basis a Studebaker SIX is a sound investment.

Its original cost is moderate. Later on, should you care to "liquidate" you will find that the price of a used Studebaker is much higher in proportion to first cost than that of most cars.

If you do not sell you will find the operation cost of your Studebaker for a year or two years to be far less than other cars.

Because of the splendid quality of the Studebaker.

Because of its remarkable accessibility in case of inspection, adjustment or repair.

Because in ratio to its price it is the most economical car on the market in gasoline consumption.

Because its perfect balance insures extraordinary tire economy—a single set of tires frequently runs 8000 to 10,000 miles on a Studebaker.

Because new parts can be obtained at lower cost than you pay for the parts of other cars of equal value and quality.

The Studebaker pays you dividends—not only in comfort and pride of ownership, but keeping down expenses year in and year out.

For these reasons thousands of prominent business men all over the country bought Studebakers on the very day the series 18 was announced.

What better guide can you have in the selection of a car than the knowledge that your car is the choice of the shrewdest judges of automobile value in America?

Come in and let us show you some of their names.

Four-Cylinder Models

FOUR Roadster	\$985
FOUR Touring Car	985
FOUR Landau Roadster	1185
FOUR Every-Weather Car	1185

All prices f.o.b. Detroit

Studebaker-Wilson, Inc.
Farnam Street and 25th Avenue
OMAHA, NEB.

Six-Cylinder Models

SIX Roadster	\$1250
SIX Touring Car	1250
SIX Landau Roadster	1350
SIX Touring Sedan	1700
SIX Coupe	1750
SIX Limousine	2600

All prices f.o.b. Detroit