

OMAHA AUTO SHOW OPENS ON MONDAY

Tenth Annual Event Will Be Held at the Auditorium Six Days This Week.

OVER 900 CARS ON DISPLAY

With all that stanch confidence and optimism characteristic of an industry which through the uncertain period beginning last August has held up its head and faced the future as it has dealt with the past—bravely and with indomitable spirit—the tenth annual Omaha Automobile show will open at the Auditorium Monday. All week the show will continue, ending Saturday night.

There will be nothing tentative about the opening Monday, no apparent hesitancy on the part of the exhibitors to feel their way cautiously. As soon as the doors are opened the Omaha dealers will get down to business with a zip and zest that will make the tenth annual show a bigger success than any preceding exhibition.

Despite the fact that in some sections of the country walling and moanings have emanated from automobile men, the keener feeling of success is predominant among Omaha dealers. The year hasn't been such a bad one in Omaha and every last dealer on the row would find pleasure in supporting the local exhibitor who suggests that 1915 will be a poor year.

New Lines on View.
One big item is the firm optimism of the Omaha men in the production of the various factories this year. The manufacturers have produced the real goods this year and the absence of cheap, but durable cars seems to have reached its zenith in the 1915 models. Improvements have been made in every line, designing, engine construction and even in decorations.

Today the United States leads every other country in the automobile industry and out here, at the gateway of the west, stands Omaha, one of the substantial cities where steadily gaining trade, with never a fluctuation in a retrograde direction, has been the foundation for the advance of this land in the west of big industries. With a great surging force the American automobile movement has gone on, with never a backward step, not even a pause. And in Omaha, where financial depression is unknown, must be given credit. Some cities, bigger by far than Omaha, have failed to maintain that steady, substantial advance, but their deficiencies have been overcome and to this country must be accorded the highest award in this great new industry.

During the year of 1914 and 1915 was a bad year, too—25,000 cars were sold, a total value of \$45,000,000. A production larger than the balance of the world. The Auditorium, will be refitted completely into shape today for the big display starting Monday. Saturday decorations worked on the building and the first cars were put in place. Today all will be finished for the big week.

Decorations Beautiful.
The decorations are exquisite. Designed not so much to produce an extravagant and pretentious mural effect, but rather to produce a setting which will show to advantage the cars exhibited, the big Auditorium, while the show is on, is a masterpiece itself, will take on a cozy, comfortable aspect, which will make a person feel very much at home.

SOUTH AFRICA FINDS YANKEE AUTOS BEST

American Importations Come to Surpass Imports from England.
JOHN BULL LICKED BEFORE WAR
Even Before European Hostilities American-Made Machines Began to Overtake the Lead Formerly Held by Great Britain.

The remarkable increase in popularity of the medium priced American car abroad is especially marked in localities, which, until a year or two ago, had been supplied almost entirely with cars of foreign manufacture. Although the outbreak of war in Europe has brought this fact into particular prominence by developing the foreign market for American cars even more rapidly, the general excellence of the American car was already making itself felt long before hostilities started.

The realization of the full extent to which the English car has been ousted from South Africa had come to John Bull before this year. Since the start of war, practically all of the cars sold in South Africa have been of American construction. It is declared that although the closing of the English factories, brought about by the war, forced in South Africa have been of American cars, the same ultimate result was simply a matter of comparatively few years.

Gains in Last Five Years.
Figures furnished by one of the South African distributors of the Willys-Overland company showing the growth of imports of American built cars in that territory prove highly interesting. In the race for supremacy which may be said to have started in 1910, England has fallen far behind the great position which it had hitherto occupied. In 1910 the total car imports from the United States were valued at a little more than \$2,000,000. The following year they sprang to \$2,800,000 and for the four years, 1911-1914, these total values were \$3,800,000, \$4,800,000, \$5,800,000 and \$6,800,000, or 24 per cent of the value of cars imported from England for the corresponding period.

Imports for 1915 from America were \$7,000,000, or 25 per cent in excess of England's total.

Automobile Business Booming on Pacific Coast
The San Francisco representative of Dodge Bros. reports flourishing condition of trade in western states. Although California has over 100,000 motor cars registered in that state at the present time, the 1915 season shows no slowing down of automobile sales, according to J. E. French, San Francisco representative for Dodge Bros.

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Bankers Refuse to Help Out Agents During the Winter

The fact that automobile dealers generally are reluctant to take delivery of cars during the winter months is due to the lack of co-operation on the part of the financial interests of the country in giving dealers ample bank accommodation, according to A. G. Seiberling, general manager of The Hayes Automobile company of Kokomo, Ind.

In a recent article Mr. Seiberling calls this subject to the attention of every enterprising automobile dealer. He says: "The activity of the dealer in automobiles is seriously hampered due to the general antipathy on the part of bankers to grant dealers accommodation whereby the latter may warehouse cars during the winter months and thus be in a position to make prompt spring deliveries."

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"Now, insofar as the dealer is concerned, that which troubles him is to secure enough cars from the factory to enable him to fill his spring orders promptly. He himself is not always financially able to 'stock' the required number of cars during the winter when cars are plentiful, and thus he is in a very great extent wholly dependent upon the manufacturer making shipment of cars as required."

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As the finishing touches are being given the big Auto show at the Auditorium Omaha is beginning to display active interest in the show in another way—the retail store windows. These are being cleverly trimmed with various suggestions of the show, everything from golf-gloves and horse to small autos themselves being arranged in the windows with the regular merchandise, as a gentle reminder that Omaha's biggest and best Auto show will open Monday and be the center of attention throughout the week.

Interesting Facts About Regal Motors
Most motorists are content to ride around over the power plants of their automobiles and leave what goes on inside the mechanism to Providence and the skill of the builder, says M. S. Young, technical man at the Regal Motor Car company.

Take the average automobile motor with a five-inch stroke. How many people know that with ordinary gearing it revolves 1,866 times in driving the car one mile, while the piston travel averages merely one and one-half miles. In the mean time 4,64 gallons of pure air and two wine glasses of gasoline have traversed the engine's system, together with a tablespoonful of lubricating oil.

Sufficient heat has been generated in the motor to cook an average meal if suitably employed.

Each valve has opened and closed 1,225 times, and, as there are eight valves in a four-cylinder motor, there have been 9,776 valve movements.

There have been 458 sparks at the four spark plugs. The wheels have revolved 211 times and the occupant has ridden comfortably over 4,200 lineal feet of ground in two to four minutes. If he were walking he would possibly cover

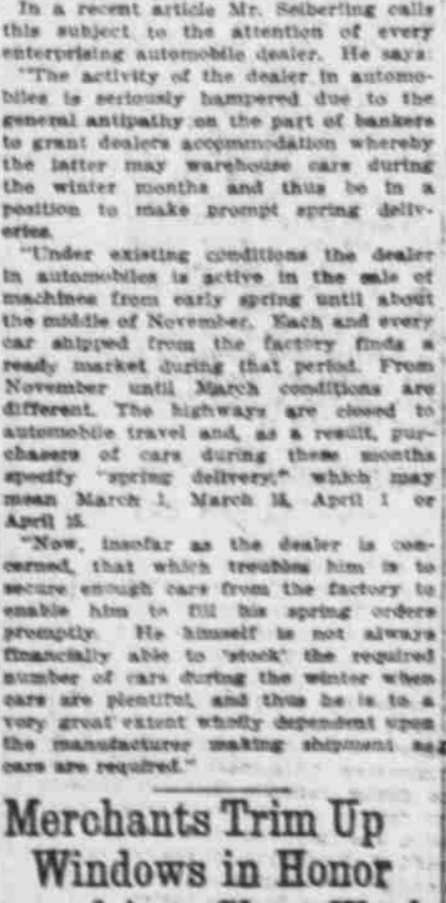
the same distance in fifteen minutes, taking about 1,800 steps to do so.

SEE THE 1915

SIX \$1550

Auburn

FOUR \$1075



The Auburn Will Look Well at the Show, But--

It will show best after you have used it and abused it during years of daily service. After you have proved Auburn durability and Auburn comfort by actual test--you will then join the other Auburn owners in proclaiming it "The Car of Lasting Satisfaction."

- POWERFUL MOTOR, UNIT POWER PLANT.
- SIXTY FOUR OR SIX CYLINDERS CAST IRON BLOCK.
- ELECTRIC STARTER.
- ELECTRIC LIGHTS.
- BATTERY CABINET.
- STEAM LINE BODIES.
- ACCESS TO ALL FOUR DOORS.
- INSTRUMENT BOARD IN COWL BASE.
- TORQUE LONGER AND WIDER.
- SEAT LARGER AND UPRIGHTER SEATER.
- WINDSHIELD, ELECTRIC HOSE.
- LEFT SIDE DRIVE AND CENTER CONTROL.
- CROWN FENDER.
- TWIN-SPARE WHEELS.
- SHAR DRIVEN CENTRIFUGAL PUMP WATER COOLING.
- WHEELBASE, 128 IN. FOR SIX, 114 FOR FOUR.
- SPRINGS, SEMI-ELLIPTIC FRONT, 4 HELICOX REAR.
- DEMOUNTABLE RIMS, TIRE 30x4 FOR SIX; 30x4 FOR FOUR.
- GAS TANK OF REAR WITH STEV. ART VACUUM FEED.

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EVERYBODY HAS HEARD OF AND READ ABOUT THE WONDERFUL

Valve-in-Head Motor



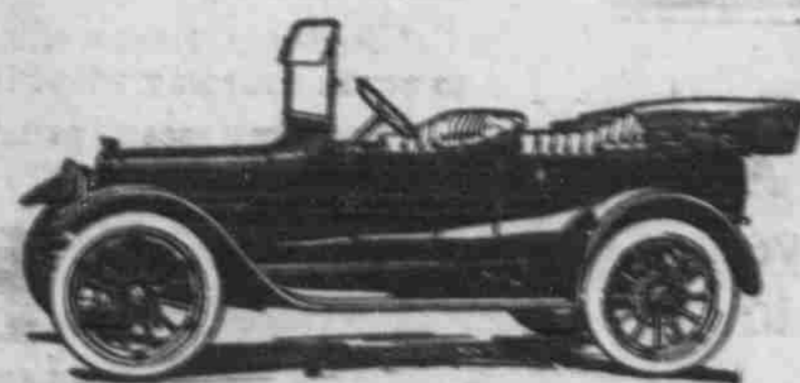
Valve-in-Head Motor

But have you seen it? Have you had its fundamental principles explained to you? Do you know why it delivers more power than any other type of automobile motor of equal size, either American or foreign made?

Visit the Buick Booth

At the Omaha Automobile Show, or ask your nearest Buick dealer about it. It's worth your time to investigate if you are interested in an automobile.

FOURS	C-24 Runabout	\$ 900.00
AND	C-25 Touring	\$ 950.00
SIXES	C-36 Roadster	\$1185.00
	C-37 Touring	\$1235.00
	C-54 Six Roadster	\$1650.00
	C-55 Six Touring	\$1650.00



Nebraska Buick Auto Co.

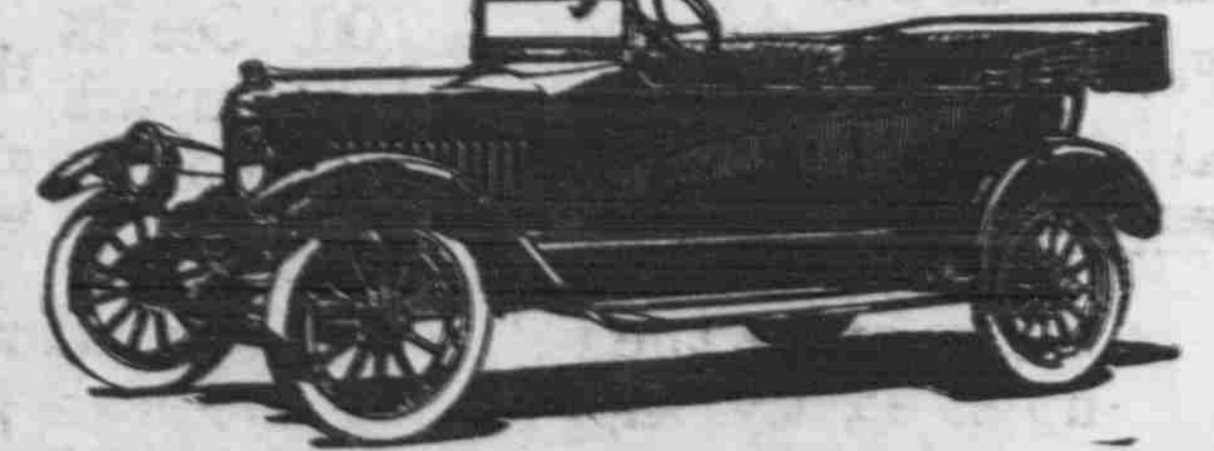
Omaha, LEE HUFF, Mgr. Lincoln, H. E. SIDLES, Gen'l Mgr. C. H. SHORE, Sales Mgr. Sioux City, S. C. DOUGLAS, Mgr.

Auburn Auto Co. "Omaha"

DISTRIBUTORS FOR NEBRASKA
Out-of-town dealers are invited to make the Auburn salesroom at 2559 Farnam St. headquarters while attending show. 2559 Farnam Street Omaha, Nebraska
At the Show—Booth 4—Have Your Friends Meet You There.

GRANT

\$795.00 SIX \$795.00



THE WORLD'S BEST BUY

"The first SIX to sell for less than \$1,000.00"
ABSOLUTELY STANDARD FULLY EQUIPPED
Electric Lighted—Electric Started—Electric Horn—Full Finishing Axle.
WEIGHT 1,850 LBS. 25 MILES ON A GALLON OF GAS
W. T. WILSON AUTO CO.
1829 Farnam St. "Space II, on Stage, Auto Show." Omaha, Neb.