



Old Man Gloom:

"Figurin' on buying a car, eh? Well, take my advice, young fellow and don't do it. 'Automobiles are ruining the country. Omaha and Nebraska's got no business buying automobiles. You can't afford it. Prices are too high. We might have a business depression. Stop right now!"

Omaha:

"Get out of here, Old Man Gloom! If you had your way we'd still have hitching posts on Farnam street. You're the Jingo that said Omaha would always be a one-horse town in the middle of the Great Nebraska Desert. You've predicted a business slump every year for the last quarter century. Get out of here and stay out."

You Can Afford an Automobile

The automobile in Nebraska is not a luxury, the "plaything of the idle rich." It is an economic necessity. Millions of people of Nebraska depend upon the automobile entirely in the business, economic and social needs of the State. It transports the farmer's produce and livestock. It places the markets of the city at his door. It transports the products of merchant, wholesaler, jobber and manufacturer. It conveys thousands of workers to and from their work. It permits the city dweller to live in the suburbs at lower rent costs. It brings health and happiness to young and old. It is as necessary as the telephone in the efficient and successful transaction of business.

According to government figures, automobiles cost less today than at any time in the history of the industry. Prices on all cars costing less than one-half their price in 1910. Automobiles which in 1910

ranged from \$800 to \$3,000 sell today for from \$300 to \$1,500. This means that they are selling for \$150 to \$750 as money went in 1910.

An idea of the importance of the automobile industry to Nebraska and Omaha may be seen by the following figures. There are approximately 310,000 automobiles in Nebraska, consuming an average per car of 380 gallons of gasoline per year, making a total of about 125,000,000 gallons of gasoline consumed. Omaha motorists consume about 15,000,000 gallons of gasoline yearly. Omaha manufactures \$2,240,815 worth of auto tires and tubes yearly. More than \$19,700,475 worth of automobiles, trucks and accessories a year. The wholesale automobile and truck business in Omaha is \$37,715,990. More than \$26,950,585 worth of auto tires and accessories are distributed annually from Omaha. The automobile payroll in Omaha is \$3,194,730. The payroll from accessories is \$2,111,235. There are 2,543 persons employed in the automobile industry in Omaha.

**Visit the Automobile Show, February 16 to 21,
at the Omaha Auditorium**

Note the wonderful values shown at remarkably low prices. Make up your mind that you CAN afford an automobile, and that Nebraska's prosperity program is to be a "motorized" prosperity of "Straight Ahead" for a greater Nebraska in 1925.

(This is the fourth of a series of advertisements published by The Omaha Bee regarding the present prosperity of Nebraska and Omaha, and the magnitude of activities in City and State.)