



8th ANNUAL AUTOMOBILE SHOW

At the OMAHA AUDITORIUM

Auto Show a Real Beauty

TOMORROW night at 8 o'clock, when the First Regiment band plays the opening march, the eighth annual Omaha Automobile show will be on at the Omaha Auditorium, where it will continue afternoons and evenings during the entire week. There within the building and upon the 100,000 square feet of floor space will be housed more than 1,000 exhibits, valued at, approximately, \$1,250,000. There will be found the modest little cars valued at as low as \$250, while not far away will be the beautiful machines, done in gold and silver, and made to sell as high as \$10,000. Fifty-six makers will have their wares ready for inspection and besides these upon the two floors of the big exposition building will be found everything required by the automobilist, be he the man who runs a machine for the pleasure that he gets out of it or the man who is out for business.

Manager Powell is proud of the success that is bound to come along with this, the eighth annual, show. When he and his army of workmen quit the building just as the clocks were striking the hour of midnight last night he pronounced the show ready for the public. The last car had been placed upon the space assigned, the last of the decorations had been put up and the effect was more charming than had been anticipated.

No More Space.
If another machine had been entered it is doubtful if Manager Powell could have found space for it. Every foot of floor space was occupied and still there were machines to be located. To solve what seemed to be an unsolvable problem the driveway leading from the main to the lower floor had to be utilized, and consequently late last night several automobiles had to be stationed in the driveway off Fifteenth street. While this is not considered regular exhibition space, it proved to be excellent, being well lighted and right at a place where crowds are constantly passing after the show starts.

Then, too, there were several other machines that came late. The exhibitors were fixed out so that they were satisfied, for they were given places in the vestibules or under the galleries.

Motorcycles came in so rapidly during the last few days that it seemed that there would be no place for them. They had originally been assigned places under the galleries, but they overflowed this, and it was found necessary to locate a number of them in the aisles. The fire chief, of course, objected to closing the aisles, but Manager Powell, equal to the occasion, pointed out that there would be as much space on each side of the lines of motorcycles as the provisions of the city ordinance provide for, and as a result the chief went away satisfied.

Basement Filled.
The basement, or lower floor, is just as closely filled as the main floor. Most of the commercial cars and trucks are down there. There are about double as many of these cars as were expected, but they are all provided for and they are an interesting bunch of machines, especially to the man who is interested in the business end of the automobile game.

On the lower floor there are cars that are cars. There are a dozen or so of the big trucks, some of them sufficiently large to carry as much in weight and bulk as could be loaded into a freight car and move off over most any kind of road at a speed of from fifteen to twenty miles per hour.

In size the commercial vehicles run all the way down, there being some that are just big enough for one man and a few packages. The cars of this class are the kind used for quick delivery of small parcels and looked upon as being quite the thing for merchants who so frequently have to make some special deliveries, and those in a hurry.

Another class of commercial vehicles that are interesting are those that are designed for the use of the rural route mail carriers. They are the high speed kind, simple to manipulate and carry easily 1,200 pounds at eighteen to twenty-five miles per hour. With many rural carriers, they are said to have become a necessity since the parcel post law went into effect. With one of these machines, it is said that a carrier can easily cover a route of fifty miles in four hours, while with a team, it would require an entire day and a long one, at that.

Of course, carriers don't cover fifty miles per day with a team, but these autos give an idea of what would be possible if a route of this length happened to be assigned to a man.

Cars of All Kinds.
Up on the main floor there is about every kind of car that has ever been made and they run from the dainty little electric, just large enough for two persons, to the big touring cars, some hav-

SHOW DETAILS

Eighth Annual Automobile Show,
February 24 to March 1,
inclusive.

SPECIAL NIGHTS
Monday Night—Opening Night.
Tuesday Night—Council Bluffs Night.
Wednesday Night—Society Night.
Thursday Night—South Omaha Night.
Friday Night—Musical Night.
Saturday Night—Musical Night.

FEATURES OF THE SHOW:
Musical programs each afternoon and evening.
1,217 exhibits on the two floors of the Auditorium.
25 makers of vehicles exhibiting.
Lowest priced car shown, \$350.
Highest priced car on exhibition, \$10,000.
Estimated value of exhibits, \$1,250,000.
100,000 square feet of floor space, occupied by exhibitors.

Exhibitors at Show

PLEASURE CARS
Apperson Jack, Babitt & Co.
Bradley, Merriam & Smith.
Cadillac Company of Omaha.
Carter & Koway.
Cole Motor Company.
Desre Flow Co., John.
Dodge & Koway.
Dodge Auto Co.
Drummond Motor Co.
Electric Garage Co.
Ford Motor Co.
Freeland Auto Co.
Houser & Koway.
Kuffman Auto Co., W. I.
Interstate Auto Co.
Independent Auto Sales Co.
Johnson-Banforth Co.
Linsinger Implement Co.
Marion Auto Co.
Michigan Auto Co.
Murphy & Sons, Andrew.
Mitchell Motor Co.
Moine Auto Co.
Nebraska-Buick Auto Co.
Northwall Co., T. G.
Omaha & Auburn Auto Co.
Orr Motor Sales Co.
Paige Company of Nebraska.
Packard.
Rambler Motor Co.
Shary, Jack.
Smith & L.
Stewart-Towner Motor Co.
Studebaker Corporation.
Troyer Auto Co.
VanBuren Auto Co.
Wallace Auto Co.
Western Auto Sales & Mfg. Co.
Wilson Auto Co., E. R.
Faxon Garage.

ACCESSORIES
Baum Iron Company.
Omaha Rubber Co.
Powell Supply Company.
Reynolds Mfg. Co., E. W.
Stors Auto Supply Co., Arthur.
Western Auto Supply Co.
Western Auto Sales & Mfg. Co.

MOTORCYCLES
Nebraska Cycle Co.
Omaha Cycle Co.
Powell Supply Company.
R-E Motorcycle Co.
Rouse, Victor E.

COMMERCIAL CARS
Anderson Coupling & Fire Sup. Co.
Drummond Motor Co.
Freeland Auto Co.
International Harvester Co.
Johnson-Banforth Co.
Murphy & Sons, Andrew.
Orr Motor Sales Co.
Shary, Jack.
Studebaker Corporation.

Names of Autos

PLEASURE CARS
Abbott-Detroit.
Alco.
Apperson Jack.
Babitt.
Auburn.
Avery.
Baker Electric.
Brush.
Carter.
Cadillac.
Caterer.
Chalmers.
Chevrolet.
Columbia.
Detroit Electric.
Detroit.
Dorris.
Empire.
Ford.
Franklin.
Frestone.
Glide.
Great Western.
Haynes Gas.
Hudson.
Kupmole.
Krupp Yeats.
Electric.
Interstat.
Jackson.
Lexington.
Little Four and Little Six.
Lambert.
Locomobile.
Mason.
Marmon.
Marquett.
Maxwell.
Mighty Michigan.
Mitchell.
Moine.
Mason.
National.
Packard.
Ohio Electric.
Overland.
Packard.
Peerless.
Pierce-Arrow.
Fops-Banforth.
Paige.
B. O. W.
Rambler.
Ranch & Lang.
Segal.
Stevens-Knight.
Stevens-Duryea.
Studebaker.
Standard Electric.
Vaux.
Woods Electric.

COMMERCIAL CARS
Alco.
Avery.
Anderson.
Buick.
Chase.
Comares.
General Vehicle.
Hiscock.
G. M. C.
Hupmobile.
International.
Kell.
Mason.
Packard.
Rao.
Studebaker.
Vaux.

MOTORCYCLES
Excelior.
Marley-Davidson.
Henderson.
Talia.
Midland.
Merkel.
Pierce.
Reading-Standard.
Vaux.

ing room to comfortably seat eight large men.

The idea of special nights, originated by Manager Powell, is expected to prove decidedly popular. For instance, there is Tuesday night, designated as Council Bluffs night. It is expected that the people of Council Bluffs will turn out in force at this time, but they are going to be welcomed just as warmly any other night. Then, too, Omaha people and those

from South Omaha, Florence and elsewhere will be made to feel at home, even if the night has the Council Bluffs brand upon it. The same can be said of all the other nights.

Wednesday night has been named Society night, but that does not mean that others are going to be barred, or that the doors will be closed to them. Even if Wednesday night has been set aside for society, the man with a little soot, dirt or oil on his sack coat will be just as much at home as if he was garbed in a claw hammer and a broad expanse of white shirt front. While nights have been set aside for different towns and people, the show is everybody's show.

Lighting Superb.
The interior lighting of the Auditorium during Automobile show week will without doubt surpass anything ever attempted in the west. No expense has been spared and the expert electricians who have had the work in hand feel fully satisfied that they have something entirely new, but something that will please and attract the attention of all.

Always well lighted, during show week the interior of the big building will possess a brilliancy and flood of light that will put the sun to shame. Inside the building at night it will be as light as outside at mid-day. To bring this about more than 3,000 lights have been installed. Rows of lights have been strung along the front of the balcony, back and over the stage, while hundreds more have been placed high above the main floor, thus shedding their rays into every nook and corner of the gallery.

The climax in artistic lighting, however, has been reached on the main floor, where more than 1,500 powerful Mazda lights will shine out from the tops of artistic white posts, twenty feet high.

To properly show the exhibits the main floor has been cut up with long aisles, extending from one end of the building to the other, running east and west. The exhibit spaces are on either side of these aisles. Along these and at frequent intervals the high white posts have been erected and from the top of each there will be clusters of lights. They will burn inside ground glass globes that will soften the light and mellow it, yet taking away none of its brilliancy.

Lights in Front.
Special attention will be given to the outside lighting. In front of the building and over the main entrance there will be a number of arc lights, while from the Fifteenth and Howard street corner an immense electric sign, thirty feet long and containing 600 lights, will be suspended fifty feet above the street level.

This sign will contain two words, "Auto Show," and the letters of the two words will contain 150 incandescent lamps. The letters will be six feet high and they will be so brilliant that they can be seen distinctly and read fully two miles away.

While considerable has been written and said about the music, there are a number of surprises in store for visitors at the show. Besides the concerts, there will be some of the best vocal music heard in Omaha in many a day. A couple of quartets have been secured by Manager Powell and the members of these organizations will render selections at frequent intervals every afternoon and evening. Besides the quartets there will be a number of soloists of rare musical ability, and to cap the climax there will be a chorus. Manager Powell figured on this from the start, but not until Saturday afternoon was he able to announce that he had closed a contract with the singers. It will be a mixed chorus of fifty voices, most of the people participating being well known in Omaha musical circles.

Decorations Beautiful.
The decorations of the interior of the Auditorium are going to furnish the show visitors with a most pleasant surprise. It is well known that for the display of artistic decoration, there is no building in Omaha that possesses such great possibilities as does the Auditorium. This has always been the general opinion and this opinion was more fully fixed when Decorator Colling visited the place with Manager Powell and was given a free hand.

For three days Colling and his men have been busy. They have not only worked on the main floor, but they have worked in the galleries, on the lower floor and on the stage, with the result that no longer is there anything barny about the interior of the Auditorium. Nowhere are there any unsightly posts, beams or columns. These have all been wrapped with bunting and converted into things of beauty. Over and along the balcony rail and up in the galleries, roses and festoons have broken up the long open spaces and no place is there found even a suggestion of the former appearance of the bleak and bare walls. Everywhere there is a warmth of color and something decidedly homelike.