



AUTO MOBILE SHOW NUMBER

OMAHA forms the heart of the largest automobile "using" center of the entire world.

It borders the two largest automobile states in the Union—Iowa, the largest—and Nebraska a close second.

No wonder that the Omaha Automobile show, next to Chicago, is looked upon by the manufacturers of automobiles, automobile accessories and tires as one of the biggest events in the history of the year's business.

Putting all competition and business rivalry aside, the Omaha automobile dealers and distributors, in co-operation with the country's largest manufacturers, have formed a co-operative organization, which aims at but one single thing — SERVICE TO THE PUBLIC.

In order to better serve the public the dealers arranged the annual auto show.

The first show was held in 1906 when the automobile industry was still in its infancy.

The largest, most complete and best one will be held this year—all this week in the Auditorium.

Thousands have been expended to make this show a national event—the biggest success in the automobile history of the Central West.

Ever since last year's show, the officers of the auto dealers' organization have been busy making preparations for this year's event—the fourteenth annual show.

The latest in autos and accessories as well as a Liberty government motor, have been secured and will be on exhibit.

The automobile has ceased to be a mere luxury. The business world, and especially the farmer of today could not exist without it.

Look back to last year's gasolineless Sundays.

The loyal farmers simply were forced to stay at home in order to comply with the Fuel Administrator's ruling.

The old wagons and rigs belong to a period long gone by; fast touring cars and modern automobile trucks take their places.

A new path arrived with the horseless carriage.

A period of modernization.

This year's auto show will introduce the latest developments of the motor industry, time and money savers.

The farmers from near and far will come to see it, for it means as much to them as the fixing of wheat and live stock prices by the government. It is not alone the city man's show.

Omaha, prepare to greet the many hundreds of visitors the auto show will bring to you!