

First Annual
**Nevada State
Industrial Exposition
and Auto Show**

— AT —

R E N O
N E V A D A

~~June 9th to 16th, 1923~~



June 2nd to 9th, 1923

AN AGENCY FOR THE IMPROVE-
MENT AND DEVELOPMENT OF
THE GREAT STATE OF NEVADA.
MATCHING THE BEST THOUGHT
AND EFFORT OF THIS GREAT
COMMONWEALTH JOINTLY FOR
THE COMMON CAUSE WE CAN
ACCOMPLISH ANYTHING FOR
THE BETTERMENT OF ALL
WITHIN THE LIMITATIONS OF
REASONABLE POSSIBILITIES.

SIX BIG SHOWS IN ONE

This great Exposition is to be held under canvas tops. The displays and demonstrations will embrace manufacturing and products of every description, the main division being as follows:

- A Department of
AGRICULTURAL and HORTICULTURAL PRODUCTS.
- A Department of
FOOD PRODUCTS.
- A Department of
MANUFACTURIES and INDUSTRIES.
- A Department of
AUTOMOBILES and ACCESSORIES.
- A Department of
LIVESTOCK and POULTRY.
- A Department of
EDUCATION and HISTORY.

Besides a daily program of high-class, wholesome, clean, refined amusement and entertainment, including band concerts, vaudeville de luxe and free dancing on a platform inside the big top.

THE MAIN EXPOSITION TENT

Here will be housed the farm products exhibits, automobile show, manufacturers and industrial displays as well as educational and amusement features. The Main Exposition Tent is to be 100x514 feet, actual inside measurement. A magnificent and colorful decorative scheme will be carried out throughout the tent and 160 exhibit booths will be profusely decorated by the individual exhibitors.

ILLUMINATION

All tents and exhibit areas will be brilliantly lighted, but where necessary, addi-

tional lights will be installed at the expense of the exhibitor. Current for power purposes will be available. Exhibitor will, of course, be required to pay for special wiring and power.

SPECIAL PROGRAM FEATURES DAILY

The management has arranged for bands, orchestra, vaudeville, outdoor acts, vocal entertainers and big special features every afternoon and evening. **Different communities and cities of the State will be featured each day of the great show.** The combined arrangement of the program will be such as to bring people again and again.

ENDORSED BY THE COMMUNITY

The Nevada State Industrial Exposition and Auto Show has been endorsed by all civic and commercial organizations and its initial expense underwritten by the Reno Chamber of Commerce and hundreds of local citizens.

Our References:

Any business house, bank, business organization or individual in Reno. Moreover, the Exposition has the unqualified support of the press, and enjoys the fullest publicity of newspapers throughout the State.

HOW TO RESERVE SPACE

Space reservations should be made on the regular forms provided for that purpose, and space designated by space number as shown on the Master Chart at the general office of the organization in Reno Chamber of Commerce office. A deposit of 50% is required on all reservations, the balance to be paid on or before the 4th day of June, 1923.

COST OF SPACE

A uniform rate of \$50 per square of 10x14 feet holds throughout the Main Exposition Tent, wood flooring, decorations, etc., to be installed at the expense of the exhibitor.

AN UNUSUAL ADVERTISING AND SELLING OPPORTUNITY

The announcement of the Nevada State Industrial Exposition and Auto Show is sufficient to start immediate action toward the securing of space. The announcement means an unsurpassed opportunity to introduce new goods and stimulate the sale of goods already known. We will get the crowds and crowds are what exhibitors must have. An appreciable sum of money is being expended in advertising this big attraction to keep interest and enthusiasm at a high pitch.

OPPORTUNITY FOR UNIFIED COMMUNITY DEVELOPMENT

Co-operation between the counties of Nevada in the improvement and advancement of all will surely bring the maximum of beneficial results. Competition in all classes will be thrown open to the whole State. No section will be favored over others. The entire project is prompted by an unselfish, public-spirited desire to unify and bring about a closer understanding and more friendly relationship between this group of sister counties and communities.

For further information communicate with

The
**NEVADA STATE INDUSTRIAL
EXPOSITION AND AUTO
SHOW**

Reno Chamber of Commerce
Reno, Nevada

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