

A HAPPY NEW YEAR TO ALL



Have you had a ride in the Eight Cylinder?

Cadillac Co. of Omaha GEO. F. REIM, President

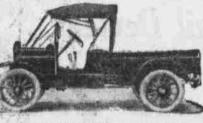
Wishing Our Friends and Patrons Very Prosperous and Happy New Year

> Omaha Tire Repair Co. HENRY NYGAARD, Prop.

2201 Farnam St.

Phone Tyler 1552

Complete Stock of GOODRICH and GOODYEAR TIRES



Motor Trucks

Capacity 1,500 Lbs. to 5 Tons



E. E. MOSER & CO.

2218 Farnam St., OMAHA, NEB. Tel. Douglas 2800

Commerce. Federal.

Write for Dealers Proposition.

Standard. Denby.

Baby Grand-Regularly Equipped, \$875.00 Electrically Equipped, \$985.00

F. O. B.

Factory



Regularly \$750.00 Electrically Equipped 8860.00 Monroe Roadster Electric 8460.00 Electric Starter \$495.00 0. B. Factory

L. E. DOTY, INC. 2027-29 Farnam Street

Telephone D. 8554

Omaha, Neb.

Cadillac Travels Seventeen Miles on One Gallon of Gas

One of the most interesting performaboves in the economy contest just held at ffarrisburg. Pa., was that of the eight- six passengers on its return to Chamcylinder Cadillac. This car checked in bersburg Crossing South mountain on at the end of the run with a record of the return trip, the car's capabilities practically seventeen miles per gallon of were all demonstrated. Up the mountain gasoline to its credit.

The route of the contest run was III siles and led through the mountainous few hundred yards of the summit, where country around Harrisburg. The Cadillac, the grade is steepest. Here the speed stra tires, etc., a loud totalling 5,580

Equally interesting as showing the posthilities of the eight-cylinder motor which powers the new Cadillac was the car's participation in the Lincoln fighway cross country run from Phila-

was from Chambersburg to York. car was driven to Chambersburg from Harrisburg; and, carrying five passengers, made its run of fifty-four miles from Chambersburg to York in one hour and thirty-four minutes, crossing South

ntain on the way. At York, another twenty miles of hill climbing was done and the car carried speed better than twenty-five miles on high gear was maintained until within a ut, carried seven passengers, was throttled down to fifteen miles an

heavy load and the upgrade work over a Khartoum. Later he left for India, where Omaha, more cars represe ted and the ighway cross country run from Phila- great part of the distance—was one gal- he took up the importation and sale of prospects are that 1915 win far surpassiphia to Pittsburgh, held the following ion to slightly more than thirteen miles. motor cars.

The Belgian Appointed Foreign Salesman

Announcement has been made by Dodge Bros. of the appointment of G. E. Willems as foreign district representative bad month, was very lucrative to Omaha. assigned to territory in the far east. Mr. Willems' appointment is understood to estes of over 400 per cent over the sales be the first of similar steps to be taken of the corresponding month a year ago. by Dodge Bros. in the near future looking toward the building up of a stable gains.

foreign export business. A graduate of the University of Brue- automobile game in Omaha the last year hour, then accelerated, the car going sele and a native Helgian, Mr. Willems and a few have dropped out, Many new twenty miles an hour when the summit has been an active figure in foreign ex- cars are represented and one or two cars port work for many years. For several have been dropped, dut to factory finalcial The day's run was 247 miles and the years he represented a large French com- difficulties. But the average shows that consumption-in spite of the pany in Egypt, traveling as far south as there are more automobile concerns in



Send name and address for Ford Saver Catalogue now be-THE FORD SUPPLY CO.,

AUTO MEN EXPECT BIG YEAR

Omaha Center of Automobile Prosperity During Season of 1914.

BUT BIG BUSINESS TO COME

Astonishing Values Which Will Startle Motor Car Panciers Promised by Local Dealers for 1915 Show in February.

ruits of prosperity, the men who have their establishments on auto row in Omaha report that the year of 1914 showed larger gains in volume of sales and oney netted over preceding years.

As a whole the automobile industry showed large gains for 1914, and it was argely due to the prosperity of the men n such cities as Omaha that the gain was registered. The number of cars sold during 1914 is approximately 515,000, and the total value of those cars is approximately \$484,000,000. Those figures show America to be the leader in the motor

Future is Very Bright. But even though Omaha dealers can look back toward a most prosperous year, it is toward the new year, 1915, that they look. For the 1915 season promises to be a banner season, war or no war. The values promised by various manufacturers of motor cars are astonishing. Keen ompetition, more skillful designing, more efficient engineering and more scientific nanufacturing have made it possible for ch superior products to be turned out

Prominent local dealers declare that the models which will be exhibited at the 1915 automobile show, scheduled for February, will startle Omahans. The prices of cars will be down to a lower point, while the cars will be of better construction. Also attractions in the line of accessories and body equipment that were unheard of a short while ago will be found on every

Increased Sales Follow. Increased sales are bound to follow such extensive improvements, believe Omcha deplers, and as a result they are tooking forward with eager anticipation to the announcement of the new models which will be shown at the 1915 shows. The increased laterest taken in good roads movements has also accentuated the success of the automobile business, and dealers believe that further improvements will go a long way toward bigger business in 1915. During 1914 -- ne 36,000 miles of highway were constructed, and plans for 1915 call for considerably more onstruction this year.

No city can boast of a better back of it than has Omaha. One of the new features which have tended to increase the automobile trade in Omnha is the new coupelet and sedan design which were tecently introduced. These cars make driving in winter absolutely comfortable and, where a year for Dodge Brothers ago a closed car of other than the big ago a closed car of other than the big

ow a common sight.

The month of December, generally a dealers. Several dealers report gains in The coupelet and sedan have been largely Instrumental in bringing about these

Several new firms have entered the

The Edward R. Wilson Auto Co.

extend to everyone their best wishes for a happy and prosperous New Year

Hudebaker



The Auto Clearing House 2209 FARNAM STREET Phone Douglas 3310

We bought a few winter bodies like cut for Ford Roadsters and Touring Cars. Converts your Ford into a luxurious limousine and at a price that you can afford, \$98.88 and \$88.88.

Remember we buy and sell good second hand cars. If you want to buy one give us a call or if you want to sell one let us hear from you.

AUTO CLEARING HOUSE

YOUR RESOLUTION FOR 1915

TO USE

MARATHON TIRES

MORE MILEAGE DEFINITELY GUARANTEED

LESS COST PER MILE

AKRON RUBBER & SUPPLY CO.

2522 Farnam Street

DISTRIBUTERS

Phone Douglas 2366

SIMPLEX TIRE REPAIR CO., 2110 Farnam. Douglas 2323 OMAHA AUTO FILLING STATION, 112 South 17th. Douglas 8244 MIDWEST AUTO REPAIR CO., 1225 N. 24th, South Omaha. South 3547

o applica o applica o catalogo o applica o a

.Jeffery



Every feature of the Jeffery is the finest of its kind

Jeffery spends an extra \$1,000,000 a year to insure the quality of material and manufacture in Jeffery cars. The purpose is to build cars for the owner and not for the price. No car under \$2,500 has the class, finish and equipment as the Jeffery. You can not

buy a better car. JEFFERY OMAHA CO., 2052-54 Farnam Street

Hotel Breslin Broadway at 29th St.

New York "An Hotel Where Guests are Made to Feel at Home"

Not too large, yet large enough to afford the maximum of value at minimum expense.

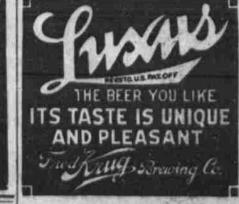
Exceptionally Accessible 500 Rooms - Moderate Restaurant Char

Single Rooms with Running Water \$1.00 to \$2.00 per day
Single Rooms with Tub or Shower
51.50 to \$5.00 per day
Double Rooms with Running Water
\$2.00 to \$4.00 per day
Double Rooms with Tub or Shower
\$3.00 to \$6.00 per day



IF THE BABY IS CUTTING ILLTH

Mrs. Winslow's Soothing Syrup A SPLENDID REGULATOR PURELY VEGETABLE—NOT NARCOTIC



LUXUS MERCANTILE CO.,

Distributors

Phone Douglas 1889 and have a case