

THE OMAHA DAILY BEE
FRIDAY, JANUARY 1, 1915.

Figures Which Show the Magnificent Business of Omaha for the Year 1914.

Bank Clearings	\$882,717,101
Manufacturing	196,312,537
Live Stock Receipts (head)	159,084,476
New Buildings	6,341,512
Packing House Output	4,810,456
Smelter Output	115,000,000
Internal Revenue Receipts	2,743,009
Grain Receipts (bushels)	66,464,100

Welcome Year

The New Year

GREETINGS FROM OUR PROMINENT BUSINESS AND BANKING INSTITUTIONS

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 A 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

COMMERCE MODEL S. A. \$975.00
COMMERCE MODEL S. C. \$975.00

E. E. MOSER & CO.
DISTRIBUTORS
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.

Royal Mail Roadster—Regularly Equipped, \$750.00. Electrically Equipped, \$860.00. Monroe Roadster Electric Lighted, \$460.00. Electric Starter, \$495.00. F. O. 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 performances in the economy contest just held at Harrisburg, Pa., was that of the eight-cylinder Cadillac. This car checked in at the end of the run with a record of practically seventeen miles per gallon of gasoline to its credit.

The route of the contest run was 111 miles and led through the mountainous country around Harrisburg. The Cadillac, throughout, carried seven passengers, extra tires, etc., a load totalling 5,582 pounds.

Typically interesting as showing the possibilities of the eight-cylinder motor which powers the new Cadillac was the same car's participation in the Lincoln Highway cross country run from Philadelphia to Pittsburgh, held the following day.

In this event the Cadillac relay was from Chambersburg to York. The 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 mountain on the way.

At York, another twenty miles of hill climbing was done and the car carried six passengers on its return to Chambersburg. Crossing South mountain on the return trip, the car's capabilities were all demonstrated. Up the mountain speed better than twenty-five miles on high gear was maintained until within a few hundred yards of the summit, where the grade is steepest. Here the speed was throttled down to fifteen miles an hour, then accelerated, the car going twenty miles an hour when the summit was reached.

The day's run was 247 miles and the gasoline consumption—in spite of the heavy load and the upgrade work over a great part of the distance—was one gallon to slightly more than thirteen miles.

Belgian Appointed Foreign Salesman for Dodge Brothers

Announcement has been made by Dodge Bros. of the appointment of G. E. Willems as foreign district representative assigned to territory in the far east. Mr. Willems' appointment is understood to be the first of similar steps to be taken by Dodge Bros. in the near future looking toward the building up of a stable foreign export business.

A graduate of the University of Brussels and a native Belgian, Mr. Willems has been an active figure in foreign export work for many years. For several years he represented a large French company in Egypt, traveling as far south as Khartoum. Later he left for India, where he took up the importation and sale of motor cars.

I SAVED \$8 AND \$8.



EDWIN L. UHL
For Ford owners the past season. Its your own fault if I don't save some for you during 1915.

Send name and address for Ford Saver Catalogue now being printed.

THE FORD SUPPLY CO.,
2120 Farnam St., Omaha, Neb.

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 Fans Here Promised by Local Dealers for 1915 Show in February.

While some industries cannot boast of a year of bountiful success, and even in some sections of the country the automobile dealer did not pick many of the fruits 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 money netted over preceding years.

As a whole the automobile industry showed large gains for 1914, and it was largely due to the prosperity of the men in such cities as Omaha that the gain was registered. The number of cars sold during 1914 is approximately 75,000, and the total value of those cars is approximately \$81,000,000. These figures show America to be the leader in the motor building world.

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 competition, more skillful designing, more efficient engineering and more scientific manufacturing have made it possible for much superior products to be turned out for less cost.

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 attractions in the line of accessories and body equipment that were unheard of a short while ago will be found on every machine.

Increased Sales Follow.

Increased sales are bound to follow such extensive improvements, believe Omaha dealers, and as a result they are looking forward with eager anticipation to the announcement of the new models which will be shown at the 1915 shows.

The increased interest 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 some 3,000 miles of highway were constructed, and plans for 1915 call for considerably more construction this year.

No city can boast of a better territory back of it than has Omaha.


One of the new features which have tended to increase the automobile trade in Omaha is the new coupelot and sedan design which were recently introduced. These cars make driving in winter absolutely comfortable and, where a year ago a closed car of other than the big heavy limousine type was a curiosity, it is now a common sight.

Show December Gains.

The month of December, generally a bad month, was very lucrative to Omaha dealers. Several dealers report gains in sales of over 400 per cent over the sales of the corresponding month a year ago. The coupelot and sedan have been largely instrumental in bringing about these gains.

Several new firms have entered the automobile game in Omaha the last year and a few have dropped out. Many new cars are represented and one or two cars have been dropped, due to factory financial difficulties. But the Average shows that there are more automobile concerns in Omaha, more cars represented and the prospects are that 1915 will far surpass 1914.

The Edward R. Wilson Auto Co.
extend to everyone their best wishes for a happy and prosperous New Year



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
Phone Douglas 3310 2209 Farnam Street


YOUR RESOLUTION FOR 1915 TO USE

MARATHON TIRES

MORE MILEAGE DEFINITELY GUARANTEED LESS COST PER MILE

AKRON RUBBER & SUPPLY CO.
2522 Farnam Street DISTRIBUTORS 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



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

580 Rooms—Moderate Restaurant Charges

Single Rooms with Running Water \$1.00 to \$2.00 per day
Single Rooms with Tub or Shower \$1.50 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

EDWARD C. FOGG, Managing Director
ROY L. BROWN, Resident Manager

MADE IN OMAHA U.S.A.

THE BEST PRINTING-CUES FOR NEWS-PAPER-USE OR THE FINEST GRADE OF COMMERCIAL PRINTING

BEE-ENGRAVING DEPT.
202 BUILDING, OMAHA, NEB.

IF THE BABY IS CUTTING TEETH USE Mrs. Winslow's Soothing Syrup. A SPLENDID REGULATOR PURELY VEGETABLE—NOT NARCOTIC



THE BEER YOU LIKE ITS TASTE IS UNIQUE AND PLEASANT

J. & W. Brewing Co.

LUXUS MERCANTILE CO.,
Distributors
Phone Douglas 1880 and have a case sent home.