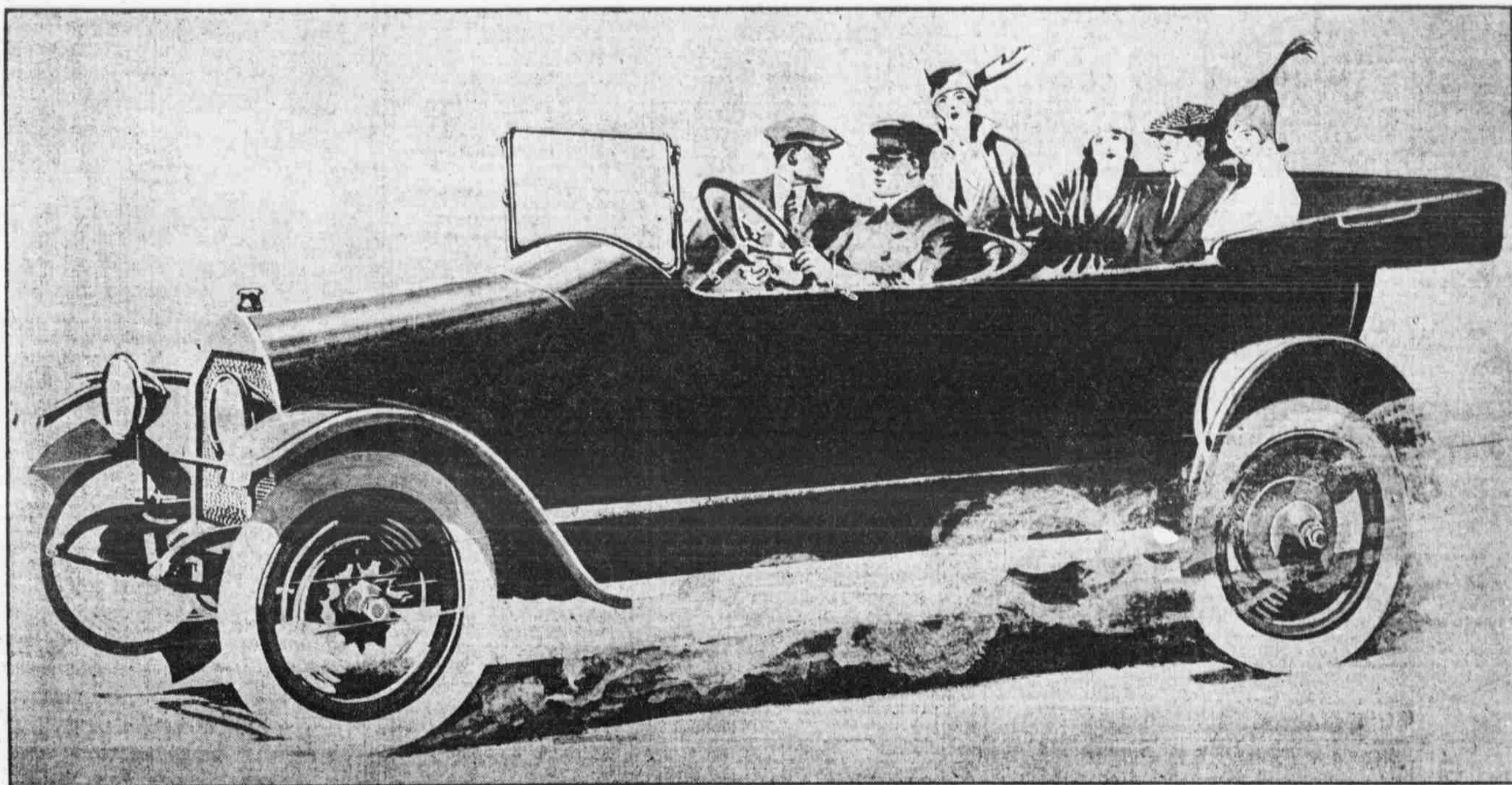


AUTOMOBILES



Motoring over the splendid Nebraska roads is one of the delights of Omaha motorists who thus seek recreation and pleasure nearly all the year around enjoying the delightful climate for which this state is noted.

WHILE the importance of Omaha as a jobbing center, as a butter market, as a retail center, as a manufacturing center, as a railroad center, as the locality of large stock yards and as a city of more than ordinary commercial consequence has been given widespread publicity by boosting Omahans for many years, a relatively new industry has blossomed and is rapidly extending itself until it now has become one of the most significant factors in this city's welfare and prosperity. That industry is the automobile business, and Omaha, from the standpoint of the motor car manufacturer, is one of the most important distributing points in the United States.

A few short years ago, when the first motor car was placed on the market, a few firms opened their doors in Omaha and offered the sale of the new article of transportation. Their locations were scattered and were well downtown. A year or two later five of the firms collaborated and gave the first automobile show here. That was just nine years ago. Since then an automobile show has been given each year, and the increase in the size of those shows is an excellent manifestation of the advance in the automobile industry in Omaha.

Locate on Farnam Street

While the motor car was still a doubtful invention, the first firms began to move their garages and salesrooms uptown, locating near Twentieth and Farnam streets. Then as new firms entered the field and as new cars were manufactured the agencies opened on Farnam street and Farnam street was called auto row. Now it is in reality an auto row and nearly every business house on Farnam from Twentieth to Twenty-sixth is an automobile house.

The first garages were little more than sheds. Built perhaps of brick and cement, but essentially nothing more than automobile barns. Now large structures four stories in height and with full basements are to be found. All of the buildings are practically fireproof and several are absolutely devoid of combustible material.

Included in the number of houses here can be found factory branches. These branches are distributors for dealers as far west as the Pacific coast. Their business runs well into hundreds of thousands of dollars yearly. Their payroll is large and their shipments out of here accretuate greatly the volume of business for Omaha.

Nearly every American make of car is handled in Omaha. Any person in the market for a machine will find no difficulties in making a selection in Omaha, for he has an opportunity to see demonstrations of all standard cars and does not have to

take the word of an agent as to the efficiency and power of the various models.

The territory reached by Omaha dealers stretches over the entire state of Nebraska, the western half of Iowa, South Dakota and parts of Kansas, Colorado and Wyoming. Dealers in the smaller towns of these states conduct their business direct with the factory. Deliveries to dealers are made from here and oftentimes personal deliveries to customers are made from Omaha.

In view of the fact that the larger automobile concerns have by educational advertising schooled the agricultural population to the uses and pleasures of the motor car, the biggest business today is with the farmer. The farmer is the man with the money. He can pay cash for his car. And he does pay cash for his car. He is the most desirable type to sell to. And the auto salesman recognizes that fact. The farmer is his best prospect. And the farmer being his best prospect, Omaha is the place to find the prospect.

Best Automobile States

Iowa and Nebraska are the two best automobile states in the union. Per capita population more motor cars are sold in these two states than in any other two states in the country. Thus a large percentage of attention is directed toward Omaha by automobile manufacturers.

Whenever an agent suspends business here no time is lost in selecting another agent, for the loss of an agency, even be it for the shortest possible length of time, means a loss in the volume of business of that company, so unfortunate as to lose the representation.

Business in Omaha is consistent to a marked degree. In many parts of the country business booms for a brief period, then it suddenly drops to nothing, then another boom. But in Omaha sales are constantly made, winter and summer, spring and fall. No matter what the business depression in other cities, representatives in Omaha are confident of their success in making sales.

For instance, in the south at the present time the lack of a market for cotton has rendered the motor car industry practically nil. The planters cannot make purchases and everybody is suffering from hard times. In the east the war scare has been equally discouraging to the automobile game. Money is tight and motor cars are a dreg on the market.

To Break Sale Records

But in Omaha and in other cities of the middle west manufacturers are preparing to break all sales records. There is no business depression, everybody is optimistic, the war has cut little figure and the farmer will be in to buy the latest car model.

Each and every tire manufacturer has its

branch here. Express and freight shipments are of more than ordinary volume. Accessory dealers are among the largest in the country and their supplies are the most complete.

It is estimated that approximately \$25,000,000 will be spent this year by auto purchasers in Nebraska. That is a figure that any other industry would be proud to boast. There are about 40,000 cars in this state.

As an example of the extent of the automobile business it is only necessary to point to the annual automobile shows held here. Nine shows have been held and each has been larger than the previous one. Every factory has several agents in attendance and those agents are unanimous in their praise of Omaha and Nebraska. The New York and Chicago shows alone surpass Omaha in the estimation of the factory men and they visit every show in every city and should be authority.

Automobile Center of the West

Omaha has truly earned its title of "the automobile center of the middle west." It is the objective point for prospective buyers within a radius reaching 200 miles north and south and 100 miles east and 500 miles west. That is for retail buying; for wholesale buying the radius is longer in every direction.

Omaha is practically the central point on the transcontinental Lincoln highway. The Lincoln highway is the most prominent motor road in the United States. It has been completely marked and the road is maintained at every point. Travel on the highway and through Omaha is the heaviest in the country and it is necessary that Omaha be a city with well equipped service stations for the accommodation of the cross-country travelers.

The Omaha-Lincoln-Denver road is another highway known by all motorists. It is heavily traveled and many parties pass through here on their way to Colorado.

New Cars Announced

With the current announcements of the latest models and designs business along the row has been greatly accentuated during the last month and the difficulties encountered by local dealers, not in selling machines, but in making deliveries, due to factory delinquencies, has been responsible for visits here by a large percentage of the leading officials of the leading manufacturing concerns of the country. These visiting officials find it hard to grasp the true situation here. While reports from many quarters are pessimistic and full of pleading for assistance, Omaha dealers are optimistic and howling lustily for machines.

Contracts have been signed by Omaha men calling for as many as 1,000 deliveries during the year of 1914-15. This to the factory men is surprising,

but nevertheless encouraging. And it means that every single official will return to his factory bubbling over with enthusiasm for Omaha and that enthusiasm will find a place on the record book, and when that factory intends to open a branch in the middle west Omaha will find itself first choice.

While other cities are falling off, Omaha is gaining. Agents have surrendered their agencies in many cities, but in Omaha new agencies are opening for business with a confidence that assures success.

All Old Models Sold

The new fall lines of cars are more than abundant. And the Omaha representatives are obtaining every new car possible. Not a firm in Omaha has a 1914 model on the floor. And few have a 1915 model, as no sooner does a carload come in than each machine is delivered to a customer. It takes anywhere from ten to thirty days to procure a machine after signing an order here. The result is that the row is a beehive of industry. Shipments are constantly arriving, but are constantly going out.

Several new firms have entered the field in Omaha of recent date. These concerns have entered into the spirit of business with a vim and are enjoying pleasing success.

So great is the quantity of business carried on in Omaha by some firms that it has been found necessary to maintain two houses, one for wholesale distribution and one for retail sales. Such a movement is truly indicative of Omaha's importance as an automobile distributing center.

Salesrooms Are Large

Another illustrative fact which proves Omaha's significance is the size of the garages and salesrooms. In cities far larger than this motor car houses are but one-story affairs, in likeness to a shed. But in Omaha can be found garages of two, three and four stories in height.

From the standpoint of service, stations in Omaha cannot be exceeded anywhere. No matter what make of car, be it of American or foreign design, the up-to-date repair shops can remedy the defects. New parts of every kind of car are to be had. Exclusive manufacturers who make but one part of a motor, for instance the magneto, maintain service stations here. A short time ago an Omaha supply man received a rush order from Stockton, Cal. The order was for a minute part of an American car which is handled by an agency here, but has no branch. In San Francisco that manufacturer maintains a branch house. But in Frisco it was found impossible to supply the part. The branch house failed to have it. But the Omaha supply house had it and sent it west. An incident

which proves conclusively the assertion that Omaha is second to none as a service point.

Secure Good Service Here

Overland travelers, passing over Lincoln way or other highways, are unanimous in their approval of Omaha. They have found that they may obtain any service they wish and at prices that are really reasonable. The Powell Supply company and the Western Auto Supply company, two of Omaha's leading supply houses, are recognized as two of the most modern and up-to-date firms of their kind in the country. Their reputations are countrywide and they have satisfied many a disgruntled car owner who was traveling through Omaha.

To show in just what light the Cadillac company regards the importance of Omaha, George Reim, the local agent, was called to Detroit to pass his judgment on the eight-cylinder machine, just announced, before it was definitely settled that it should be placed on the market. Reim rendered his verdict on the eight car after carefully examining it and giving a special model a test over fifty miles of road.

When the national announcement was made Reim followed with a local announcement and was one of the first dealers to receive a demonstrator. He will also receive cars on the first delivery shipments.

The manner in which Omaha has taken to the eight-cylinder machine is demonstrative of the progressiveness here. An innovation in this country, although tried with more or less success in Europe, Omahans interested in automobiling have been heard to discuss the eight-cylinder proposition with more than casual interest. The consensus of opinion seems to be that the eight cylinder will prove a success and that other manufacturers will soon fall in line with similar advancements.

But all 1915 cars show improvements, and the Cadillac is not the only car on the row which is creating a sensation. Any number of the light six machines are selling at such low prices for such sturdy cars that it seems impossible. It would be a hard job to make a 1915 selection, and only expert salesmanship or prejudice decreases car-buying these days, for all cars are good cars.

That is one of the advantages of the Omaha market. Some factories slip a cog once in a while and turn out an inferior car or two. Those inferior machines are sold in cities where the dealers are not as scrupulous as they should be. But in Omaha not an agent would touch a poor car. He will inspect all deliveries to him before acceptance, and any car which shows symptoms of inferiority will be sent back to the factory as quickly as it came.