

## Prospects Bright for 1925, Declare Industry Captains

Year Promises to Be Most Prosperous in History of Nation, Many Leaders Assert.

(Continued From Page One.)  
 tries. At present, the demand for the iron and steel products manufactured in the United States is large, persistent and satisfactory.  
 "The new year will probably begin with all of the manufacturing plants operating at full capacity. Also selling prices have advanced to a considerable extent and should afford reasonable profits sufficient to continue the wage rates at the present standard. These were not reduced during the depression, notwithstanding they were not justified by the results of business."  
**Railroads Hopeful.**  
 American railroads enter upon the new year with a hope that the transportation act will be so administered as to accomplish what it was designed to do, by efficient management already attained to earn the statutory income, which has never yet been done.  
 Julius Kruttschnitt, chairman of the executive committee of the Southern Pacific company, thus summed up the condition upon which the carriers depended to continue their accomplishment of 1924, a showing which in itself was a climax to what they had done since 1920. He summarized as their performance in the past four-year period:  
 "1. Reduced operating expenses \$4,852,000 daily in summer of 1924 below those at end of government control and guaranty in 1920; collected \$5,000,000 less in freight bills; paid \$125,000 more taxes. The payments by the public in freight bills plus the taxes collected by the public exceeded the reduction in expenses by \$383,000 every day.  
 "2. Moved the greatest freight traffic in 1923 in their history, without car shortage or congestion.  
 "3. Changed the public attitude from one of hostility to one of friendly cooperation, which contributed vitally to the record of 1923.  
 "4. Established advisory boards of shippers, co-operating with railroad officers, who settle matters of mutual concern before friction of irritation can arise.  
 "5. Reduced loss and damage payments to freight \$230,000 per day.  
 "6. In 10 years ended with 1923 reduced fatalities to persons in train and train service accidents 34 per cent and injuries 35 per cent. Transporting 987,000,000 passengers with but 123 fatalities is the best on record.  
**Full Bill Cut.**  
 "7. Saved \$28,281,000 by more efficient use of fuel.  
 "8. Paid \$40,000,000 less cash-dividends to owners in 1923 and \$192,000,000 more taxes than 10 years before.  
 "9. Spent substantially \$2,000,000,000 on additions and betterments in the four years ending in 1924, although their income was \$2,117,000,000 less than congress intended it should be.  
 "10. Carried nine-tenths of a ton, or 1,800 lbs., an average distance of one mile for 1 cent in 1923."  
 Mr. Kruttschnitt, viewing what lay ahead of the railroads, said: "At the end of the war the public pronounced emphatically against government and in favor of private ownership of railroads. In its transportation act it determined to secure:  
 "1. Adequate transportation facilities to keep pace with the growth of the country through the agency of privately operated railroads by prescribing rates that would secure a railroad income sufficient to raise capital for needed facilities.  
 "2. Freedom from interruption of transportation by creating a tribunal to settle controversies with labor, on which it retained the balance of power."  
 "Because," Mr. Kruttschnitt continued, "the act has never been allowed to function freely, neither aim has been attained."  
 No new laws should defer a reasonable permanent adjustment of the interests of the public, the railroad owners and labor, according to Mr. Kruttschnitt. Public control over labor controversies should not be relaxed but rather should be tightened until all railroad servants realized that "any disloyal act anywhere, or at any time, will be met with such condemnation as will make its success impossible."  
**Near Prosperity Highroad.**  
 "We are nearer the highroad of returning prosperity," said Walter C. Teagle, president of the Standard Oil company of New Jersey, "than we are frankly inclined to admit." However, he expressed solicitude in the light of 1924 experience in what he said was a distinct overproduction in the oil industry. He called the disposition of 530,000,000 barrels of crude oil and its products now in storage in the United States a pressing problem.  
 This overproduction, Mr. Teagle said, was in part due to these vast stores of oil themselves which had been accumulated at higher than present prices, and, in being under-

sold by current production, had failed to stabilize the market. In part it was due also to the fact that gasoline was producing more power per gallon through improved production science. Then, a considerable portion of the requirements of gasoline were being supplied by sources other than straight-run gasoline, such as casinghead gasoline, cracked gasoline. The influx into the oil industry of war millionaires had boosted production from 186,000 barrels in 1918 to 2,530,000 barrels in 1923. Finally, modern transportation had brought production to the doors of the great refineries. Isolation of any great producing was now made impossible.  
 "The people of the United States have seldom if ever been presented with a greater promise of prosperity than today if many of the current business analyses and forecasts are to be taken seriously," said William E. Knox, president of the American Bankers' association.  
 "There are several main factors," Mr. Knox pursued, "to which this favorable outlook is attributed. One is the fact that we have won political peace, with an administration that guarantees economic sanity so far as the national government is concerned. Another is that our banking and monetary situation was never in a better position to serve expanding business. Industrially also the country has ample plant capacity equipped with modern and efficient machinery. Conditions in employment and wages are such as to insure large buying power from the general public. In agriculture the position of the farmer has been improved by spurs, old crops and good prices. Financial conditions in foreign countries, whose purchases are required to take up the slack of surplus production of this country, promise better foreign markets.  
 "Granting that this optimism is soundly based, it may be pointed out that there is one other factor as important as any of the foregoing if we are to have an era of prosperity that will continue for any length of time. This factor is the mental attitude of our people and the consequent use they make of the opportunity of prosperity that is presented. Many a good team has lost its game through overconfidence and prosperity is sometimes impaired by optimism. In the present situation the more cautious fear that there is danger of an era of inflation developing with business activity because of our great supply of gold. But the mere fact that the means are at hand does not necessarily imply that our business men are going to rush headlong into an era of over-trading and our bankers into a period of undue credit expansion. If business men and bankers continue to use good judgment, expanding their operations only as the demand of the public calls for expansion, thus maintaining equilibrium between production and consumption, we need have no fear of an era of inflation. The longer this attitude is maintained, the longer should the period of prosperity continue."  
**The Outlook for the Copper Industry** was deemed "most encouraging" by R. L. Agassiz, president of both the Calumet and Hecla Consolidated Copper company and of the Copper and Brass Research association. He saw no indications of abatement in the domestic demand, and said the situation abroad was "steadily improving."  
**Huge Copper Consumption.**  
 "The domestic consumption in 1923," Mr. Agassiz said, "was the largest in the history of the industry; nearly 1,500,000,000 pounds. This year's consumption has been going at an even higher rate. In spite of the fact that production has increased very materially, the total stock of available copper has decreased considerably since January 1 last, owing to the large refinery deliveries." Copper exports in 1924 now closing

should exceed 1,000,000,000 pounds, Mr. Agassiz expected. This would be a 25 per cent gain over the annual figures of the last three pre-war years, and would be accomplished despite Germany buying only two-thirds as much as before the war.  
 "With world production and consumption of copper running pretty close together at the present time," said Mr. Agassiz, "and increased production on any very large scale unlikely, the outlook for the future has very encouraging aspects."  
 Public utilities, according to Henry L. Doherty, banker, share in a general business outlook for 1925 the country over, which he regards as the most promising he has seen in 29 years. The public service industry, in his opinion, faces the new year with such advantages as the development of group in preference to local ownership; the improved caliber and personnel of regulatory commissions; and the steady advance in nearly all branches of public utility practice.  
 "Local ownership and management," Mr. Doherty said, "has been almost entirely superseded by group ownership as represented by the modern holding company." Such centralized organization, he said, could maintain an extensive staff for the operation of properties which a local company could not afford. Its securities found favor because they insured an investor against carrying all his eggs in one basket.  
**Power Cost Lower.**  
 Improved practice had lowered the cost of electric power despite the mounting price of labor and fuel. Mr. Doherty expected this to encourage the further utilization of power, particularly wherever it could reduce labor cost.  
 The increasing ability of power companies, being regulated by monopolies, to work together without infringement of anti-trust legislation, Mr. Doherty believed, had increased the efficiency and economy of the service they rendered to the public. He said it promised even more for 1925.  
 The automotive industry "should enter 1925 with the greatest confidence," in the belief of Albert P. Sloan, Jr., president of the General Motors corporation. "Prosperity of the farmer and the wage earner," he said, "add greatly to the prosperity of the industry. Conditions, both economic and psychological, are such that the purchasing power of both should equal or be greater than 1924. This insures a good volume of business."  
 "As is generally known, 1923 was the largest year in our history. This year sales to consumers have been slightly less than last year. I see no reason why 1925, using the same measure, should not be equal to 1923."  
 Progress was made by the industry in the direction of stability during the year just closing, according to Mr. Sloan. His own corporation would start 1925 with its dealers' stocks at a normal level in relation to current consumers' demand. It had sacrificed profits in 1924 to accomplish this purpose, but believed it was sound business, the carrying of unreasonable stocks in the field being but an economic loss for which the consumer eventually had to pay.  
**Production Increases.**  
 The tremendous increase in production, Mr. Sloan said, which the industry had enjoyed during its development since "are certainly not going to continue at anywhere near the same pace. The problem now is to eliminate all possible waste in manufacture and distribution. I am confident a more satisfactory business, taken on the whole, will be developed on that foundation, with profits well maintained."  
 The silk industry, according to H. R. Mallinson, president of H. R. Mallinson & Co., Inc., ends 1924 with

to that old log. But he didn't climb out on it. He studied it and studied it. He used both eyes and nose. Presently he noticed some fresh mud on that old log. That was queer. He was sure there had been no mud there before. Very carefully he looked around the place where the fresh mud was and in doing so he discovered a chain. He got hold of the chain and pulled gently. What do you think happened? Why he pulled a

other rock. Mrs. Otter and Little Joe swam swiftly over to them. The young Otters stopped eating the fish they had caught to stare in surprise at the way in which their parents were hurrying.  
 (Copyright, 1924.)  
 The next story: "The Young Otters Are Warned."



Mrs. Otter and Little Joe swam swiftly over to them.

## Burgess Bedtime Stories

By THORNTON W. BURGESS.

Suspicious folk avoid mishaps. By always watching out for traps.

Little Joe Otter

Little Joe Otter is suspicious. Hardly had the trapper disappeared in the woods when Little Joe Otter avoided and crept forth from his hiding place. He intended to climb out on that old log and eat that trout. It was his favorite eating place.  
 But just as he reached that old log and before he had started to climb out on it a queer feeling of uneasiness took possession of him. He had a feeling that something wasn't quite right. Now when Little Joe has that feeling he always needs it. He didn't climb out on that log. He turned and swam over to a flat rock. He climbed out on that and laid the fish down. Somehow he had lost his appetite. He looked long and hard over at that old log.  
 "It looks all right," said Little Joe. "Yes, sir, it looks all right. Just the same I have a feeling that there is something wrong there. I believe I'll go back there and see if I can find out what is wrong."  
 So once more Little Joe swam over

trap out of a place that had been cut in that old log and then covered with mud to hide the freshly cut wood.  
 "Ha!" exclaimed Little Joe as the trap dropped down into the water beside the old log. "I've been afraid of this ever since we were chased by that terrible two-legged creature on our way over here. He must be the one who set this trap. If he set this trap he has set other traps. I must warn Mrs. Otter and the children. That trapper has been watching us. He knew that I had been using this old log. He probably knows all the other places that we are in the habit of going to. We must find out where those traps are."  
 Just then Little Joe heard a splash in the water. There was Mrs. Otter, with a trout in her mouth. He called her over and showed her the trap and where it had been set. "Where are the children?" he demanded.  
 "They are fishing," replied Mrs. Otter, with a most anxious look in her eyes. "We must find them at once. They never have seen a trap, and they know nothing about traps. Oh, dear, I hope they will not get caught before we can find them and warn them!"  
 Just then the smallest young Otter climbed out on a rock, and a moment later her brother climbed out on an-

other rock. Mrs. Otter and Little Joe swam swiftly over to them. The young Otters stopped eating the fish they had caught to stare in surprise at the way in which their parents were hurrying.

## CALLES CUTS DOWN FEDERAL PAYROLL

By Universal Service.  
 Mexico City, Jan. 1.—The diplomatic reception scheduled for today at the national palace was suspended owing to the illness of President Calles, who is suffering from a slight attack of the grip.  
 President Calles continues to carry out his economy plan and order the dropping of 2,000 additional government employes effective New Year's day.  
 See Want Ads are the best business boosters.

# Special Reduction

Sample Demonstrator (Shop-Worn) Used—  
**Grands - Uprights - Players**

A sale of odds and ends comprising a number of **HIGH-GRADE** Grands, Uprights and Players. Many of these are same as new—some slightly used for concert work only—others refinished and all in first-class condition. These Special Prices are at reductions of from 25% to 40% from regular selling price. See these wonderful bargains as they will not last long at prices quoted.  
**VERY LOWEST TERMS**

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Purity Semi-Anthracite is LOW in price, offering ALL the advantages of semi-anthracite, yet costs about the same as the best grade of soft coal.

Order Purity Semi-Anthracite from your dealer today—compare it with any other semi-anthracite at any price and you will find as many new users in Omaha (and thousands in other states) have found, that Purity is the cleanest, hottest and most economical semi-anthracite on the market.



If your dealer cannot supply you with PURITY Semi-Anthracite, Phone Atlantic 4432—for the dealers stocking it.

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