

Gigantic Sales Contest Shows Usual Success

\$25,000 Awarded to Winners in Willys-Overland's Dispute Hailing From All Corners of Country.

Probably no better indication of the general prosperity prevalent throughout the United States can be obtained than the announcement of the winners of the nationwide sales contest which has just been brought to a close by the Willys-Overland company. The winners hail from all corners of the country, nine states as widely separated as New York, Florida, Pennsylvania, California, Kansas, Illinois, Ohio, Virginia and West Virginia, being represented among the leaders.

This sales competition, styled the "Peace-makers' contest" which takes rank as one of the largest sales contests ever conducted by any national sales organization, was of two months' duration, running during the months of July and August.

The contest was conducted so that men in small towns competed only against men in towns of approximately equal size. Dealers were grouped into six divisions, according to the population of their respective cities. Retail salesmen were ranked according to previous performance during the earlier months of the year. There were also divisions for retail sales managers, wholesale representatives, wholesale managers, distributors and branch managers. No opportunity was permitted for any dealer or salesman to claim he was outclassed either from the standpoint of population or buying power.

Twenty-five thousand dollars were distributed in prizes. The capital prizes consisted of six Overland touring cars. In addition to these \$11,225 in cash, 78 chests of silver each valued at \$30, and 500 gold medals, especially struck for the occasion, were also distributed. These medals have the name of the winner engraved upon them as a permanent reminder of the recipient's exceptional sales ability.

Including the first place winners in the different divisions were H. T. Witwer, Elwood, Pa.; Neodesha Motor company, Neodesha, Kan.; Davies-Overland company, El Centro, Cal.; Pomeroy-Overland company, Miami, Fla.; Southern Tier Motor company, Elmira, N. Y.; Willys-Overland, Inc., New York City; Clyde Antonio, Scranton, Pa.; J. H. Popham, Tampa, Fla.; N. Goldsmith, Chicago, Ill.; V. Huttman, Norfolk, Va.; R. E. Hamilton, Zanesville, O.; Sheldon Sharrock, Norwich, O.; C. G. Cotton, El Centro, Cal.; L. G. Edwards, Miami, Fla.; N. W. Yates, Huntington, W. Va.; and H. D. Little, Toledo, O.

Such widespread distribution of the leading prizes could not help but indicate general popularity to executives of Willys-Overland, and to impress upon them forcibly the fact that the good automobile dealer or salesman makes business good wherever he happens to be.

So voluminous was the record of this gigantic event that it required a special corps of clerical aid to handle the thousands of reports from the numerous contestants. Officially and actually engaged in the contest, who faithfully recorded their efforts on written weekly reports, were 8,249 dealers and salesmen, whose efforts were responsible for the sale of 25,743 Overland and Willys-Knight cars during the period of the contest, a 20 per cent increase over normal sales expectations.

PAGE COUNTY PIONEER DIES

Special Dispatch to The Omaha Bee, Clarinda, Ia., Oct. 25.—Thomas A. Edmonds, 86, a pioneer of Page county, coming from Clearmont county, Ohio, in 1856, is the last of 12 children to "pass on." He was at the time of death living on the home place, entered as a claimant in his father's will. He is survived by his son, J. B. Edmonds, and three daughters, Mrs. Will Annan and Mrs. Bert Hughes of Clarinda, and Mrs. Charles Kreamer of Mt. Ayr.

THOUSAND ADDED TO BAPTIST ROLL

Obert, Oct. 25.—Rev. Harry C. Grimes, acting pastor of the Obert Baptist church, giving a report here of the Nebraska Baptist convention, stated that the Baptist churches of the state added over 1,000 new members and called into the state 28 new pastors during the year. An expression of the ministers taken by Secretary F. W. Mainville showed that three out of four Baptist ministers came from the farm.

Farm Bureau Adds 72 New Members

Special Dispatch to The Omaha Bee, Clarinda, Ia., Oct. 25.—The farm bureau membership drive, now in its second week, shows a gain of 72 names. The indications are that 200 names will be added, which will place Page county far above the average in the state. The campaign will be continued until every farmer in the county had been invited to join in the work.

Newcastle Starts Work on Water Plant Extension

Newcastle, Oct. 25.—Work on the extension of the water system, bonds for which were voted at a special election held a few weeks ago, has begun here. Streets have been improved, new culverts installed, new cross-walks laid, new buildings erected and several business places and offices enlarged and improved.

Church Holds Indoor Picnic

Hartington, Oct. 25.—For the purpose of making a wider acquaintance and bringing about a closer fellowship the social committee of the First Congregational church here arranged for a church family picnic and invited the whole constituency of the church to come to the parish house and bring filled baskets. The picnic held Wednesday night, was followed by a program in the church auditorium.

Fremont Man Buys International



Above is pictured a model 63 three-ton International motor truck just delivered to Charles Hansen of Fremont, Neb.

Hansen has been in the transfer business for many years, using lighter trucks in his work between Omaha and Fremont. However, increase of business has necessitated adding larger equipment.

Hansen, in speaking of his purchase of an International, said: "After having used a one-ton International truck for some time and the growth of my business demanding a larger truck, I felt that the International would make it possible for me to give my customers the best service at least cost."

Cleveland Party Sets New Record

Company Starts on Trip With Auto Equipped With Complete Kitchenette.

L. S. Brooker and party of Cleveland, O., are probably the first automobile tourists to start out on a long journey in an automobile equipped with complete kitchenette, including the refrigerator. They recently arrived in Seattle after a journey of 4,300 miles through western states during which the kitchenette supplemented the camping outfit, furnishing fresh food and water at all times. The Flint six sedan in which the trip was made weighed 3,600 pounds and carries excess weight of approximately 1400 pounds without suffering any mechanical trouble.

When contemplating the trip, Brooker decided to be prepared for emergencies and constructed a compact kitchenette which was to be mounted on the chassis by means of a three-inch channel iron at the rear. It was first thought to make the trip in a four-cylinder car but the party decided that a larger car would be needed and the Flint six was chosen because its super-rigid frame with tubular backbone and tubular motor supports would meet the requirement for strength, and the seventy-horsepower motor could pull the load over the hills in good order.

Speaking of this trip, Mr. Brooker made the following comments: "We left Cleveland, driving through Detroit, Toledo, Flint, Michigan, to a fishing resort in the northern part of the state. We then drove to Chicago and north again to Milwaukee, to a fishing resort in the northern part of the state. Our course then carried us to Redwood Falls, Minn.; to Rapid City, S. D., where we weighed the car, finding that the total with passengers was 5,010 pounds. "We then proceeded through the southern part of the hills, visiting Custer, Cave of the Winds, Needles, Sylvan lake and Camp McMasters, passed through Yellowstone Park, Buffalo, Wyoming and passing Shoshone canyon and Palisades on the way."

OAKLAND CONCERN GETS NEW MANAGER

C. W. Matheson, vice president and director of sales of the Oakland Motor Car company, announces the appointment of A. L. McMeans as district manager for Oakland on the Pacific coast.

Mr. McMeans will have headquarters at San Francisco and will direct the field activities of the largest Oakland sales district, with the states of California, Nevada and Arizona under his jurisdiction.

This appointment renews a business association of many years standing, as Mr. Matheson was formerly in charge of sales for Dodge Brothers, and Mr. McMeans was executive secretary of the same organization, in charge of Dodge finances and accounting for 14 years. For the last three years, Mr. McMeans has been president of the Michigan Lubricator company of Detroit.

Ashland Catholic Church to Be Dedicated October 29

Ashland, Oct. 25.—The newly organized Catholic church of Ashland will hold dedication ceremonies at their church Wednesday, October 29, Bishop Francis J. Beckman of Lincoln officiating. Women of the parish will serve a fried chicken dinner at noon. Bishop Beckman will deliver an address in the afternoon. Delegations are expected from Omaha, Lincoln, Wahoo, Gretna and other adjacent towns.

While Ashland is one of the oldest and wealthiest communities in the state, no Catholic congregation organized until recently. Father Egerth of the Franciscan Fathers at Lincoln is the pastor in charge. He will conduct a three-day mission on the three evenings preceding the date of dedication. He is a Kentuckian and has had much experience as a missionary priest in the southwestern United States among the Indians and Mexicans.

A feature of the dedication will be the attendance as a guest of the parish of Mrs. Bogan of Lincoln, a pioneer resident of Ashland and one of the first Catholics.

Postal Cards Sent From Germany on Zeppelin Received at Columbus

Columbus, Oct. 25.—Eight postal cards have been received by Dr. A. V. Lueschen that made the trip from Germany to New York in the Zeppelin ZR-3. The direction at the top of the cards designate them "Mit Luft" (by air mail). The postage on each of the cards, which bear written messages and on reverse side pictures, was 50 pfennigs or 25 cents each in American money. The cards came from New York to Columbus by train.

Modern Motor Bus Creates Business

So Declares M. E. Forbes, Pierce-Arrow President, in Magazine Article.

"The motor bus industry has found itself. Producers of equipment and users of equipment alike now see the motor bus for what it really is—the builder of new business; not a substitute for established and necessary forms of transportation."

Thus writes Mr. Myron E. Forbes, president of the Pierce-Arrow Motor Car company, in an article in a current issue of the Timken Magazine, under the title of "What is Happening in the Motor Bus Industry?"

"The experience of the last year has blasted the old notion that every passenger carried by motor busses represented the loss of a fare to electric railways, steam roads or other forms of transportation," says Mr. Forbes. "The truth is, modern motor busses create new business."

Mr. Forbes outlines how existing forms of transportation always have regarded new forms with the feeling that they would rob the then present systems of business, and he shows that just the reverse invariably has proved to be the case.

"Experience teaches us that just as fast as additional means of pleasurable, safe and rapid transit is offered the public, the public utilizes it—rides just so much more," says the article.

"How many miles did the average man travel in vehicles in the year 1923? Would 100 miles be a fair guess? How many of us think nothing of traveling from 5,000 to 10,000 miles a year today in automobiles? And from 1,000 to 2,000 miles in addition to this on railroads?"

"In a similar way, motor busses will lure tens of thousands of persons into riding hundreds of thousands of miles this coming year—much of it in addition to their use of established transportation mediums. "They will ride more than ever this year because motor busses are being made more inviting, safer, speedier and more pleasurable."

Mr. Forbes' article is of especial timeliness in view of the recent development made by the Pierce-Arrow company in the refinement of a six-cylinder Pierce-Arrow bus chassis, capable of traveling 50 miles an hour, if desired.

Hudson and Essex Prices Are Cut

Coaches Reduced, Due to Specializing in Closed Cars.

The Omaha Hudson Essex company, local distributors for Hudson and Essex cars, have received word of a reduction in the price of Hudson closed cars, taking effect immediately.

The Hudson Coach is reduced \$105 from its previous price of \$1,395 f. o. b. Detroit.

The Essex coach is also reduced \$55 and now lists at the factory for \$945.

Mr. Davison of the Omaha Hudson Essex company states this reduction has been brought about through the country-wide approval given Hudson Essex coaches, resulting in a closed car production surpassing that of any other six cylinder car.

These new prices are the result of specialization in the manufacturing of closed cars.

W. C. T. U. Meets Tuesday

Omaha chapter, W. C. T. U., will meet Tuesday afternoon at 2 at the Y. M. C. A. to hear reports from store or at Sherman & McConnell.

Gazing Through the Pipe Smoke

By O. O. M'INTYRE.

In every life there are certain incidents—mostly inconsequential that leave an indelible impression. As the years roll they recur to you with fleeting monotony. You may be in a street car, in the street, in the bath or passing through

large middle west city. His father was a pawnbroker. His mother had been a character actress with Joseph Jefferson. A pawnbroker to me represented all the combined vices of Egypt. One day at noon the son asked me to go around with him to see his father.



These little incidents bob up now and then and you wonder why.

An insomniac night yet these little incidents now and then bob up and you wonder why.

There seems to be no reason for their recurrence. You are certain they are not recalled by any particular thought or object of your vision at the time.

I have always been a great believer in mental telepathy, although I know nothing of the science, if there be any, of thought transference. I only know of innumerable instances.

Here is one of recent vintage. From the time I write it was just a week when I suddenly asked my wife if she knew whatever had become of a family named Heaverlich.

They used to live in the same hotel some 10 years ago. I don't believe either of us had thought of them for at least nine years. There was quite a long discussion about the son, Armand, who had passed away during the influenza epidemic—a fine, likeable young fellow.

At identical hour. Today my wife was on the way to a bank in the neighborhood. She met with the father and a daughter. Both were in mourning. She was told that the mother had died suddenly the very hour of the afternoon we had discussed the family. Coincidence. Maybe.

I am wandering from my subject. I was discussing those little inconsequential incidents that float into the mental ken. Somehow I couple them up with thought transference but I don't know exactly why. I have many of them come back to me. There was Goff Smith. He went to school with me in a

While he talked to him at a sort of cashier's cage I gazed into the glass counter filled with pledged articles. There was an old fashioned dinner horn among them.

I don't believe there are six months pass by without the thought of that old dinner horn flashing through my mind. It has come to me in the theater, on trains, on ocean liners and where not.

Ordinary, Yet Unusual. Another time in the same city I met on the street an old steamboat cook. The Ohio was at low ebb and he was temporarily serving free lunch to beer patrons in a saloon. He once lived in a town where I was raised. It was just a casual meeting and an exchange of ordinary greetings.

Yet that meeting somehow made a lasting impression. It, too, comes back to mind with regularity.

Here is another instance of thought transference. In a small town there came several times a year a clothing drummer. I did not know him but all of the young men rather admired his rather gaudy clothes. He was what we call a dude.

At the St. Louis world's fair one day I saw him in one of the buildings. He was with a vaudeville actress who, as a gallery god, I had greatly admired and unknown to them I followed them around for quite a walk—mostly just to look at her.

From St. Louis to London. At least 20 years from that time I was laid up in a London hotel with a slight cold. Somehow old scenes and old incidents came to mind and I thought of this clothing drummer.

In fact I could not get my mind off of him. That night I decided to go down to the Savoy grill for dinner. I had been there about 10 minutes when the head waiter ushered the clothing drummer to a seat at an adjoining table facing me. Those are not unusual instances. They come to all of us but to all of us they remain a mystery.

We are all likely to ignore the hurts and troubles of children. Yet youthful tragedies are the most tragic of all and they remain in memory longer. I am still upset today in thinking of one that came to me.

I had been given "Tom Sawyer" for Christmas. Two nights later I started to read it. It had been imperfectly bound and 12 pages were missing. Nothing since that time has made me quite so desolate. For days I could not rise about this youthful tragedy. Looking back over many years I still believe it to be the worst disappointment of my life—and I have had many.

Floyd Dell has told of the bitterness that came to him as a young boy and caused him for years to hate the sight of money, even after he grew up. He had contracted to dig a neighbor's garden for 5 cents so he could buy the girl across the way a poke of candy that evening. He labored hard and when the owner of the garden came home he was complimented by him, but he neglected to give him the 5 cents. He had promised the girl the candy for that evening. He was too young—also too shy—to explain his misdeed to his employer. So he went to bed almost broken-hearted.

A week or so later the man called him and gave him a dozen pennies—more than the amount asked for. Dell took the money behind the barn and threw them to the winds. He de-

spised money for years more than anything in the world.

For parents to disappoint or break their word with children is a dangerous thing. Children may forgive, but they never forget.

A very successful man once told me how his parents had promised to take him to a county fair in a neighboring town. He had looked forward to it for several weeks. The night before the journey his father told him they had decided not to take him. There was no explanation. He felt they did not want him.

"I was only 9 years old," he said, "but I became embittered and from that best boy in the neighborhood I changed to the worst. At 14 I was arrested as the leader of a gang that broke into a hardware store at night. It was many years before I found myself and realized how foolish I was."

The day of stern, forbidding parents has happily passed. It has been my observation that the fathers and mothers who make chums of their children rarely regret it.

Every boy and every girl should feel privileged to go to parents first with their troubles.

A friend of mine has recently become the father of a son. He wrote in a magazine which he edits that he had pledged himself never to interfere with his son's bent. Of course, he has high hopes for him, but if the boy wants to become a ditch digger he is not going to stand in his way. He is going to try to show him the finer things of life and by example help to mold his character, but whatever career the boy chooses to follow he is not going to interfere.

It is my guess that the boy, under this influence, is going to select an honorable calling.

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CADILLAC SALES CAUSE SHORTAGE

So great has been the demand for the new custom built Cadillac that the Cadillac Motor Car company already has a shortage of this line of cars. The local distributor, J. H. Hansen, states this shortage is felt keenly. It was expected by the manufacturers that this line of cars would prove to be a great stimulus to Cadillac sales, but this shortage shows that the reception of this line of cars was far above expectations.

FEW KNOW THAT THEY HAVE PYORRHEA

How to Detect It—Try These Simple Tests.

Dentists claim that more than 50 per cent of all adults are afflicted with this treacherous disease and that half its victims do not know they have it. Why take a chance? Look into your mirror now. If your gums are red and inflamed; if pus comes when you press your fingers against the gums; if you have foul breath or loose teeth, then you have pyorrhea. It is a poisonous pus infecting the system and causing rheumatism, neuralgia, neuritis, kidney disorders, etc. Pyorrhea starts without any pain or other violent warning, and gets worse and worse. Stop it while you can. Get a bottle of Jo-Vex, the new Pyorrhea remedy.

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