## **OLDSMOBILE HEAD BANQUETS** DEALERS

P. L. Emerson Gives Comprehensive Talk to Dealers; Explains Means of Combating Freight Car Shortage.

The dealers of the Nebraska Oldsmobile company organization were guests of Charles A. Tucker last evening at a dinner at the Fontenelle hotel.

The Nebraska Oldsmobile company has probably made the most phenomenal growth of any Nebraska automobile organization. This company was organized one year ago and since that time, due to the efforts of Charles A. Tucker, has built up a dealer organization 125 strong. This organization. as young as it is, holds second place in number of cars sold for the Olds factory.

### Emerson Is Spokesman.

Among the guests at the dinner were P. L. Emerson, general sales manager of the Oldsmobile factory; A. L. Bergstem, district representa tive for the factory; J. R. O'Neal, manager of the Omaha branch, and R. A. Harvey, a member of the firm.

Mr. Emerson was the spokesman of the evening and gave a very comprehensive talk regarding the Oldsmobile factory and the advances made by it. One year and a half ago the Oldsmobile factory was regarded as the smallest unit of the General Motors company organization and in that short space of time it has been brought up to second place. Recently two large buildings have been constructed, which gives the present site just double the floor space and capacity.

### Just Like Gold Bond.

The remarkableness of the progress made by the Oldsmobile company is very evident from its achievements. Mr. Emerson regards the Oldsmobile franchise as nothing short of a gold bond contract. They have made faster strides in putting production through on a large scale than any other General Motors company unit. Innumerable obstacles have been overcome in getting equipment for shipping cars to dealers. In order to get cars to dealers and avoid delays the Oldsmobile factory has in some cases sent out its own crews to shovel snow from roads enroute to Chicago, Grand Rapids, Michigan City and Detroit.

No Expense Spared. Mr. Emerson said they had spared no expense to help the dealers overcome the freight equipment problem. "The past month's business and the business done at the Omaha Auto show," asserts Mr. Emerson, "has exceeded their wildest expectations.



ors" night. As no society night has been designated, it is believed that the society will be out en mass to mingle with the boys in khaki and blue and make the evening pleasant.

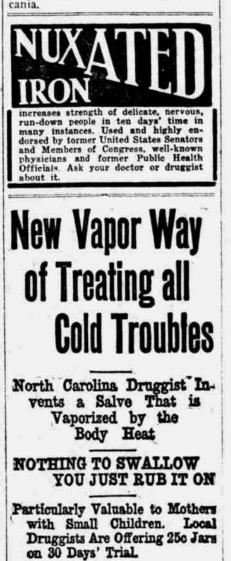
A special motor display was given Auto show visitors yesterday afternoon when the fire department was called to Fifteenth and Howard streets. A truck in front of the Auditorium on fire, resulted in an alarm being sent in that the building was burning. A large part of the motor driven apparatus responded. The fire was easily 'extinguished,

The Card-Adams Motor company will be hosts at a luncheon for Chandler dealers at noon today.

C. S. Hurst, sales manager of the Olympian Motor Car company of Pontiac, Mich., is attending the auto show. While here he is assisting the Dill Motor Car company in demonstrating the Olympian line.

Tuscania Victim Found.

A Scotch Port, Feb. 28 .- The finding at sea yesterday of the body of James McKosky of Watervliet, N. Y., has increased to 212 the number of Americans lost on the transport Tus-



Colds are simply inflammations of the air passages and everybody knows that the only way to reach the air passages direct is by means of vapors that can be inhaled. The old-fashioned vapor treatments however, were cumbersome and costly, but a North

Carolina druggist solved this problem

by inventing a salve that is vapor-ized by the body heat.

This preparation, known as Vick's VapoRub, is now being introduced here. The local druggists know the

danger of constant "dosing," especially

to small children and are anxious

that all their customers should try

this new "outside" treatment. Ar-

rangements have accordingly been made with the manufacturers to sell the small size jars, price 25c, on 30

days' trial-no charge to be made if

the customer is not delighted with

For deep chest colds, sore throat,

bronchitis, tonsilitis, or incipient pneumonia VapoRub should be applied over

the throat and chest and covered with

a warm fiannel cloth. The vapors

skin taking out that tightness and

For head colds, hay fever, catarris

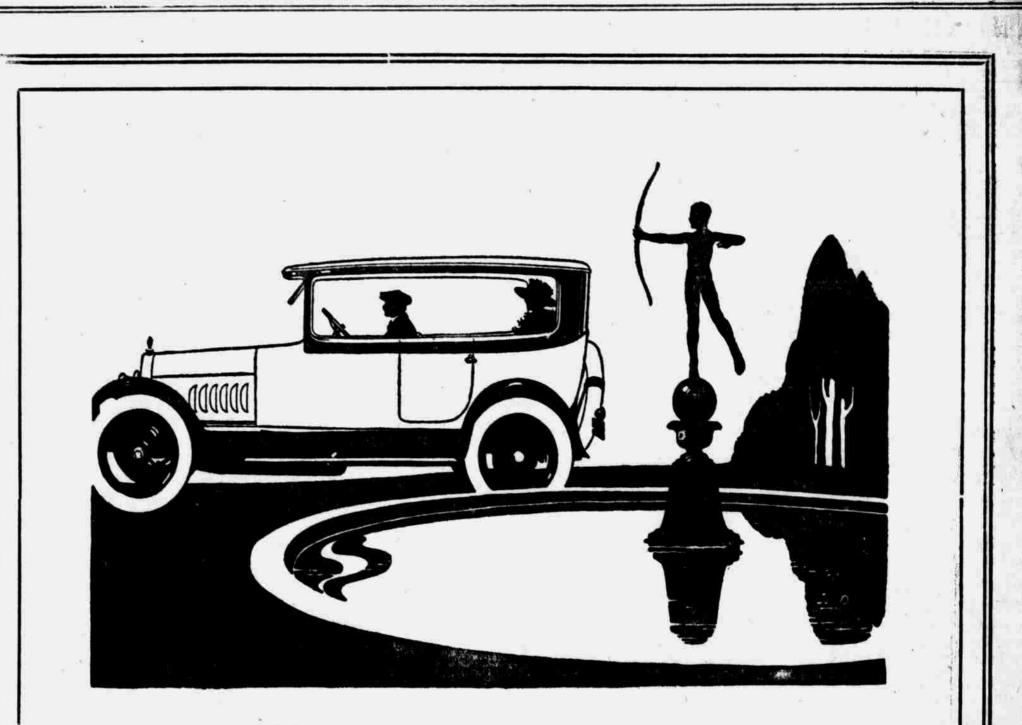
or asthmatic troubles VapoRub can

either be applied up the nostrils or a

soreness in the chest,

the results.

HE BEE: OMAHA, FRIDAY, MARCH 1, 1918.



## PEERLESS **Two-Power Range Eight**

'A Trickle of Power-or a Torrent

**R**EVISE your conviction that Big Power means constant expense. With Two-Power Ranges, you may send the power to your rear wheels in a tiny trickle-or, if need be, in a rushing torrent.

The Douglas Motors corporation, the only concern in Omaha manufacturing passenger cars and trucks, has a wonderful display of its product at the Auto show.

The Douglas combination body truck has attracted a great deal of attention from visitors and factory representatives. Dealers are closing for the line in the states of Nebraska, Iowa and South Dakota.

The attractive four-passenger speedster on display in the Douglas exhibit has been sold to the company's representative at Cincin-

H. I. Gannett, secretary of the company, is the designer of both the

Company, is the designer of both the Douglas speedster and the truck. George E. Twittmeyer, advertising manager for the Peerless Motor Car company of Cheroles Motor Car company of Cleveland, is attending the Auto show and assisting George F. Reim, local distributor, in introducing his cars in this territory.

The Stewart truck exhibit in the lobby of the Fontenelle hotel is attracting a great deal of attention. The greaseless bearings, eliminating oil cups are examined with interest by The big truck is placed directly in front of the entrance where it must be viewed by all visitors entering and leaving the hotel. The Jones-Opper company is distributor in northern Nebraska and western Iowá.

How to Make an Inexpensive Mixture That Will Darken Streaked or

be immediately made black, brown or light brown, whichever shade you desire, by the use of the following remedy that you can make at home: Merely get a small box of Orlex powder at any drug store. It costs only 25 cents and no extras to buy. Dissolve it in one ounce of water and comb it through the hair. Full directions for use come in each box.

You need not hesitate to use Orlex. as a \$100.00 gold bond comes in each box guaranteeing the user that Orlex powder does not contain silver. lead, zinc, sulphur, mercury, aniline, coal-tar products or their derivatives.

End Dandruff

It does not rub off, is not sticky or gummy and leaves the hair fluffy. It U. S. Employment Service, Dept. of Labor. will make a gray-haired person look twenty years younger.-Adv.

There is one sure way that has never failed to remove dandruff at

once, and that is to dissolve it, then you destroy it entirely. To do this,

just get about four ounces of plain, common liquid arvon from any drug

A Sure Way To

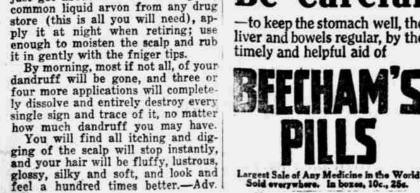
little melted in a spoon and the vapors inhaled. Croup is usually relieved within fifteen minutes and one appli-cation at bedtime prevents a night attack. Win the War by Preparing the Land, Sowing the Seed and Producing Bigger Crops.

 Iter and the solution of the solu needs the men. The Government of the United States wants every man who can effectively help to do farm work this year. It wants the land in the United States developed first, of course; but it also wants to help Canada. Whenever we find a man we can spare to Canada's fields after ours are supplied, we want to direct him there. Apply to our Em-ployment Service, and we will tell where you can best serve the combined interests. Western Canada's help will be required not later than April 5th. Wages to competent help, 550 a month and up, board and lodg-ing. Those who respond to this appeal will get a warm welcome, good wages, good board and find comfortable homes. They will get a rate of one cent a mile from Canadian bounrate of one cent a mile from Canadian boun-

dry points to destination and return. For particulars as to routes and places where employment may be had apply to



-to keep the stomach well, the liver and bowels regular, by the timely and helpful aid of



For everyday utility driving you use a trickle of power in a soft, smooth, even flow and operate with no more expense than if you had no big reserve of power and speed.

For the occasional distance-driving you have eighty horse power-ready on the instant, to level the steepest grades-to make time laugh at distance-to vie with any contender no matter what its "class."

For utility driving you have an excess of agility and smoothness-with economy. For distance driving you have an excess of power and speed-unhampered.

Let us show you the satisfaction of owning one car which combines these opposite virtues-which charms you with its "dual personality."

# The Loafing Range



FOR all ordinary uses the Peer-less operates entirely within its "loafing" range of power.

In this range the performance is notable for its soft, smooth agility and all absence of apparent effort.

And in this range it performs on half rations—consuming fuel so sparingly as to shame many a lesser powered six-even many a four.

Seven-Passenger Touring \$2,340

(Weight, 3,500 Pounds)

Four-Passenger Roadster .... \$2,340 Four-Passenger Coupe ...... \$2,850 Six-Passenger Sedan ......\$2,990 Seven-Passenger Limosine ...\$3,690 F. O. B. Cleveland, Ohio.

Subject to Change Without Notice.

# The Sporting Range

**A** S you open the throttle and A reach what you would conceive to be the car's limit of power and speed, you automatically release her double poppets and utterly change the character of her performance.

In her "sporting" range she has the attributes of a racer. Uncommonly severe grades are as nothing—any speed you would dare is yours to command.

### George F. Reim Company GEORGE F. REIM, President.

Phone Harney 10.

Distributors for Nebraska and Southwestern Iowa.

31st and Harney Sts.

