

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 representative 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."

EXHAUST ECHOES

Items of Interest Seen and Heard at Omaha Exposition
HEARD AT SHOW

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 Cincinnati, O.

H. I. Gannett, secretary of 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 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 all. 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 Iowa.

Tonight will be "Soldiers and Sailors" WARTIME RECIPE FOR GRAY HAIR

How to Make an Inexpensive Mixture That Will Darken Streaked or Faded Gray Hair.

Gray, streaked or faded hair can 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.

It does not rub off or is not sticky or gummy and leaves the hair fluffy. It will make a gray-haired person look twenty years younger.—Adv.

A Sure Way To End Dandruff

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 (will need), apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

By morning, most if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it, no matter how much dandruff you may have.

You will find all itching and digging of the scalp will stop instantly, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.—Adv.

ors" night. As no society night has been designated, it is believed that the society will be out en masse 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 Waterlet, N. Y. has increased to 212 the number of Americans lost on the transport Tuscania.

NUXATED IRON

increases strength of delicate, nervous, run-down people in ten days' time in many instances. Used and highly endorsed by former United States Senators and Members of Congress, well-known physicians and former Public Health Officials. Ask your doctor or druggist about it.

New Vapor Way of Treating all Cold Troubles

North Carolina Druggist Invents a Salve That is Vaporized by the Body Heat

NOTHING TO SWALLOW YOU JUST RUB IT ON

Particularly Valuable to Mothers with Small Children. Local Druggists Are Offering 25c Jars on 30 Days' Trial.

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 vaporized 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. Arrangements 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 the results.

For deep chest colds, sore throat, bronchitis, tonsillitis, or incipient pneumonia VapoRub should be applied over the throat and chest and covered with a warm flannel cloth. The vapors arising carry the medication, with each breath, to the air passages and lungs. In addition VapoRub is absorbed through and stimulates the skin taking out that tightness and soreness in the chest.

For head colds, hay fever, catarrh or asthmatic troubles VapoRub can either be applied up the nostrils or a little melted in a spoon and the vapors inhaled. Croup is usually relieved within fifteen minutes and one application at bedtime prevents a night attack.

Win the War by Preparing the Land, Sowing the Seed and Producing Bigger Crops.

Work in Joint Effort the Soil of the U. S. and Canada—Co-operative Farming in Man Power Necessary to Win the Battle for Liberty. The Food Controllers of United States and Canada are asking for greater food production. Scarcely 100,000,000 bushels of wheat can be sent to the allies overseas before the crop harvest. Upon the efforts of the United States and Canada rests the burden of supply. Every Available Tillable Acre Must Contribute. Every Available Farmer and Farm Hand Must Assist. Western Canada has an enormous acreage to be seeded, but man power is short, and an appeal to the United States allies is for more men for seeding operations. Canada's Wheat Production Last Year was 225,000,000 Bushels; the demand from Canada Alone for 1918 is 400,000,000 Bushels. To secure this she must have assistance. She has the land, but 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 Employment 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, \$50 a month and up, board and lodging. 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 boundary points to destination and return. For particulars as to routes and places where employment may be had apply to U. S. Employment Service, Dept. of Labor.

NO BREAK A COLD IN ONE DAY

Be Careful —to keep the stomach well, the liver and bowels regular, by the timely and helpful aid of

BEECHAM'S PILLS

Largest Sale of Any Medicine in the World Sold everywhere. In boxes, 10c, 25c.



PEERLESS

Two-Power Range Eight

A Trickle of Power—or a Torrent

REVISE 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.

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 Peerless 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 ... \$2,240

Two-Passenger Sporting Roadster ... \$2,400

Four-Passenger Coupe ... \$2,550

Six-Passenger Sedan ... \$2,900

Seven-Passenger Limousine ... \$3,600

F. O. B. Cleveland, Ohio. Subject to Change Without Notice.

The Sporting Range

AS you open the throttle and 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.