

OMAHA FOR MEDICAL CENTER

Chancellor Avery of State University Says it is Ideal Location.

FIELD IS RAPIDLY PROGRESSING

People are Understanding Medicine Better Every Day and Quacks are Fast Being Driven from Profession.

Chancellor S. Avery of the University of Nebraska pleaded with Omaha business men at the Commercial club to make Omaha a medical center of the middle west. He said that some one with money who wished to build a monument to the memory of a relative or for himself could find no better place than to add a building to the Omaha Medical college of the state university. The best place for a medical center between Chicago and the Pacific coast, he said, is in Omaha. He declared there should be a medical college here endowed with \$1,000,000 or more.

Chancellor Avery told of the progress that had been made during the last fifty years in the science of medicine, saying that there had been greater progress in the field of public health, sanitation and general hygiene education than in any other professional or business field. He told of the fights that had been made against quacks and medical frauds and said there soon will be no place for patent cure-all medicines.

Sees Humor in Situation.

The speaker advised his audience when explaining why he happened to be in Omaha while the great conflict over university removal is being waged in Lincoln. "There is a great deal of humor connected with legislation," said he. "Some day I am going to write a book on legislative humor, and I have been told by some people in Lincoln who have been viewing the fight over university removal that they do not care how soon I write the book."

In describing the different attitudes of legislators toward the removal he told this story: "An alumna in the legislature came to me and protested the removal. This man said: 'I courted and won my wife in that old building there, and if they should tear it down there would be nothing left to the university for me.' Another alumna legislator said: 'I wooed and won my wife in that old building and I would like to see it torn down.'"

Prof. C. W. Fugisley, superintendent of the farm experiment station at the university, was also a speaker before the club. He argued for the establishment in Nebraska of county farm management associations. He said the Farmers' Institute has almost outgrown its usefulness for the reason that it lacks the personal contact with the farmer, giving him a few pointers on agricultural developments in the lectures and failing to follow up the pointers. The speaker thought organizations of farmers in each county, working under expert agricultural advisers the year round, would meet the needs of the present day.

DR. SAMUEL DODDS HOLDS BIBLE INSTITUTE AT DUNDEE

The Bible institute which has been in progress for two days at the Dundee Presbyterian church will continue for some ten days longer.

It is in charge of Rev. Samuel Dodds D. D., said to be one of the foremost Bible scholars and teachers of the country, who has held professorships in prominent eastern institutions.

Afternoon and evening sessions are held in the afternoon from 2:30 to 4:30 and in the evening beginning at 8 o'clock. The book of Hebrews is taught in the afternoon and Acts of the Apostles in the evening.

Rev. G. E. Fisher, pastor of the church, announces that the meetings are open to all who desire to attend without stipulated cost, each contributing what he may wish.

WESTERN PART OF STATE IS COMING CREAMERY SECTION

"The western part of Nebraska is rapidly developing into a great dairy section," said W. E. Spence, manager of the Alliance creamery, who is in the city.

"A few years ago," continued Mr. Spence, "farmers and ranch owners in the west half of Nebraska were not giving any attention to the dairy business, but now they are buying all the cows they can get hold of and are anxious for more. At our creamery even at this season of the year we are making on an average of 1,000 pounds of butter daily, all of which has practically a home market."

"O! O! That Itching!" Stopped Instantly

Try ZEMO; Skin Troubles Vanish.

Buy a 25c Bottle Today and Prove It. Glory! A remedy for skin troubles that makes everybody smile and say "How-hey!" If you have that terrible



"Give Me ZEMO, Quick! It is Guaranteed to Stop this Terrible Itching Instantly." Very, unrelenting itching, scorching, raw, eczema, prickly heat, rash, nettle, irritated or inflamed skin, blotches, pimples or blackheads, you will marvel at the results of ZEMO. ZEMO is a clean, antiseptic solution, not a grease or ointment. Itching vanishes at the first application; this is absolutely guaranteed or money refunded. Use it on the baby, too. It gives immediate relief in all skin troubles. Dandruff and scalp itching vanish. "Suffered 22 years with eczema. Finally tried ZEMO. It cured me sound and well. That was 12 months ago. ZEMO is a blessing." Mrs. B. Eason, Hope, Ark. First-class druggists everywhere sell ZEMO for 25c a sealed bottle, or sent direct on receipt of price by W. W. Rose Medicine Co., St. Louis, Mo. Sold and guaranteed in Omaha by Sherman & McConnell Drug Co., and all other leading druggists.

CHANCELLOR AVERY CALLS OMAHA MEDICAL CENTER.



DR. SAMUEL AVERY.

and into towns of eastern Wyoming, where we are unable to supply the demand."

REPUBLIC RUBBER MEN TO HAVE MODEL CLUB

Carrying out a matter President T. L. Robinson of the Republic Rubber Company at Youngstown, O., has had in mind for a considerable period, the directors at the annual meeting held recently, authorized the construction of a club house. This building, which will be located just across the street from the main office in Albert street, will cover a ground space of 60x130 feet, and will be of brick construction, three stories high.

The first floor will be given over to bowling alleys, pool tables, stover baths, reading and lounging rooms; the second to a lunch room in which all employees can secure hot coffee and eat their lunch, and the third floor will be devoted to dining room for office employees, a suite of six rooms being set apart as living apartments for the steward. The second floor also will be used for meetings in which employees are interested. It is the intention to begin the construction work at once.

The new club house will be partially under the control of the 1,500 employees of the plant.

VAN BRUNT SAYS HIS CAR IS MOST MODESTLY PRICED

What is probably the most popular car of the 1913 models and one which the Willys-Overland company claims is the most modestly priced touring car on the market is model 69, the 30-horsepower, five-passenger touring car at \$985, with complete equipment.

Speaking of the model 69T Harry Van Brunt says: "This model has proved to be of the season's sensation. It is a real automobile—not a little frail, cramped machine, but in the largest car ever offered selling at such a nominal price as is evidenced by its specifications. The 30-horsepower motor, has four 12 1/2-inch cylinders, giving reserve power and speed to meet all rational requirements. The three speed and reverse selective transmission is equipped with ball bearings. Ignition is furnished by Remy magneto and batteries. The long wheel base of 110 inches and semi-elliptic front and three-quarter elliptic rear springs assure easy riding over the roughest roads. This chassis is equipped with the five-passenger touring body, four-passenger touring car, two-passenger roadster and three-passenger coupe.

NEW FACTORY NEEDED TO SUPPLY DEMAND FOR AUTOS

Famous over night and at the end of its first year acknowledged to be one of the leaders in its field is the record of the Briggs-Detroit company, manufacturers of the popular priced Detroit, sold by T. G. Northwall of Omaha: It is literally true that within a month after the first announcement was made more than 2,000 dealers wrote and wired for territory. The factory worked day and night during the last summer to keep up with the demand and at the present time a new factory that will quadruple the output of the former plant is already well along toward completion.

GOVERNOR AND STAFF TO GET WISE MEMORIAL BUTTONS

When Governor Morehead and his staff pass through here this evening en route to the inaugural exercises at Washington, a committee of ten women from the Wise Memorial hospital fund will meet the train and adorn the whole aggregation with some of the buttons that will be used here on March 4. The buttons are unique affairs and carry besides the portrait of President-elect Wilson also a pretty emblem of United States flags.

TIRE FIRM MANAGER MAKES PLANS FOR A CAMPAIGN

Preparatory to starting a vigorous selling campaign on Michelin tires, C. V. Finckham, manager of western territory for the Michelin Tire company, with headquarters in Kansas City, is in Omaha laying plans for the aggressive spring work. The goods will be distributed through the Western Auto Supply company of Omaha.

VALLEY MAN BUYS AUTO COMPLETELY EQUIPPED

Gilbert Peterson, of Valley purchased about the most completely equipped automobile sold at the show this week. The car is a Firestone-Columbus and was sold by Ed Richtenbacher. It has every modern appliance and practical attachment on the market.

Baker Gains 211 Per Cent.

Official report has just been made public that the pleasure car sales of the Baker Motor Vehicle company of Cleveland for January, 1913, were a net increase of 211 per cent over January, 1912. The officers of the company attribute this big gain to the popularity of their new cars, coupe and brougham, and the expansion of service operations which customers appreciate.

Death on the Gallows. Is sharp, short agony. The lame back or kidney trouble is daily misery. Take Electric Bitters for quick relief. 50c. For sale by Heaton Drug Co.—Advertisement.

CARS GIVEN SEVERE TESTS

Mighty Michigan is Put Through Some Extra Hard Stunts.

GROUND ESPECIALLY ADAPTED

Assistant Sales Manager Tells of the Efforts to Locate Any Defects in Cars Before Shipping.

"It is the ambition of every manufacturer," says William J. Slater, assistant general sales manager of the Michigan Motor Car company, Kalamazoo, Mich., "to send his car to the customer in such a state of mechanical perfection that he can be sure there can occur no strain to which the car has not already been subjected. Many factories use the drum test, and many have built a special track of their own in attempt to duplicate actual road conditions. Many ingenious artificial devices have been designed and are in daily use for the purpose of testing.

"At Kalamazoo, however, none of these artificial devices are used; but instead all of our cars are given an actual road test over what is conceded to be the most ideal testing ground to be found in all parts of the country. For in our section are road conditions that duplicate those found in all parts of the country.

"Quite recently one of our agents had occasion to visit the plant of the Michigan Motor Car company. During his visit I invited him to make a trip with one of our test cars. This is what he had to say regarding his experience: "While I was both impressed with the plant and amazed at its imposing proportions and equipment as to facilities for the manufacture of the Mighty Michigan Party, yet what I was most interested in the topography and lay of the land which old Mother Nature must have foreseen was to be used for automobile tests therabouts.

"I never anywhere saw the equal of the roads for three miles south and west of Kalamazoo—short, sharp rises 60 in 300, long, hard pulls a mile long and 500 feet high, ruts a foot deep and frozen—every imaginable natural condition that would test and strain a car, snap a spring or break a wheel.

"And then the 'sand pit.' Imagine, if you please, a hill into which teams and steam shovels have gouged holes and caves, the floor of this filled with sand from three to six feet deep, and ten to thirty feet long; in the center of this embankment, by eccentric fancy of the unknown is a pile of sand and gravel eighteen feet high and twenty feet across the top. When viewed as a sand pit the place appears nothing out of the ordinary. When, however, viewed as an automobile race course, it assumes a most terrifying aspect to the novice."

Kearney Exhibits Its Big Fire Car

The town of Kearney has on exhibit at the auto show one of the biggest combination hose and chemical fire trucks manufactured, which was recently purchased by the Kearney city council as the first experiment with such apparatus. The car will be taken to Hastings from here and will be driven from there into Kearney by Elmer Rhoades of the Kearney fire department.

This truck is "The Anderson," manufactured in Kansas City and handled here by C. J. Anderson. It is seventy-five horse-power, with a big electric searchlight, the "juice" for which is manufactured and stored by the engine. It is a self-starter and is equipped with a device used for the first time on this car—a differential gear lock which adapts it especially to use in small towns of unpaved streets, as both drive wheels may be locked to the same axle by a kick of the foot and thus the evil of skidding largely diminished.

COLD EPIDEMIC!

I Will Refund Your Money if My Cold Remedy Fails to Cure.

Munyon



I know that my Cold Remedy will relieve the head, nose, throat and lungs almost immediately and prevent Pneumonia, Bronchitis, Grippe and other diseases. Get a 25 cent bottle of these little pellets today and if you are not perfectly satisfied with results I will refund your money. If your blood is impure, or if you are constipated, or if you have Dyspepsia or any liver or stomach trouble, don't fail to use Munyon's Paw-Paw Pills. They help in curing a cold. —MUNYON.



NEW NOTCH ARROW COLLARS WITH CLOSE FITTING TOPS WINTON 2 1/2 in. ADRIAN 2 1/2 in. 15 ets., 2 for 25 ets. Chas. T. Peabody & Co., Makers

Cataract and Cold in Head

Can be relieved quick. Get a 25 or 50 cent tube of sanitary

KONDON'S Catarrhal Jelly

The first drop used will do good. Money back if it doesn't. Sample free if you write quick. KONDON MFG. CO., Minneapolis, Minn.

Hair Falling?

Then stop it! Stop it now! You can do it with Ager's Hair Vigor. Does not color the hair. Ask Your Doctor. J. O. Ager Co., Lowell, Mass.

ASSISTANT SALES MANAGER OF THE MIGHTY MICHIGAN.



WILLIAM J. SLATER.

streets, as both drive wheels may be locked to the same axle by a kick of the foot and thus the evil of skidding largely diminished.

Essenkay No More Tire Troubles

When you get Essenkay in your tires, Essenkay, after over 5 years trial and test, has proven to be all that the most exacting users want! No punctures. No blow-outs. More mileage from your castings. Never hardens. Never softens. Never flattens. Never loses shape. Improves riding qualities of your car. Uses no inner tubes. Up to present has lasted over 5 years with no sign of wearing out. May last 10 years, or 20 years, or longer; we won't know until some of it wears out. Your money all back if you wish after 10 days' trial. Get Essenkay and forget your tires.

ESSENKAY SALES CO. 1902-4 Farnam St., Omaha. Phone Douglas 2257.



Series Eight COLE

This is the Standardized Cole Electric Starting Touring Car

The car that is writing Gasoline History

When you buy your next car—See that it is backed by a big strong organization, such as the Cole offers you. SEE THAT YOU GET Standard construction. Long wheelbase.

—The wheelbase is the distance from the center of the front hub to the center of the rear hub. One inch difference in the wheelbase makes all the difference in the world in comfort—six inches difference in the wheelbase makes your car a great deal more than six times as easy riding, for every added inch increases the easy riding qualities of your car by arithmetical progression—by a sort of mechanical compound interest. —Then, too, extra wheelbase means more sprawl room in the tonneau and front seats. That is why the Cole five-passenger touring car can be converted into a seven-passenger car without cramping the occupants.

—Whether or not you buy a Cole, insist that your car has a liberal wheelbase. You can get it on all good cars—after a while—you can get it on a Cole now.

THE COLE COMES IN THREE CHASSIS. DELCO ELECTRIC STARTERS. Cole "40," 118-inch wheelbase, complete equipped..... \$1,685 Cole "50," 122-inch wheelbase, complete equipped..... \$1,985 Cole Six-Cylinder "60," 128-inch wheelbase, complete equipped..... \$2,485 No difference in quality—merely diamonds of varying karat.

You can see the Cole at the Omaha Auto Show or at the

COLE MOTOR COMPANY District Distributors Cole Motor Car Company

Phone Douglas 7700 Indianapolis 1910 Farnam St., Omaha, Neb.

\$985 See the Picture of the Car—the price puzzles You; Read the description—the price astonishes You; Drive the Car—the price delights You;



The Overland

As handsome a car as the most exacting buyer could desire. From cooler to tail-light impressive, every line indicating fleetness and power, eloquent of comfort and pleasure, built with faithful regard to genuine quality, correct, invulnerable in every mechanical detail, the best in its class that American skill can produce and money can buy.

That is the Overland. They don't build only 5,000 of them; nor even 10,000. If they produced no more than that number of cars, they too, would have to ask at least \$1300 for the beautiful car we offer at \$985 F. O. B. Toledo.

They build 40,000 cars this season. They contract for the raw material for this enormous production at one time, pay for it in cash, and thereby secure the best the markets afford, at the lowest prices.

The price includes everything needed for comfortable touring; acetylene engine starter, gas tank, gas and oil lamps, genuine mohair top and top covering, clear vision, rain-vision windshield, Warner speedometer, horn, robe-rail, foot-rest, tire carriers in the rear of the car, etc.

The Overland motor is the best of its type. Some

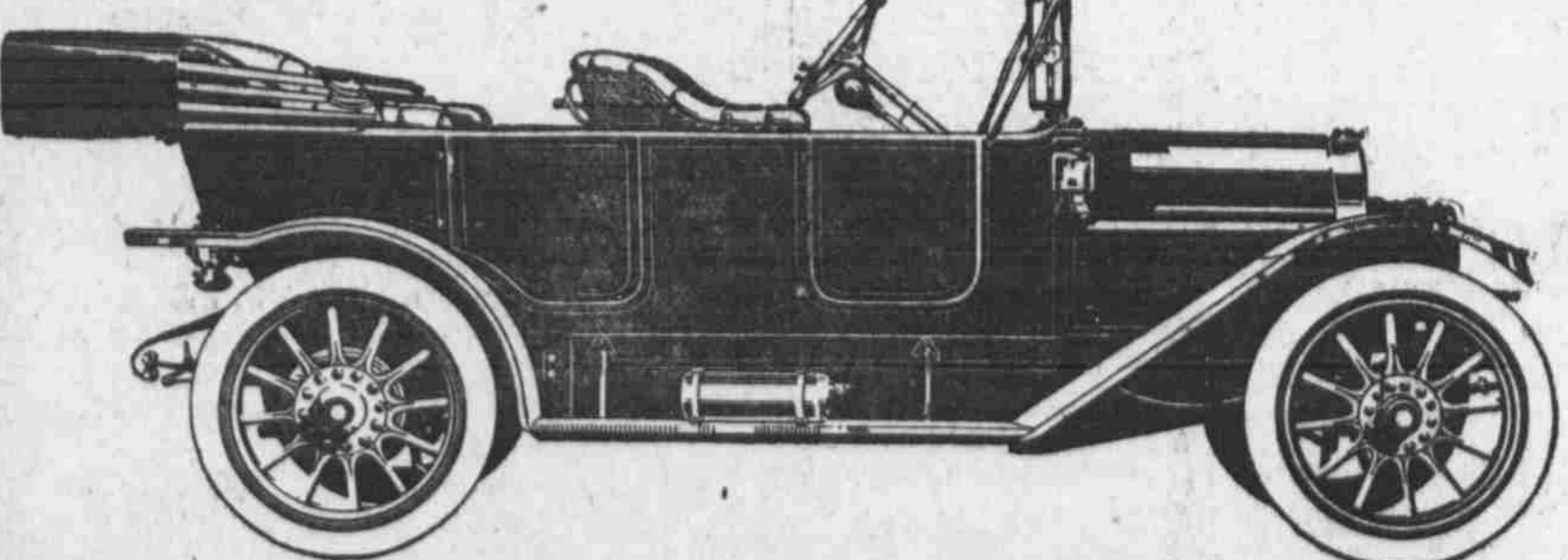
motors—this is an important point—have three main bearings, some only two. Overland motors have five large main bearings; that's one of the reasons why they work without trouble. The whole motor is built for power and endurance.

The Overland model 69 rear axle is of a new and improved type, three-quarter floating; this axle system has all the advantages of the full-floating axle, but none of the shortcomings of the semi-floating axle usually found in cars of moderate price.

The brakes are of new design, overlarge, gradual but powerful in application. They will hold the car anywhere.

In Overland cars the transmission is combined with the rear axle and the drive is in a straight line. Both these features make for saving of engine power and smooth and quiet running.

Come and take a look at it. Compare it with others. Take a ride in the big, fully equipped Overland; it involves no obligation on your part. Then draw your own conclusions. That's all.



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