

Know Omaha Week Will Be Observed Throughout City

Schools, Churches, Clubs, Business Firms to Preach Gospel of "Gate City of West."

"Know Omaha week" is to be observed in Omaha this week with schools, churches, clubs, civic and business organizations, theaters, radio stations and the newspapers co-operating in advertising Omaha to Omahans and the world.

Observance of the week will commence in the churches today. Among the pastors who have announced sermons on Omaha are the Rev. Arthur Atack, Hanscom Park Methodist church, who will preach on "Bettering Omaha," this morning; the Rev. Edgar Merrill Brown, Diets Memorial Methodist church, who will give his fourth sermon of a series on Omaha, his topic tonight being "Religion in Omaha's Schools;" the Rev. Ralph E. Bailey, First Unitarian church, who will preach this morning on "The Excellence of Omaha;" the Rev. N. H. Hawkins, Hillside Congregational church, whose sermon topic is "A Great City and Her Influence;" the Rev. W. D. King, Central Park Congregational church, who will preach on "If Christ Came to Omaha," and the Rev. Edwin Hart Jenks, First Presbyterian church, who will incorporate the "Know Omaha" idea in his sermon this morning.

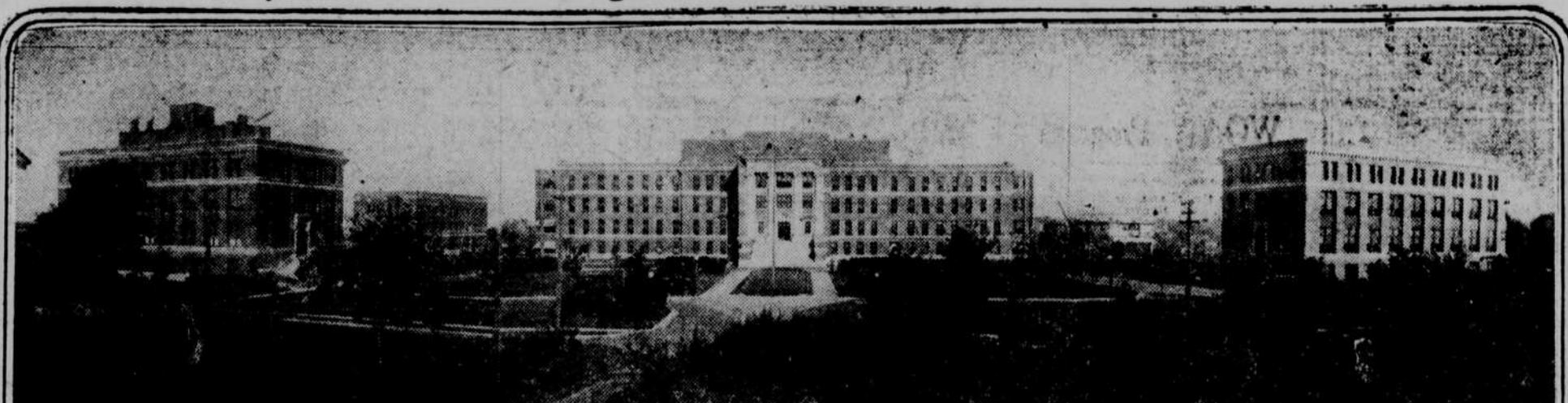
On Radio Also. Several of the civic luncheon clubs will have talks on Omaha in their programs this week. The Concord club is casting about for the oldest man and also the oldest man born in the city whom they wish to invite as guests of honor for this occasion. A skit on "Pioneer Days" will be a feature of the Concorders' program and Penn Fodora will be the principal speaker. E. J. Phelps, president of Kiwanis club, will tell the Kiwanians about Omaha at their meeting Friday noon. Rotary club is planning to hear President Coolidge's inaugural address by radio during their meeting Wednesday noon and will also hear a talk on Omaha by W. F. Gurley. E. S. Waterbury, manager of Armour & Co., will tell the Lions club about Omaha as a livestock and packing center next Tuesday noon. Leonard Trester will address the Triangle club on an Omaha subject Tuesday noon. Rody Ryan, attorney, will address the Cosmopolitan club on Omaha.

Radio listeners next week, not only in Omaha but all over the country will hear about Omaha's resources and advantages through radio talks on Tuesday noon. Leonard Trester will address the Triangle club on an Omaha subject Tuesday noon. Rody Ryan, attorney, will address the Cosmopolitan club on Omaha.

Moving picture theaters of the city are co-operating in the observance of "Know Omaha Week" by exhibiting special slide calling attention to the week. The slide is a reproduction of the "Omaha In a Word" poster designed by Louis Leppke, of the Nebraska Clothing company, which also is being used as a window card by members of the Associated Retailers in their window displays this week. The merchants also will give space in their advertising in the newspapers this week to a recognition of the week.

A special film entitled "Why Select Omaha?" which has been made by

University of Nebraska College of Medicine and Hospital Great Assets to State



By ELIZABETH GOULD.

With the senior class of the University of Nebraska College of Medicine numbering 80 students, the highest number ever graduated from that college, and the number of patients at the University hospital in 1924 totaling 2,872, growth of the Nebraska institution is assured.

The report of University hospital for 1924 shows a gain in every department. The number of patients cared for is an increase of 124 over 1923. Births numbered 233 for 1924, which is 23 more than the year before. Surgical operations totaled 1,786 last year, and service to patients outside the hospital reached a total of 25,100.

Appropriation Passes House. The new appropriation bill for the University of Nebraska in the legislative mill at Lincoln was passed by the house last week. This bill provides a tax of one-eighth of one mill upon the assessed valuation of the state.

Every person whose property is assessed at \$1,000 will pay 12 1/2 cents toward the improvements at the University of Nebraska. Governor McMullen recommended this appropriation.

If the bill is passed by the senate it is planned to begin work on the second wing for the University hospital this year. This new wing, which will cost approximately \$200,000, will be erected directly back of the present first wing of the University hospital.

Bed capacity of the hospital will be increased to 220 beds. A part of the north end of the new wing will be used for the library for the medical college. The present library on the second floor of the first wing is too small to accommodate students or books. The new wing will also have

The Chenoweth Film company will be shown all week at the Strand theater. The film opens with a graphic story of early Omaha before and immediately following the coming of the railroad and carries the audience through the stages of Omaha's development to the present day. It shows Omaha's churches, schools, parks, many of its big buildings, and also gives an intimate view of many of the city's large industries.

230 Beds Planned. Open house has been announced by several Omaha factories, the schools, and big institutions for the purpose of giving all who wish to visit them an opportunity to become acquainted with the work they carry on. The Ford Motor company has announced that its plant at Sixteenth and Cumming streets will be open to visitors daily from 2 to 10 p. m. The Iden Biscuit company, the stock yards and packing plants, the smelters, the Northwestern Bell Telephone headquarters and exchanges, Nebraska Power company power plant and other factories will be open to visitors daily if advance arrangements are made for guides.

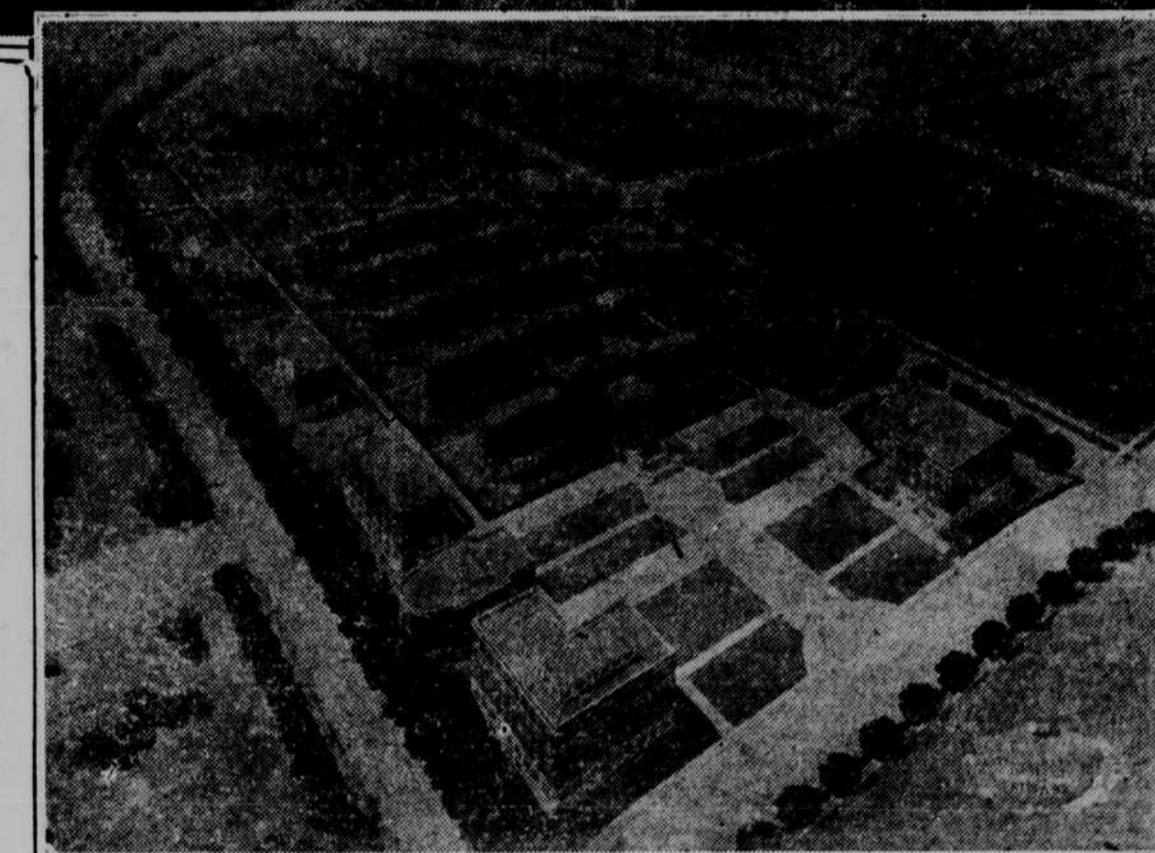
Street car patrons may learn about Omaha while riding on the cars by reading this week's issue of "Street Car Topics," which contains an article about Omaha that was prepared by the bureau of publicity. As its contribution to the week, the Omaha Fine Arts society has arranged an exhibit of the work of J.

Know Omaha

- 1. Omaha's population, as shown by the federal estimate of July, 1924, is 208,925, an increase of 16,424 over the federal census of 1920.
2. Omaha is nearer than any other large city to the geographical center of the United States.
3. Omaha is 1,123 feet above sea level.
4. Omaha's average annual rainfall is 29.35 inches.
5. Omaha's annual average temperature is 50 degrees.
6. Seventy-six per cent of Omaha's population is native-born white; 18.4 per cent foreign-born white, and 5.6 per cent colored.



7. Omaha is fourth railroad center in the United States, the hub of 10 trunk railroad lines with a total of 65,000 miles of railroad radiating in all directions. More than 100 mail trains enter Omaha daily.
8. Omaha is the headquarters of the Union Pacific railroad system and of the Chicago, Burlington & Quincy and Chicago & Northwestern railroads west of the Missouri river.
9. Omaha is located on 15 national and interstate highways and is the meeting place of three great national highways.
10. Omaha is the second largest livestock packing center in the United States.
11. Omaha's packing plants produce more than \$540,000 worth of products a day. They employ 14,000 persons and in 1924 consumed more than 5,500,000 head of livestock, or 65 per cent of the Omaha market's receipts.



Above—The group of buildings at the Nebraska university college of medicine as they are today, the University hospital in the center of the picture with college buildings to the right and left. The new nurses' home is seen to the rear at the left of the picture.

Below—The buildings as they will look when the building program for the college of medicine is completed. The new hospital wing, which it is expected will be started this year, is the second building directly back of the present hospital.

A special ward for mildly insane patients whose cases are sometimes curable. The keynote of medical practice is service. A college of medicine must have for its primary object the training of young men and young women to serve suffering humanity.

Laurie Wallace, Omaha artist, at the public library. School children will incorporate facts that they have learned about Omaha in essays to be entered in the essay contest conducted by the bureau of publicity of the Chamber of Commerce. Thirty-five prizes, totaling \$150, are offered the winners of this contest by the bureau.

2 More Houses Built in New Omaha Addition

The houses here shown are located at 5512 and 5516 Florence boulevard. This addition known as Newton and Gibson's addition, was planned about a year ago. All lots facing



On Florence boulevard are improved with modern homes, the first house built being that of B. J. Newton for his home.

The land formerly was occupied by the Donahay greenhouses. The houses shown below are built of pressed brick with two tone effect. These houses have six and seven rooms, garages with capacity for two cars, solid driveways and the yards are landscaped. Charles W. Martin, who developed Minna Lusa and Florence Field, has just moved into his new home located on this drive.



How the Parisienne Attains the Smart Silhouette. One French woman lost 50 pounds in two months. Explains the secret of getting thin without drugs, diets, creams, exercises or appliances.

A French woman now in America reports that a new treatment for obesity has been found by a well-known French scientist; it is a simple, harmless combination of ingredients put up in a small tablet called "SAN-GRI-NA" which helps nature in throwing off unnecessary fat-forming elements, thus making it impossible for fat to form and accumulate on the body. Already surprising reports from all parts have been received. Cases of reducing weight from 10 to 50 pounds, in a remarkably short time, with complete restoration of health and marvelous change in general appearance. While "SAN-GRI-NA" is mostly recommended for reducing, it is also an invaluable help to get rid of all worn-out, tired feeling, goes away with puffing, and in many cases entirely relieved high blood pressure. GUARANTEE: ABSOLUTELY HARMLESS. Recommended by specialists, physicians and nurses as a safe, positive and sure way to take off from 10 to 50 pounds a week. Can be had from leading drug or department stores. Sherman & McConnell's, Beaton's, Lemmer's, Riegle's, Lane's, Brandeis, Hayes or Elgie Pharmacy.

The mere administration of relief from pain, while important, is not, however, the sole end in view. Service from a medical and surgical point of view implies in the largest sense, instruction of the people in the prevention of disease.

A little more than 10 years ago the university formally took over instruction in medicine by the establishment of the College of Medicine in Omaha. From time to time, there have been added to the original building, additional buildings housing laboratories, an out-patient department, the University hospital, nurses' home, etc.

The University hospital, the central building of the group, was opened for patients in 1917. Since that date, more than 16,000 patients have been received and cared for. Those patients have come to the hospital from the several counties of Nebraska and upon upon the application of a qualified practitioner of medicine and surgery, coupled with the affidavit of the patient that he or she is without sufficient funds to employ competent medical assistance.

Small City. Sixteen thousand persons gathered together in one community would make a city of reasonable size. Not all of this large number have been restored to perfect health. Some have died, some have been considerably improved, but the largest number have been restored to health and to earning capacity. This immense task has been accomplished with a hospital of small bed capacity (120) and through the untiring efforts of the staff of the institution, busy practitioners of medicine, who have given their time and service unstintingly. These clinical teachers have placed upon the state of Nebraska a debt which is hardly possible for the state to repay.

Not only have skilled physicians of the city of Omaha cared for this large number of hospital patients, but they have given liberally of their time, in addition, to the teaching of medicine and surgery, in that order that competent men and women may be trained to serve the people of the state.

In the dispensary, patients who do not need hospital care but who are ill and need the advice of a competent physician are seen, the disease condition fully diagnosed, and the appropriate and proper advice given. In the period since the hospital opened, in addition to the hospital patients, the dispensary has received and cared for more than 200,000 patients' visits. This does not mean 200,000 individual cases, but it does mean that a group of 20,000 individual cases who could visit the dispensary have been adequately cared for.

In addition to the training of men and women in medicine and surgery, the nurses' training is offered by the University hospital to a group of select young women who pursue the nurses' training course for a period of three years. Many of the students in nurses' training have had more than the required four years high school education. To those who have had two or more years of university or college work in certain required subjects, the degree of bachelor of science in nursing is awarded. It is a matter of considerable pride to the university authorities that each year a splendid group of young women is graduated in nursing who are thoroughly trained in their profession and who constitute a large factor in conserving the health of the people of the state.

Public Health Bulletin. The dissemination of information to the lay public relative to medical facts, health and hygiene measures and the like, has not been adequately cared for because of a lack of funds. It is hoped that a public health bulletin emanating from the College of Medicine and widely distributed may be made possible through appropriation at some future time. As it is inquiries are answered for the largest part by letter and the advice given usually leads to contact with some competent practitioner in the vicinity of the patient's home, and the desired relief.

Graduates of the college of medicine are rapidly taken up by Nebraska communities requiring the services of competent practitioners. That they are successful and imbued with the idea of real service is attested by the high regard in which they are held by their respective communities.

The enormous responsibility resting upon the physician requires that prior to graduation he receive the most careful training and instruction. To this end, great care is taken as to the type of students received. They must be sincere and this sincerity is tested by their willingness to work and to profit by the instruction offered. They must have a high sense of responsibility and this is fostered and developed as far as possible of accomplishment in the undergraduate years of medical instruction. Those competent to judge, feel that this is being done at Nebraska with a reasonable degree of success and that the state of Nebraska may be proud of the products of its medical school.

Close Relation. The relation of the people of the state to the medical school is constantly becoming closer and with a somewhat larger hospital, now greatly needed, post-graduate instruction to practitioners will be easily and adequately supplied. Medicine is a progressive science, progressive to the extent that new facts and new discoveries compel the physician to remain always a student.

These new facts and discoveries can best be brought home to the busy practitioner by a post-graduate course designed to serve him and through his community. Such courses have been maintained by the college of medicine for several years past and have been taken advantage of by a group of reasonable size each year. The newest thought in various phases of medicine and surgery, technical procedures and improved methods of treatment, have been presented to this group of practitioners in a brief, concise manner. The continuance of such post-graduate courses will be of the greatest benefit to communities where the local physician cannot leave for a year or more of advanced study.

The physician who is not willing to serve to the utmost, betrays the investment made in him by the state. The amount paid by the student in fees is but a fraction of the cost to the state of his training. The state, therefore, has a right to expect every graduate in medicine to return to the people in the highest type of service, a liberal interest upon this investment. That the state is glad to make the investment is evidenced by the continued maintenance of the school; that the state is reasonably satisfied with the investment may not be gained. Young men and young women, recipients of medical training at the hands of a beneficent state, can have no higher goal than that of discharging their debt by rendering real service to humanity.

Some Women Keep Young Long Past Middle Age. Some Retain the Attractiveness and "Pep" of Youth, While Thousands Much Younger Are Haggard, Nervous and Run-down, for a Simple Reason Which Doctors Say Can Now Be Easily Corrected.

Women who are weak, tired, run-down, and highly nervous, with drawn, lined, old appearing faces, see other women actually much older than themselves who have kept the smooth, unlined, rose-petal skin, the health, strength and attractiveness of youth. Why? This escape from the marks of time, work and worry is often not due to any easier life. Premature aging, nervousness and weakness, doctors say are in an enormous number of cases due simply to lack of sufficient iron in the blood, caused largely by our modern over-cooked, devitalized foods. In these cases the blood may actually be starving for iron on three square meals a day. Yet since the discovery of a new combination of organic iron like the iron in our blood, this deficiency of iron can often be made up in a few short weeks. Thousands have been astonished how quickly with this organic iron their strength and endurance increased, tired lines disappeared, youthful color came, and years dropped from their appearance. Says a well-known physician, "You can tell the woman whose blood is rich in strength-giving iron—they are the beautiful, rosy-cheeked ones, radiant with life, vim and energy—envious and sought-after wherever they go. If you are wearied by the activities of your daily life, if you have lost the spring of your step, if your skin is pale and sickly looking, and your enthusiasm for work and pleasure is waning, more than likely the iron in your blood is thinning out. Almost invariably in these cases I



prescribe organic iron. I have known Nuxated Iron to give women greatly increased strength and energy in two weeks' time and make them look years younger." So be sure the iron you take is Nuxated Iron, which is entirely different from the ordinary mineral iron medicines. Nuxated Iron is organic iron like the iron in your own blood, and like that contained in small quantities in spinach and lentils. It will not injure the teeth or disturb the stomach. Nuxated Iron has been used by millions of men and women to quickly help make rich, red blood, revitalize worn-out, exhausted nerves and give increased strength and energy. Results are positively guaranteed, or your money will be refunded. NOTE: Make certain that you get only the genuine Nuxated Iron tablets, with the letters NI on every tablet. This is the only kind sold under this absolute money-back guarantee. At all good druggists.

Remodeled Stores Opened in Upper Farnam District

New Cafe and Mercantile Shops Now Tenants of Old Food Center Building.

Public-spirited citizens of Omaha will be delighted to see the ultra-modern new stores at 1814, 1816 and 1818 Farnam street, after seeing the front of this building boarded up ever since the Food Center fire, in February of last year. Immediately following the sale of this property by Edward F. Riley to Martin brothers for \$205,000 the management of the property was placed in the hands of Payne & Sons, who began their campaign for new tenants.

The entire second floor was at once rented to a Chinese syndicate and remodeling of this floor immediately began for the Shanghai cafe, which opened late in December.

Many Applicants. Henry B. Payne, of Payne & Sons, reports that they had more than a dozen applicants for the three storerooms, some of which were already tenants in nearby locations, but their policy was to fill this building from outside this district, in order that the district might be built up, hence the three stores have been rented as follows: 1814 Farnam street to National Fur and Tanning company, W. H. Loomis, manager; 1816 Farnam street to Russell Sporting Goods company, formerly Walter G. Clark company, Ralph Russell, president and manager, and 1818 Farnam street to Sells Surgical company. The latter tenant is already doing business in the new location, and both the National Fur and Tanning company and the Russell Sporting Goods company are now moving and will be ready for business in their new storerooms, Monday, March 2.

Nearly \$50,000 has been expended on the restoration and remodeling of this building, exclusive of fixtures.

Close Seven Leases. Since the sale of this Riley property, now known as the Martin building, Payne & Sons have closed seven mercantile leases in the upper Farnam district as follows: Shanghai

cafe, \$75,000; National Fur and Tanning company, \$31,200; Russell Sporting Goods company, \$31,200; Sells Surgical company, \$25,000; all in the Martin building. Omaha Hudson's sex company at 1516-29 Harney street, \$23,700; J. V. Thorndyke company, 3124-26 Harney street, \$14,400, and Love-Haskell company, 324-326 South Nineteenth street, double storerooms, \$15,500, an aggregate rental for the seven leases of \$221,160.

FIRST CLASS FOR WOMAN DRIVERS

School for Omaha women automobile drivers will be opened Monday night at 8 at the city hall, under the auspices of the Omaha safety council. Mrs. Philip Potter will preside.

Judge Sophus Nebel, jr., will speak on the necessity of co-operation between motorists and pedestrians for the promotion of safety on the highway. Monday night's session will be the first of eight similar gatherings. Several hundred women already have enrolled. Mrs. R. W. Shepard is in charge of the enrollment.

Burton at C. of C. Dr. Ernest DeWitt Burton, president of the University of Chicago, will speak at the Public Affairs Luncheon in the Omaha Chamber of Commerce, Monday noon on "The Business of a Modern University."

"ASTHMA STOPPED IN 10 MINUTES"

After Taking First Dose of Asthma-Taba. Is the Amazing Statement of a Canadian Resident.



STOMACH TROUBLES VANISH



Coughing, wheezing, choking Asthma bronchitis, asthma, hay fever, indigestion, peptic ulcers, indigestion, flatulence, gas, heartburn, acid, indigestion, constipation, headache, nervousness, constipation of any form of Stomach, Liver, Kidney or Bowel Trouble! Would you like to get rid of these so you could eat all you want what you want, when you want to? A Dollar's Worth Free! Send 10c to cover cost of packing and mailing and we will send you by return mail a full dollar's worth of our improved Peppatop Treatment free and prepaid. No matter how severe or chronic your case is—no matter how many treatments you have tried without relief. SEND FOR THIS FREE PEPPATOP TODAY. Dr. G. C. Young Co., Dept. 64, Jackson, Mich.

"Find the Button"

Do You Remember the Juvenile Game? Seriousness had no place in your thoughts then.

It's Different Now. The loss of valuable papers, a precious jewel, possibly an heirloom, money or diamonds, is a serious matter, impairs sound sleep, creates worry and promotes irritation.

There's a Remedy. Which very rarely fails. A BEE Ad in the "Lost and Found" Column works like magic. The innermost parts of Omaha are reached by its searchlight—FOUND IS THE USUAL RESULT.

If you find yourself distressed from the loss of valuables, phone a Want Ad to THE OMAHA BEE. Ask for a Want Ad Taker, tell her your troubles and ask her to insert a "Lost" Ad for you.

Phone Atlantic 1000. Prompt—Courteous—Intelligent. TELEPHONE SERVICE.