

South Omaha Merchants' Buyers Guide

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Page 2 ★ "THE GREATER OMAHA GUIDE" Continuous Publication for Nineteen Years—

Citizens Losing Thousands of Dollars Thru Medical Quacks

Defeats Powell For Nomination

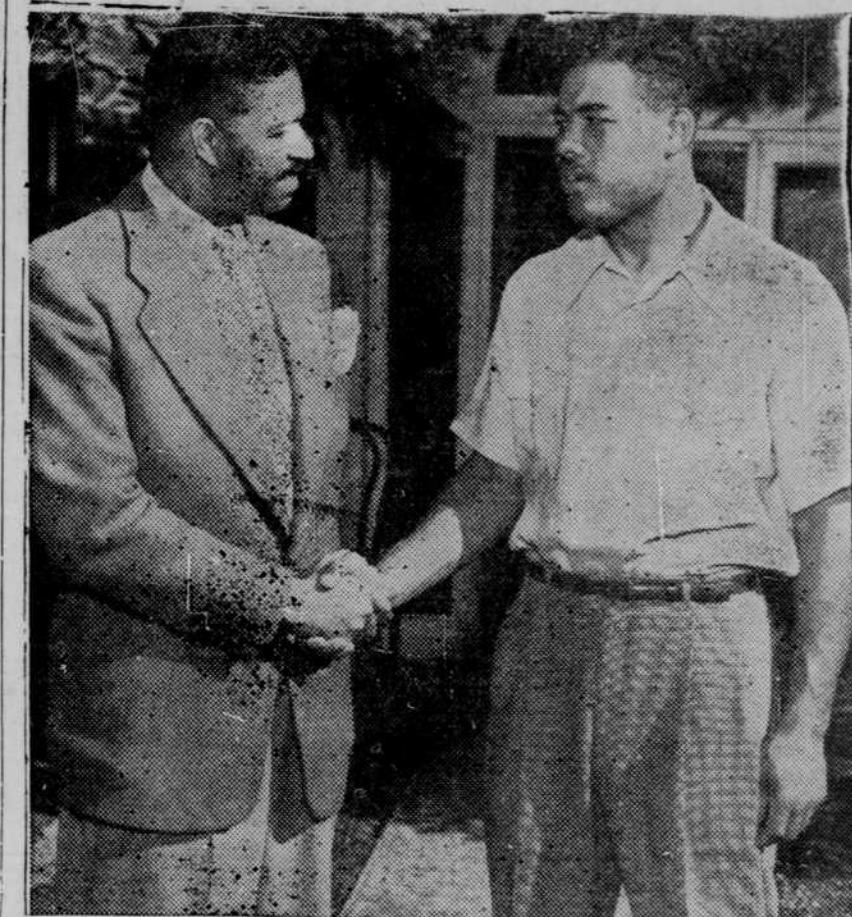
Medical quackery, with its many ramifications in the fields of patent medicine, nostrums, and mechanical devices, constitutes one of the greatest frauds today, warns the Better Business Bureau. In spite of the unrelenting efforts to medical associations, Better Business Bureaus and governmental agencies, American citizens are still tricked out of thousands of dollars annually through medical frauds. So, for the sake of your health, as well as your purse, do not let yourself fall prey to the extravagant promises of the patent medicine vender or quack cure all.

An excellent example of the kind of quackery many of us are ready to accept can be found in the obesity cures. Obesity cure fakers literally live off the fat of the land, wisely observed the American Medical Assn. Yet nostrums for losing weight still flood the market and will so long as the buxom beauty is out of style. The obesity cure advertisements usually contain a testimonial, "I reduced 70 pounds in four months" and a picture of a woman with a shape that turns the overweight person green with envy. Usually it is stated that no exercise is needed.

Of obesity's various causes, like over eating and lack of exercise are not inconsequential factors. Prospective purchasers of obesity nostrums would do well to beware all remedies claiming to be harmless and requiring no diet or exercise. If a preparation is so harmless, it is ineffective, and if it is powerful enough to cause reduction of body weight regardless of diet or exercise, it may do so at the expense of health.

Vigilance on the part of the postal authorities and enforcement of pure food and drug laws and fair trade rules have done much to reduce medical quackery. But there are still many vultures who prey upon our ignorance about medicine and sell nostrums which are worse than useless. Many patent medicine frauds may not be so dangerous in themselves but their use delays competent treatment. This delay can be fatal when a serious condition is permitted to become worse while the sick man experiences experiments with himself. So the Better Business Bureau warns, get reputable medical aid when you need it. And don't fall victim to the cure all of the medical quack but place yourself in the hands of a reliable and well trained person for the sake of your own health.

The range of body ills which the medical quack announces he can cure are unlimited. They take advantage of every ache and pain to which man is subject. They will advertise a sure cure for epilepsy



TWO CHAMPIONS

NEW YORK CITY—Heavyweight Champ Joe Louis, right, wasted no time in congratulating Political Champ Grant Reynolds after Reynolds this week defeated Rep. Adam C. Powell for the Republican nomination in Harlem's Twenty-second District. Reynolds known in the Army as a cham-

When none is known to medical science, except in some instances by operation. The National Laboratory of Chicago distributed "Nuga Tone" tablets which contained 3 fatal poisons...strychnine, corrosive sublimate, and arsenic. The presence of none was disclosed to the purchaser.

Quite often these pseudo cures are not only of no value but extremely harmful as well. "Putinize" sold by a San Francisco concern as a soothing eye lotion, was admitted in a Federal Trade Commission action to contain ingredients which might cause corneal ulcers. A patent medicine called "Elixir of Sulfanilimide" caused 69 deaths in a few weeks and a few years ago a millionaire sportsman took a drinking glass of "Radither" daily. The medicine was charged with radium and each glass con-

As one of the half-time features of the game, the Omaha Junior Chamber has challenged the N. Platte Junior Chamber to a 10-man tug-of-war match. Tickets will go on sale within a week at Sporting Goods Stores in the city, at JCC Headquarters and at other ticket stations to be announced later. The scale will be the same as for other inter-city football games, namely 80 cents for adults, 40 cents for high school students and 25 cents for children under 11 years; box seats also will be available for \$1.20 each.

At North Platte last year the Boys Town game drew one of the largest crowds in North Platte history. While Boys Town won last year, it is anticipated that North Platte will have a much stronger team this year and a rugged game is in prospect. The Boys Town team of 1945 was Nebraska State C-Champions.

This is the first Boys Town football game to be sponsored by the Omaha Junior Chamber of Commerce. Dick Hiller and John Swanson stated that the past year or two, it was apparent that the Boys Town team were literally the "orphans" of Omaha football. However, in spite of this they have been traveling throughout the country spreading Omaha's fame and goodwill from coast to coast. The Omaha Junior Chamber is glad of the opportunity to sponsor the Boys Town team here in Omaha and it is hoped that they will be able to help Boys Town in other games in the future.

OMAHA JR. CHAMBER OF COMMERCE TO SPONSOR STARTING FOOTBALL TILL

The Omaha Junior Chamber of Commerce has announced it will sponsor the Boys Town High School's opening football game of the season with the North Platte High School of North Platte, Nebraska, to be played at Creighton Stadium on Friday, September 13, at 8 pm.

The Board of Directors of the Junior Chamber of Commerce in agreeing to sponsor the game have turned over the project to the Greeters Committee of which J. Swanson and Dick Hiller are Co-chairmen. Hiller said that he and Swanson presented the idea of sponsoring the game to the Board of Directors as they believed the J. C.'s were anxious to lend a helping hand to the Boys Town Athletic program. Plans for sponsoring the game were announced to Junior Chamber of Commerce members at their annual field day held Thursday at the Council Bluffs Country Club.

The J.C.s will share in the proceeds of the game and the fund to be used in promoting youth welfare activities sponsored by that organization.

An invitation has been extended to Governor Dwight Griswold to attend the game as a guest of Father Flanagan, founder and director of Boys Town. Other guests of honor will be Mayor Leeman of Omaha, Mayor McFarland of North Platte. Members of the University of Nebraska Coaching Staff and members of the Omaha City Council. Invitations likewise will be extended to the first string football squads of all public and parochial high schools of Omaha and Council Bluffs as guests of the Junior Chamber of Commerce.

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GREAT WRITER AND CITIZEN CELEBRATES 68TH BIRTHDAY On September 20th, Upton Sinclair will celebrate his 68th birthday. September, too, is the month in which Book Find Club issues his latest book in the world famous Lanny Budd series, A WORLD TO WIN, as its current selection.

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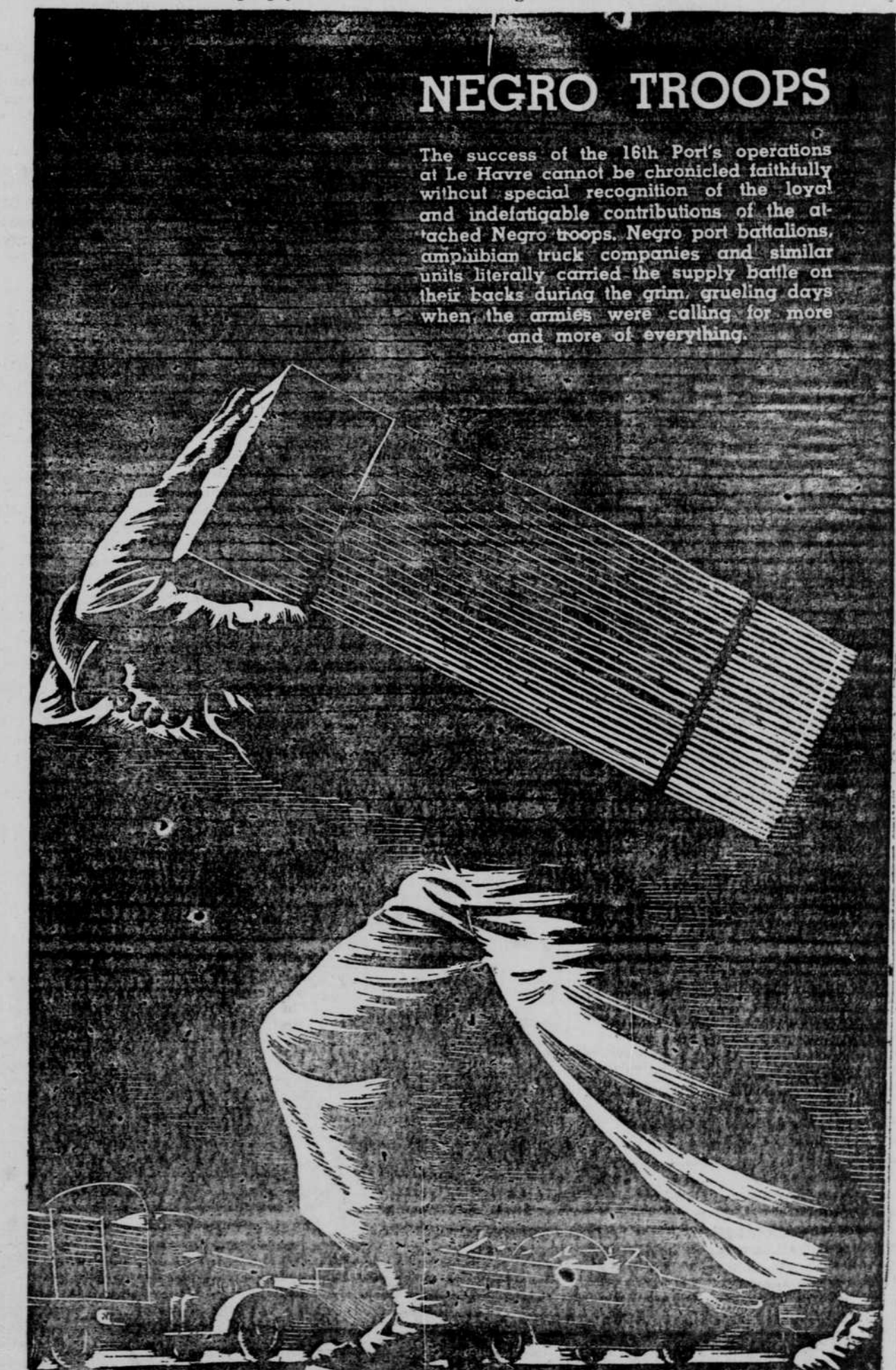
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This striking wood engraving highlights the account on Negro troops in "Supply Front," the story of the 16th Major Port at Le Havre, France. (Drawing by Si Meszow QM3c, U.S.N.R., from Public Relations Division, War Department.)

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