

**Driveurself Co.
Franchised to
Rent Cars Here**

Subsidiary of Yellow Cab Co.
Will Establish Chain Sys-
tem in Omaha; Hertz
Cars Used.

Omaha will be one of the links in a coast-to-coast chain of organizations for renting automobiles. The Yellow Driveurself system, Inc., subsidiary of the Yellow Cab and Baggage company of Omaha, has obtained the franchise to operate the Driveurself system here.

The new company is owned and controlled by the Yellow Cab and Baggage company. However, the type of equipment and operating practices are standardized and controlled by application of the Driveurself franchise. The last includes a universal identification credential that is issued to business firms employing more than 60,000 traveling salesmen; and insurance plan whereby the customer participates in personal injury and property damage insurance on payment of a nominal sum. In addition to this, the company will have the assistance of competent operating engineers from Chicago whose experience and contact with the local firm will result in operating economies that will be passed along to the public in the form of reduced rates.

The Hertz car, the operation "tool" of the local enterprise, is a five-passenger, six-cylinder sedan, luxuriously appointed and finished in dark blue so that the most discerning cannot detect it from any high-grade private car, the only identifying mark being the usual maker's nameplate on the radiator plate.

This high class motor livery service will make it possible for residents of Omaha to obtain the use of a motor car whenever necessary or convenience demand for a nominal sum per mile without incurring the responsibilities arising from the personal ownership of a car.

**Escaped Prisoner Is
Held at Sioux Falls**

Harlan, Ia., March 21.—Theodore Eshen, who was arrested for burglary several months ago, but escaped by throwing hot water in the face of Sheriff Hansen's wife, has been apprehended at Sioux Falls, S. D. Sheriff Hansen has gone there to bring him back for trial.

**Crowds Attend Opening of New
Bradley, Merriam & Smith Store**



The Bradley, Merriam & Smith mail order house, under the direction of its new president, I. Shomer, has opened an immense retail outlet store, which was opened Saturday. Omahans responded by the hundreds and Mr. Shomer is highly elated over the immediate success extended to this new venture. The above picture shows one of the retail salesrooms in the Bradley, Merriam & Smith new store.

**HARRIS TO HEAD
NEW DEPARTMENT**

Announcement is made by the Harry A. Koch company of the appointment of A. R. Harris as manager of newly created painting and redecorating finance department of that firm.

This department will make it possible to increase real estate values.



Mr. Harris has been connected with the Harry A. Koch company for more than four years as fire insurance engineer. His experience has given him a thorough knowledge in real estate

values as well as insurance and its kindred lines. The Koch Co.'s plan for financing this class of work is made possible through their connection as sole representatives, in this section of the country, for the Commercial Credit Trust of Chicago, with total resources of over \$70,000,000.

**Harlan Girl to Be College
Glee Club Accompanist**

Harlan, Ia., March 21.—Miss Julia Jensen, daughter of Rev. J. A. Jensen, pastor of the Danish Baptist church, has been chosen as an accompanist on the violin in the Grinnell College Girls' glee club, which will make a tour of the middle west during the spring.

Road Man Retired.

Tecumseh, March 21.—S. B. Rice of this city, having served the Burlington railroad company for 44 years, has been retired on a pension. His last position with the company was as roadmaster on the Wymore division.

W. W. Wickworth, who has been roadmaster on the Sheridan (Wyo.) division, has been named for the work here.

If we'd chew less food more we'd need more pills less.

**Sam Swartz Purchases
Omaha Jewelry Store**



Sam Swartz. Announcement is made by Sam Swartz of the purchase of the Malashock Jewelry store, 1514 Dodge street. The new organization, known as the Swartz Jewelry company, is

now ready to serve the public with a complete line of diamonds, watches and jewelry. The store has been established since 1894 and the same standard of courtesy and square dealing will prevail.

Swartz was for nine years manager of the Brookley Jewelry store. Prior to that he was connected with the wholesale jewelry business for six years.

Allan Swartz, a brother, will be associated with the business. J. Abramson will have charge of the repair department. He has had 30 years experience.

Camp Fire Celebration.

Gothenburg, March 21.—The Camp Fire girls of Gothenburg will celebrate the 10th anniversary of the organization in Dawson county by a two-day program, April 15 and 16.

**H. M. DICK JOINS
ERICKSON FORCE**

H. M. Dick recently joined the sales force of A. M. Erickson & Co. Mr. Dick was formerly with the George Beatty company, Los Angeles, Cal., and Graham & Deupree, Hollywood and Lankershim, Cal. Mr. Dick's previous real estate experience is expected to be of great benefit to A. M. Erickson & Co.

\$640 Asked for Fall.

Harlan, Ia., March 21.—Mrs. J. T. Wright fell on the icy walk near the postoffice last winter and fractured a hip. She has now filed a claim of damages against the city of Harlan for \$640.

See Want Ads produce results.

**WILL CHIROPRACTIC CURE
"FLU," BRONCHITIS, ASTHMA
AND OTHER DISEASES OF
THE ORGANS OF BREATHING?**

We never realized the importance of our organs of breathing until little by little we find our life-sustaining breath cut off by a lung or bronchial disease. First the condition may start as acute bronchitis, cold on the lungs, "flu," or pneumonia, which if not corrected in time will develop into chronic bronchitis, tuberculosis, asthma or some other chronic lung or bronchial trouble.

Deny food or nutrition to the baby and see what will happen. Its little body will waste away. Retard the nutritive supply to the lungs, or the arm, or to any other part of the body and see what will happen.

Chiropactic is the Science of common sense applied to the human machine, and the art of adjusting the machine when it is out of order. Every effect must have a cause. Disease is an effect. If you wish the effect to cease, get a Chiropactor to adjust the cause by Chiropactic Adjustments and health will be the result. Investigation costs you nothing and means health.

**OMAHA CHIROPACTORS
ATLAS CLUB**

Ex-Burnasco Employes With Herzbergs



Herzbergs now contain in their organization six former saleswomen and department managers of the Elrgess-Nash company. Left to right, standing: Irene Ormsby, Marion Brown, Alice Shaw, Dorothy Hofeldt; sitting: Ida Pierce, Gretchen Elbert.

HOTEL FONTENELLE
Sunday Noonday Dinner
12 to 3 P. M.
\$1.50
**FONTENELLE
SUNDAY EVENING
DINNER ROYALE**
6 to 9 P. M.
\$2.00
Main Dining Room
Randall's Royal
Fontenelle Orchestra
Noon and Evening
Indian Grill Sunday Dinner
Noon to 8:30 P. M., \$1.50
HOTEL FONTENELLE

ADVERTISMENT.

**You Cannot Afford
To Be Gray**
This is the Day of Youth. It is woman's privilege and duty to be young. Gray hair often ages a woman unfairly. Brownstone quickly tints gray, faded, streaked, or bleached hair to any shade of golden, blonde, or varying shades of brown or black. Easy to apply, no fuss or muss, no waiting or applying day to day. Bath or shampoo does not effect permanency of color. Sold and recommended at all dealers—50c and \$1.50. Trial bottle for testing will be sent on receipt of 10c. Indicate color wanted. The Kenton Pharmaceutical Co., 1209 Coppin Building, Covington, Ky.
BROWNATONE
TINTS GRAY HAIR ANY SHADE

ADVERTISMENT.
SKY-SCRAPERS
Building a strong bone-structure is like laying a foundation for a mighty sky-scraper that is expected to endure through the years. For fifty years
Scott's Emulsion
rich in vitamins has helped a great host of boys and girls build sturdy bodies, strong bones and healthy teeth. Scott's should be included in the diet of most children, in fact many need it every day in the year. Help your boy or girl build for the future—with Scott's!

**World's Best Phonographs
Side by Side**
Victor, Brunswick and Columbia

No other music store in the middle west can offer their customers the opportunity of making a selection from the three world leaders in the phonograph field.
Come in and hear them demonstrated. Compare their different qualities, then make your selection and we will deliver same to your home on terms to suit you.
Select and pay for a few records. Pay small monthly payments. Take 18 months to pay. Your old instrument accepted as a substantial part payment.
DOWN
Victor Prices \$115 to \$300
Brunswick Prices \$115 to \$650
Columbia Prices \$89 to \$350
Latest Brunswick, Victor and Columbia Records on Sale
The Largest Stock in the City to Select From
Try Our Approval Plan
Schmoller & Mueller Piano Co
LARGEST STOCK OF PIANOS & LARGEST MUSIC HOUSE
1514-16-18 Dodge St. Omaha

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You can now finance the painting and papering of your home through us.

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Howard at Eighteenth, Omaha.

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