

When Your Hair Begins to Fall



Cuticura Soap Shampoos

And light applications of Cuticura Ointment are most effective.

DRESHER GROWTH MOST AMAZING

One Delivery Wagon Four Years Ago—Now a Dozen Conveyances Are Necessary.

"Al," "Sam," "Chas." and "Dent" Are Hustlers Who Have Thrown Aside All Obstacles.

A "quartet" of "live ones" will accomplish any legitimate object; overthrow any obstacle and fairly amaze the business world by what they can bring about in a few short years.

Dresher Brothers, the Dry Cleaners and Dyers, with the \$57,000 plant at 2211-2213 Farnam St., originally conducted a tailoring establishment only; in fact the tailoring establishment still grows and thrives under the Dresher management at 1515 Farnam St.

But there came a time when the tailoring business could not "hold" the energies of the entire Dresher quartet, so the Dry Cleaning business was taken into consideration. Dry Cleaning was chosen because it worked in with the tailoring business quite naturally; the experience gained in one serves very well in the other.

So—when the "quartet" decided upon the cleaning business it was decided that the venture should be a "world winner," a "record breaker," a "big hit" as it were. Just an ordinary little every day sort of an establishment would not satisfy the Dresher boys after once they had gained the knowledge of the art.

But even with lofty ambitions, the start in the cleaning business was quite modest. To give an idea of the start as contrasted with the present operations let it be said that at first one wagon was quite sufficient to deliver the garments cleaned at "Dreshers." NOW it takes nine wagons and three automobiles and more are coming. Take into consideration also that immense quantities of goods are not called for by wagon, but are left and called for at the Dresher tailor establishment at 1515 Farnam St. and at the Dresher Dep't. in the Brandeis Stores.

Dreshers' entire force at the start of the business did not number over a dozen people; NOW the busy season finds ONE HUNDRED operatives working as busily as the proverbial bee. Then, too, Dreshers have twice extended their building since the inception of the business. A rough estimate places the Dresher working space and office at 12,000 square feet, and even now Dreshers are planning to build upon the adjacent lot.

Quite a jump from the time when "Al" Dresher himself occasionally delivered cleaning work assisted by one little "yaller" horse and a single dinky little wagon, isn't it?

Think of such a growth in a period of time that covers but a little over four years. Wonderful, isn't it? Must be that Dreshers turn out a far better class of work than the ordinary cleaning establishment, must it not? Dreshers were the first to really feature an "out of town" dep't. Dreshers are today and every day cleaning work sent in from dozens of surrounding states; customers send in work freely by parcel post or express, knowing that Dresher Bros. will pay the return charges on any sized bundle to any point in America. Dreshers can prove by shipping books that their work has already been sent to every state in the union.

It's all because Dreshers put knowledge, hustle, vim, enterprise and a sincere desire to please back of their work.

Next time you have anything to clean phone Tyler 345—that's Dreshers' private exchange number—and it reaches every enterprise in Omaha that is managed or presided over by the Dresher boys.

When Dreshers receive your call they will send out a delivery wagon or an auto at the fastest speed possible without fracturing the speed laws or injuring a pedestrian. Your work will be taken care of in a hurry and when you get the job back you will say:

"My! What fine work. No wonder those Dresher boys built up so huge a business in so short a time."—Advertisement.

PAIGE AGENCY GOES TO MURPHY-O'BRIEN

Take Line Monday and Newest Paige Model, a Six-Cylinder Car, Will Be Here for Exhibition.

OMAHA IS DISTRIBUTION POINT

Fred L. Good, Manager for West, Makes This City Headquarters for Business from Missouri River to Pacific Coast.

The Murphy-O'Brien company, Omaha's newest automobile firm, has taken over the agency for the Paige car and Monday morning will have on exhibition the second of the new Paige six cylinder cars to be displayed west of Chicago. Fred L. Good, district manager of the Paige company, who makes Omaha his western headquarters, considering Omaha a distributing gateway to the west, put forth every effort to bring one of the new six machines here and he was so successful that when the Murphy-O'Brien company takes over the Paige agency Monday they will on that day have one of the new cars here.

The new six has had on the market two weeks. Heretofore the Paige people have been content to make four cylinder machines. The Chicago agency has taken orders for 121 cars since they received the first demonstrator and Des Moines has taken seventy orders in the same time.

One of Five Phenomenons. Speaking of the new car Mr. Good declared: "There have been four or five phenomenons in the automobile industry since its birth; the new Paige six I consider one of these phenomenons. It is fifty-horsepower and has all equipment. For the price it has anything on the market beat."

"Last year the Paige company was seventh among American factories in point of production; this year, with the new six line in addition to the four, we should be much bigger. Last year we made 15,000 machines; this year's output will exceed by far that figure."

Omaha Distributing Point. "I have been in the automobile game fifteen years, seven of which I have spent in this western territory. I have charge of all the territory between Chicago and the Pacific coast, from the Tennessee line south to Canada north. While Chicago is my headquarters, Omaha is my western distribution center. All business west of here I do out of Omaha, all between here and Chicago, out of Chicago."

"That is why I brought one of the new Paige six machines here. With the Murphy-O'Brien company handling our line, I predict we shall enjoy our most prosperous season in Omaha and the territory adjacent."

Maxwell Reports Big Gains During Last Half of Year

A most interesting and optimistic report on business conditions comes from the Maxwell Motor company. Not only does it show that the company made big gains over last year, but also that the company's business and production has gained every month since the first of August. The Maxwell Motor company employed an average of 4,350 men daily for the months of August, September and October, 1913, with an average monthly payroll of \$296,865.24.

The recapitulation statement for the same months of this year shows a daily average of 5,815 men, with a monthly payroll of \$47,899.52, or an increased payroll of \$130,852.28 per month.

Apperson Installed in Quarters on Row

The Apperson Jack Auto company, which formerly occupied the location at 1204 Farnam street, has entered its new quarters on the row at 2417 Farnam street.

The new quarters are much more spacious than the old ones and the display room is well qualified for an extensive exhibition of the new Apperson line. J. M. De Long, manager of the company, has received a shipment of the various Apperson models.

A large shop and work room is a part of the new location, and Mr. De Long is prepared to accommodate all repair trade. Several new service features will be added now that the new location is occupied.

SEE AMERICA FIRST NEW YEAR'S GREETING

We are wishing you a pleasant journey through the coming year. A journey that shall not be marred by skidding.

A journey in which there may be few rough spots.

A journey in which you may have safety first, last and all the way.

A journey which may enable you to see America first in the galaxy of nations, first in prosperity, first in peace and first in honor.

A journey that shall bring you all the comfort, all the safety and all the steady going that accompany Goodrich tires.

A journey during which every day may be a continuous round of pleasure.

Just as each Goodrich tire is.

And may all your ventures prove to be for the best in the long run.

THE F. F. GOODRICH COMPANY, Makers of Everything that's Best in Rubber.

REIM RUNS MOVIES OF FACTORY ON AUTO ROW

George F. Reim of the Cadillac Company of Omaha has started an innovation on automobile row. He has procured a stereopticon machine of the best make and is showing pictures and slides of the factory and plant of the Cadillac company, and also of the different parts and how and where they are made. It is attracting a great deal of attention, and each night a large crowd of people stand on the outside and watch the pictures as they are thrown on the screen.

FORD DECEMBER SALES SHOW 400 PER CENT GAIN

Local Ford sales for the month of December show an increase of more than 400 per cent over the corresponding month of 1913. The number of Ford cars sold and delivered to Omaha purchasers since the beginning of the Ford fiscal year, October 1, is more than four times as

MANAGER OF MURPHY-O'BRIEN AUTO COMPANY



DOUGLAS BOWIE.

great as the number sold in the same period last year. A large part of this increase can, of course, be accounted for in the way in which automobile buyers are taking to the new coupelot and sedan. However, the sales of the open types have made a noteworthy increase and the outlook for the biggest early spring business in the history of the Omaha branch is most promising.

FOUR AUSTRIAN MONITORS BOMBARD BELGRADE

LONDON, Jan. 2.—A dispatch to Reuters' Telegram company from Belgrade says: "Four Austrian monitors bombarded Belgrade on Thursday. Their fire did slight damage."

"Reports received from Sofia, Bulgaria, of a serious clash between Serbian and Bulgarian frontier guards are officially denied here. 'The truth is,' the official report says, 'that Serbian guards arrested a number of inhabitants of Baganawatz, who were trying to leave the country to avoid military service. There were no casualties and there was no conflict with Bulgarian guards.'"

PERSONAL PARAGRAPHS.

Word comes to Burlington headquarters that President H. A. Holden has appointed A. W. Newton as his assistant. Mr. Newton will continue as chairman of the federal valuation committee, with his offices in Chicago.

W. M. Howell of the Milwaukee road, who has been in Chicago for some time, is in town, returning to Salt Lake City, where again he will take up the duties of commercial agent for the company, with Utah as his territory.

W. H. Cundy, who for the last ten years has made this territory as traveling agent for the Denver & Rio Grande, the first of the year was promoted to assistant general passenger agent with the same road, with headquarters in Denver.

SHERIFF'S FEES FOR FEED ALLOWED

Big Saving to the County Effected by Fight Made by the Commissioners.

THIRTY-TWO CENTS PER DAY

Sheriff Had Attempted to Collect at the Rate of Fifty Cents a Day, but the Courts Decided Against Him.

The Board of County Commissioners in accordance with arrangements previously made to pay Sheriff F. J. McShane, Jr., 32 cents per day for feeding each prisoner in the county jail, allowed \$1,153.92 of the claims submitted by the sheriff. This action is in obedience to the supreme court decision which, in defeating McShane's 50 cents per day demands, authorized the board to pay a reasonable rate.

Bills for Sixteen Months. Sixteen months' bills were included in the amount allowed by the board, the first six months' bills being filed up in the county jail, allowed \$1,153.92 of the claims submitted by the sheriff. This action is in obedience to the supreme court decision which, in defeating McShane's 50 cents per day demands, authorized the board to pay a reasonable rate.

County commissioners are particularly pleased by the saving effected in the feeding cases as a result of their policy of fighting the sheriff's claims to a finish. These feeding bills of the sheriff have been pending for many months. Twice the case was taken to the supreme court, ending in a clear victory for the county. The present settlement is along the lines laid down by the last decision of the supreme court.

Van Dyke On Ship is Passed; Teutons Safe

LONDON, Jan. 2.—Through consideration for Dr. Henry Van Dyke, American minister to the Netherlands, the British government permitted the steamer Nieuw Amsterdam, on which Dr. Van Dyke was a passenger during his last voyage from New York to Rotterdam, to proceed without being searched notwithstanding certain suspicious circumstances.

The British consul general at Rotterdam subsequently discovered that five members of the crew were Germans who worked their way over and then proceeded to Germany.

It is said here that there were also among the passengers several other German reservists with false passports from

neutral European countries and they went from Rotterdam to Germany.

BRIEF CITY NEWS

Fidelity Storage & Van Co. Doing 600. Have Root Print Co. Now Reason Press Burgess-Graden Co.—Lighting fixtures. Beautiful All Modern Homes for Sale on the easy payment plan. Bankers Realty Investment Co. Phone Doug. 2524. "Today's Complete Movie Program" classified section today, and appears in The Bee EXCLUSIVELY. Find out what the various moving picture theaters offer. A Happy and Picturesque New Year is the very best that anyone can wish you, but an office in The Bee building, "the building that is always new," makes wishes come true.

Oswalt Gets Twenty-five Days—Jake Oswalt, arrested at Hayden Bros. by the manager for the theft of a fur coat, was sentenced in police court to twenty-five days in jail.

Wife for Husband's Insurance—Mrs. Mins A. Walton has sued the Physicians' Casualty association in district court for \$3,000 insurance on the life of the late Dr. Frank Walton, which she asserts is due her.

Saloon Keeper Sued—Samuel Allis, who alleges he was attacked by a bartender in the saloon of Spry & Boynton, 22 North Sixteenth street, has brought suit against the firm for \$5,000 damages in district court.

Read the "For Sale" ads if you want bargains of the minute.

WOULD START NEW LIGHT RATE CASE

City Attorney to File Motion to Dismiss Supplemental Bill of the Present Case.

TRIAL IN THE SUPREME COURT

Purpose of Lambert's Move to Have Franchise Litigation Finally Brought Up for Disposal in Highest Tribunal.

Motion that the supplemental bill of the Omaha Electric Light and Power company in the case now pending be dismissed will be filed by Assistant City Attorney W. C. Lambert for the city.

The purpose of the motion is to start a new case, which may be carried eventually to the United States supreme court. As the case now stands the United States circuit court of appeals will be the tribunal that will pass finally upon the questions involved.

Mr. Lambert did not state the reasons upon which the motion will be based.

The electric light case involves the company's right to sell electricity for power purposes. A misunderstanding has arisen over the meaning of the supreme court's decision in which it was held that the company has a perpetual franchise, but limits the power business which

the company may do, the city contends. Mr. Lambert said the long fight over the power plans of the lighting company's franchise rights may be repeated now as the attempt is made to find out what the United States supreme court meant.

Carranza's Firing Squad is Almost as Busy as One of Villa

EL PASO, Tex., Jan. 2.—The recurrence of the Aguas Calientes convention at Mexico City, set for January 1, probably will not occur for more than a week, according to advices received here today. It was said that the delay was caused by the friction between the Villa and Zapata elements over the matter of promiscuous executions. Zapata remained at Cuernavaca and Villa at Mexico City.

At the meeting of the chiefs supporting the convention government was to have been held. The delay will leave General Gutierrez in the office of chief executive. It was admitted that the Zapata element would oppose his re-election.

From Vera Cruz come reliable reports that killings for political reasons had been almost as frequent as at Mexico City. There was reported much friction between General Obregon, commander of the Carranza troops, and some of the Carranza cabinet members, which—first chief had been unable to mediate.

Store Crowded All Day Saturday with Enthusiastic Buyers

Julius Orkin

1510 DOUGLAS ST.

January Clearance of Suits, Coats and Dresses at Exactly HALF PRICE

This annual event started off Saturday with a rush, and the buyers came constantly all day. We believe the bargains offered during this Clearance Sale surpass any shown elsewhere—if you consider style and quality, and of course you do. "Every garment a good one," is the motto of the Julius Orkin store. Come tomorrow!

SUITS That formerly sold from \$19.50 to \$65.00 CLEARANCE SALE PRICE \$9.75 to \$32.50	COATS That formerly sold from \$12.50 to \$45.00 CLEARANCE SALE PRICE \$6.25 to \$22.50	DRESSES That formerly sold from \$7.50 to \$39.50 CLEARANCE SALE PRICE \$3.75 to \$19.75
---	---	--

Get Your **PIANO** At Hospe's
A. HOSPE CO., 1513 DOUGLAS STREET

HUDSON Six-40 for 1915

With 31 New Features

New Price **\$1,550** F. O. B. Detroit

Your Model Car At an Unexpected Price

The HUDSON Six-40 for 1915 brings out 32 surprises. There are 31 new features—each an important refinement. And there is a new price—\$200 less than last year—due to a trebled output.

This new-type Six came out last year to mark the HUDSON conception of the coming car. The HUDSON Engineers—headed by Howard E. Coffin—had devoted three years to the model.

By clever designing and better materials they attained a remarkable lightness. By a new-type motor they reduced operative cost about 30 per cent under former cars of like capacity.

It was the handsomest car of the year. It offered many new ideas in equipment. And the price—\$1,750—was the lowest price quoted on a quality car, either Fours or Sixes. That car was so welcome that the enormous factory output was 3,000 cars oversold.

31 Refinements

Now these same engineers—48 of them—have spent a whole year on refinements. The new model—for 1915—with 31 important improvements.

The output has been trebled. And the quantity saving—\$200 per car—has been taken from the price. Now this quality Six—the finest HUDSON production—sells for \$1,550 f. o. b. Detroit.

This new HUDSON Six-40 will meet your ideals of a car. There was never built at any price a more exquisite Six. It will place any four-cylinder car out of the question at a price above \$1,200.

This new model is here now. Don't buy until you see it.

GUY L. SMITH

"Service First"
2561-3-5 Farnam St., Omaha.

ANNOUNCEMENT

this is to announce that the

Apperson Jack Rabbit Auto Co.

are now located at

2417 FARNAM STREET

APPERSON JACK RABBIT 4-40

4-40 5-Passenger	- - -	\$1,350
6-45 5-Passenger	- - -	\$1,485
6-48 7-Passenger	- - -	\$1,585
6-60 7-Passenger	- - -	\$2,350

THE GREATEST LINE ON EARTH

1915 models are now on exhibition and ready for immediate delivery

Live Dealers Wanted

Apperson Jack Rabbit Auto Co.

2417 Farnam Street Omaha, Neb.

Phone Douglas 3811

(We will exhibit at Auto Show with a full line of 1915 models)