

NEW CONANT HOTEL OPENS IN OMAHA

Modern Fireproof Structure Has 250 Rooms—Furnishings are Elaborate and Comfortable

On Tuesday of this week Omaha's new million dollar fireproof hotel The Conant, located at Sixteenth and Harney streets, in the heart of the business district, was formally thrown open to the public. It was the privilege of a member of The Herald, editorial force to stop at the new hotel on Saturday, Sunday and Monday, prior to the formal opening.

The new building erected by the Wolf-Hiller Realty company, is the last word in fireproof hotel construction, sanitation and convenience. It will be operated by the Conant Hotel company, of which G. H. Conant is president.

Building Costs \$450,000.

The building costs \$450,000, the ground \$600,000 and the furnishings over \$100,000, making a total investment of more than 1,150,000. The building was designed by John and Alan McDonald, architects, and was erected by the Selden-Breck Construction company.

The entrance is from Sixteenth street into a roomy, pleasant lobby. Downstairs are a popular priced grill room the kitchen, a barber shop and the wash rooms. The baggage and stock rooms are also in the basement and below, in a sub-basement, are the engine room and refrigerating plant.

A broad stairway leads from the lobby to the second floor where are the parlor and rest room, a spacious writing room and the main dining room. Old rose tapestries line the walls of the lobby and dining room, blending harmoniously with the Circassian walnut woodwork. The furniture also is of Circassian walnut. The lighting is indirect, the color scheme being alabaster and old gold. The walls of the rest room are paneled with soft tapestries, and easy

chairs are scattered here and there, giving an atmosphere of solid comfort.

The entire building is finished in Circassian walnut. Each of the 250 rooms has a bath. There are three large elevators. Nothing has been left undone that might contribute to the comfort and convenience of guests. Conant spent more than \$2,000 for telephone stands alone in order that guests might answer calls while in bed. Nine thousand yards of Carpet were used, and the blankets, linen and other furnishings in the sleeping rooms were made to order each bearing the Conant monogram and coat of arms.

Furnishings Purchased in Omaha.

Every article to furnish the hotel was purchased in Omaha. Among the larger firms supplying the furnishings were Orchard & Wilhelm company, Brandeis stores, Omaha Crocker Co., American Electric Company, Sunderland Brothers and the Omaha Hotel Equipment company.

The rest room and parlor overlook Sixteenth street, affording an excellent view of the busiest corner in the city at Sixteenth and Farnam streets.

The present plan is to operate the dining rooms so as to "break even" only, as a convenience to the guests. "We won't make any money out of that department," Mr. Conant said, "but it will help other business, especially when the weather is bad."

Conant's Career Remarkable.

The career of G. Harley Conant, the proprietor, whose first hotel experience was in Omaha only eight years ago, in a small hotel that might almost have been called a rooming house, is unique.

Mr. Conant got into the hotel business entirely by accident in 1906 his mother, Mrs. Mary H. Conant opened the Bachelor's hotel, a small affair at Twentieth and Farnam streets. Conant was then in the grain business in Chicago, but his business interests brought him often to Omaha, and believing he saw a great future for this city, he urged his mother to locate here.

Ten years after his mother opened the little hotel, Mr. Conant went to Kansas City on business, and while there he became ill and came to his mother's home here for a rest of a few days.

The second day after he arrived the clerk at the hotel disappeared, taking with him \$1,000 of Mrs. Conant's money. The house was filled to overflowing, no responsible clerk could be secured, and the loss of the money left the little business in serious financial straits, so Conant asked for a short leave of absence to straighten up his mother's affairs.

The days grew into weeks and still he could not see his way clear to leave Omaha. Finally he decided to remain with his mother and conduct the hotel for her, so he served his connections with the Chicago firm and became manager of the hotel.

"I knew nothing about running a hotel," Conant said, "but I made it strictly a business proposition." The little hotel thrived under his management, and two years later he took over the original Sanford hotel at Nineteenth and Farnam streets.

For two years he conducted both businesses. Then an addition was built to the Bachelors hotel, and the name was changed to the Harley. Mrs. Conant insisted on that name as a tribute to her son's success.

Conant then had 160 rooms at his disposal, 100 at the Harley and sixty at the Sanford. During the next year he managed to keep both filled practically to capacity all of the time. An average for the year showed the two hotels operating at a 92 per cent capacity.

New Hotel Planned in 1916

In 1915 Conant arranged with Dr. H. C. Gifford to build the new Sanford hotel, which he leased. A year later he became acquainted with Harry A. Wolf, impressed by Conant's remarkable success as a hotel man Wolf proposed that the old Schiltz hotel at Sixteenth and Harney streets be purchased and a modern hotel be erected on the site.

Early in 1917 the Conant Hotel Co. was organized. Wolfe organized the Wolf-Hiller Co. and purchased the Schiltz hotel. On May 1, 1917, the wrecking of the old building began.

Forecasting an increase in prices, and possibly a shortage of many articles needed for the new hotel, on account of war conditions, Conant secured a copy of the architect's plans for the new building and contracted for furniture, carpets and bedding. In this manner, he saved many thousands of dollars. Dealers say that the carpets which Conant thus secured, as well as curtains, linen, draperies and some of the furniture, could not be purchased at any price now. He furnished the new hotel at an outlay of approximately \$100,000 better than it could now be furnished for twice that amount of money.

Conant is a firm advocate of the policy that a well filled hotel at moderate rates is better than a partly filled hotel at higher rates. On this policy he has built his success.

"Our rates will be \$2.50 a day and down instead of \$1.50 a day and up," he said. "When a man walks in here he will know that he cannot spend more than \$2.50 a day for a room and get a good one for \$1.50 or any intermediate price he cares to pay. Patrons do not like to walk into a hotel displaying a \$1.50 a Day and Up sign and have the clerk do everything but insult them if they do not take a \$4 or \$5 room."

Conant has been just as careful in his selection of his employees as in the furnishings of the building. Two things that he positively will demand, he says, are courtesy and service.

Over 100 Employees.

There will be approximately 100 employees. Conant himself will have the active management of the hotel. Dave B. Young will be his assistant manager, Paul E. Stanton will be the chief clerk and Charles K. Gudgell will handle the night shift.

Manager Conant Hotel.

Young, Stanton and Gudgell are all well known here and to the traveling public. Stanton started his hotel career in Omaha eighteen years ago as a bellboy in the Merchants hotel, where he has been employed continuously since that time advancing by degrees to the position of chief clerk.

Mr. Young also is a hotel man of many years experience, having managed hotels in Sterling, Ill., Hartford, Ind., Vicksburg, Miss., and Janesville Wis. Gudgell has had broad experience in the hotel business, and for the past year and a half he has been the chief clerk at the Hunter Inn here.

Other members of the staff are: Fred Hastie, key clerk; Miss Bessie Hogan, bookkeeper and Mrs. Ella B. Farrell housekeeper.

Marian Mote returned to Lincoln the first of the week to resume her studies at the University this winter.

WE'BUY

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We pay from \$2.00 to \$5.00 per set (broken or not). We also pay actual value for Diamonds, old Gold, Silver and Bridge-work. Send at once by parcel post and receive cash by return mail.

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The Branch House Man

This is one of the Swift & Company Branch House Men.

They are all pretty much alike in the way they feel toward their work—and that is what this ad is about.

They know that most people couldn't get such good meat promptly and in good condition if it weren't for the branch houses of which they are in charge.

They know that the branch house is one of the most important links in the chain of preparing and distributing meat for a nation.

They know that Swift & Company must have its branch houses run at the highest notch of usefulness; that even a Swift &

Company branch house won't run itself, and that it is up to the branch house man to run it properly.

Any branch house man who doesn't see his work in this light is transferred to some other place with Swift & Company to which he is better adapted.

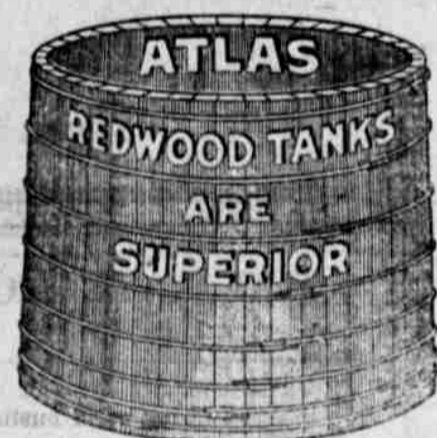
They are picked men, these branch house men. Every time you sit down to a steak or chop, or cut of roast, you can give a grateful thought to the whole crew of them.

And remember, in a general way, that everything that makes life smoother and more convenient for you, is the result of the thoughtfulness and effort of a lot of people of whom you have never heard.

Swift & Company, U. S. A.



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Will outlast several steel tanks or several tanks made from other material, and cost less money. These tanks will keep the water cooler in summer and warmer in winter. Send for price list to-day.

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If water won't hurt it, we won't hurt it.

We can launder anything that is washable.

We take extra care with the sheer and delicate garments—even go so far as to wash many pieces in individual net bags.

And of course all these delicate garments are entirely ironed by hand.

You need have no hesitancy in sending us your daintiest garments and most prized linens. We will launder them just as carefully as you would yourself.

ALLIANCE STEAM LAUNDRY

Locals News

Mildred Mollring of Newcastle Wyo. was in Alliance Monday for a short visit with relatives before going east to Chicago, where she will attend the Northwestern University.

Miss Thelma Fitzpatrick left Sunday night for Omaha, where she will spend a few days.

F. E. Reddish and daughter left Sunday night for Michigan, where Edith will attend school this winter.

Miss Irene Rice left last week for Omaha to attend Van Sant Business

College.

Carl Powell left Sunday night for Lincoln, where he will continue his studies at the University this winter.

Everett O'Keefe returned to Omaha last Thursday, where he will attend the Creighton Dental College.

Live Stock Transit Insurance

Live stock men over the entire west are forming the habit of INSURING THEIR LIVE STOCK IN TRANSIT. They do it for safety, economy and quick returns.

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STOCK YARDS

OMAHA, NEBRASKA

I Know the Voice

WHICH TELLS THE SUFFERINGS FROM A SORE TOOTH

I have to see or read for the first time the works of any noted writer of the middle ages, anything that pertains to Dentistry. There could not have been the demand upon them then as in being made today.

THE SCIENCE OF MEDICINE AND DENTAL SURGERY

Which has shown such wonderful progress in such a comparatively short time, has been compulsory—so to speak. Again

NECESSITY WAS THE MOTHER OF INVENTION

For twenty years—every hour of every day, I have heard someone say, "Why does not some one invent something to relieve pain in a safe and easy manner?" The cry for this great necessity has dwelt on my mind so long, that I finally solved the problem and have put it into use. Through Sturgis & Sturgis, Attorneys, I filed for a patent on this most wonderful method to relieve pain.

I KNOW THE VOICE OF THE SUFFERER; I ALSO KNOW HOW TO ANSWER

in a manner that should immensely please. It's here for you to take advantage of. I will gladly show you.

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Appointments Made to
Best Suit Their Convenience.

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