

# New Sanford Hotel Now Open for the Convenience of the Public

## SANFORD HOTEL IS MOST MODERN TYPE

While Not the Largest in the City, It Is in Many Respects Superior.

### IS ABSOLUTELY FIREPROOF

The new Sanford hotel and the ground it occupies represent an investment of \$300,000. This hotel is not the largest in Omaha, but it represents the most modern ideas of hotel construction, and in some respects it is superior to other hotels of the city. In the first place, it is absolutely fireproof. The only wood is that which was used in the doors and the window casings.

The structure is of seven floors and basement and has 150 rooms. The old Sanford has fifty rooms which are connected to the new building. The hotel was erected with a view of adding three more floors, which eventually will be done.

**Skeleton Type.**  
The general construction is reinforced concrete and is of the skeleton type, which means that the walls do not serve in the strength factor of the building. The walls could be taken out and the building would stand as a rock-ribbed structure. This is an engineering improvement of comparatively recent date and has been approved by the most eminent builders of the country.

The floors of the rooms and halls are covered with cement, upon which was laid padding and then carpets of comfortable thickness and pleasing design. There is not a stick of wood in any of the floors. In designing this hotel the architects provided that each corridor should have daylight and direct ventilation. The advantage of this feature lies in the possibility of each room being ventilated with fresh air through these corridors. With windows at the ends of corridors, the hotel is well supplied with sunlight and fresh air. The undesirability of dead-end corridors has impressed itself upon builders of hotels.

**Absolutely Fireproof.**  
Although it would be impossible for a fire of any consequence to occur in the new Sanford, the stairway leading from each floor is equipped with a patent-spring door which serves as an added factor of safety in time of need. The stairways are

### OWNERS AND MANAGER OF NEW SANFORD HOTEL—Mrs. Mary H. Conant and her sons are the proprietors of this magnificent new hostelry and Fred L. Damery will be the manager.



FRED L. DAMERY

MRS. MARY H. CONANT

G. HARLEY CONANT

HOMER B. CONANT

retiring room with all the comforts desired by the feminine guest. The cafe and barber shop may be entered from the hotel or Farnam street. The cafe will provide every form of service. Wash rooms, toilets, men's rest and billiard rooms have been provided in the basement beneath the lobby.

Two electric elevators of latest type operate to all floors and facing the entrance of the elevators at each floor is a commodious reception parlor equipped with easy chairs, rockers and potted plants. On each floor are two free shower bath rooms for men and tub baths for women who do not occupy rooms having these accommodations.

The building is equipped with vacuum heating system, which insures uniform heat throughout the hotel. A vacuum cleaning system is another important feature of the equipment.

Some of the rooms are furnished with private baths or showers and the others have private toilets.

The site of the new hotel is 80x160. The building and site are owned by Dr. Harold Gifford, who is interested in the smaller hotel building at Nineteenth and Farnam streets and which now becomes part of the larger project. The hotel was leased by the Conant Hotel company.

### Glimpses of Dining Room and Barber Shop



west corner of Twentieth and Farnam streets. The Harley was built by Arthur Keeline and the building was opened in conjunction with the Bachelors, the combined hotel property being known as the Harley.

Harley G. Conant came to Omaha twenty years ago. He served nine years with a local manufacturing company and ten years ago quit the grain business to join his mother in the hotel business. Mother and son today are actively engaged in the business of making life pleasant for those who make their permanent or temporary homes in the hotels operated by the Conant Hotel company.

Fred L. Damery will be manager of the new Sanford. He has had fourteen years experience in Omaha hotels, being well known through his identification with the Her Grand, Carlton and Castle hotels. Miss Bessie Hogan will be the cashier.

With the opening of this new hotel Mrs. Conant and Mr. Conant have realized their ambition to control a metropolitan hotel.

**Papers Will Raise Price.**  
Philadelphia, Jan. 19.—Philadelphia newspapers now selling at 1 cent will increase their price to 2 cents beginning January 23. The high cost of print paper and other materials entering into the making of a newspaper is given as the cause for the increase.

### Sanford Hotel Is Outgrowth of a Small Boarding House in Omaha

Mother and Son, Mrs. Mary H. Conant and Harley G. Conant Make Business Success.

#### ALSO OPERATE THE HARLEY

The forthcoming opening of the new Sanford hotel on Farnam street, not only indicates the continual growth of Omaha, but it marks another important step in the progressiveness of Mrs. Mary H. Conant, who represent the brains of the Conant Hotel company.

The advent of this splendid hostelry harks back to nearly a quarter of a century ago, when Mrs. Conant came to Omaha and opened a ten-room boarding house at Twentieth and Burt streets. That boarding house was something more than the joke-book boarding house, where hash and prunes were served with sickening regularity. It became such a desirable boarding house that the hostess had to maintain a waiting

list, instead of having to drum up business for her house.

#### Takes Larger Quarters.

As time went on she saw her opportunity to expand, so she took a twenty-room building on Douglas street, known as the "Albany," which she managed with success. During the Transmississippi exposition, Mrs. Conant added a few figures to the right side of her ledger. Eventually she took the Bachelors on Farnam street, west of Twentieth street. The Bachelors proved another stepping stone to bigger things. That place became something of an institution in the life of Omaha's single men. During 1907 the Conant Hotel company was formed, with Mrs. Conant and her sons, Harley G. and Homer B., as incorporators.

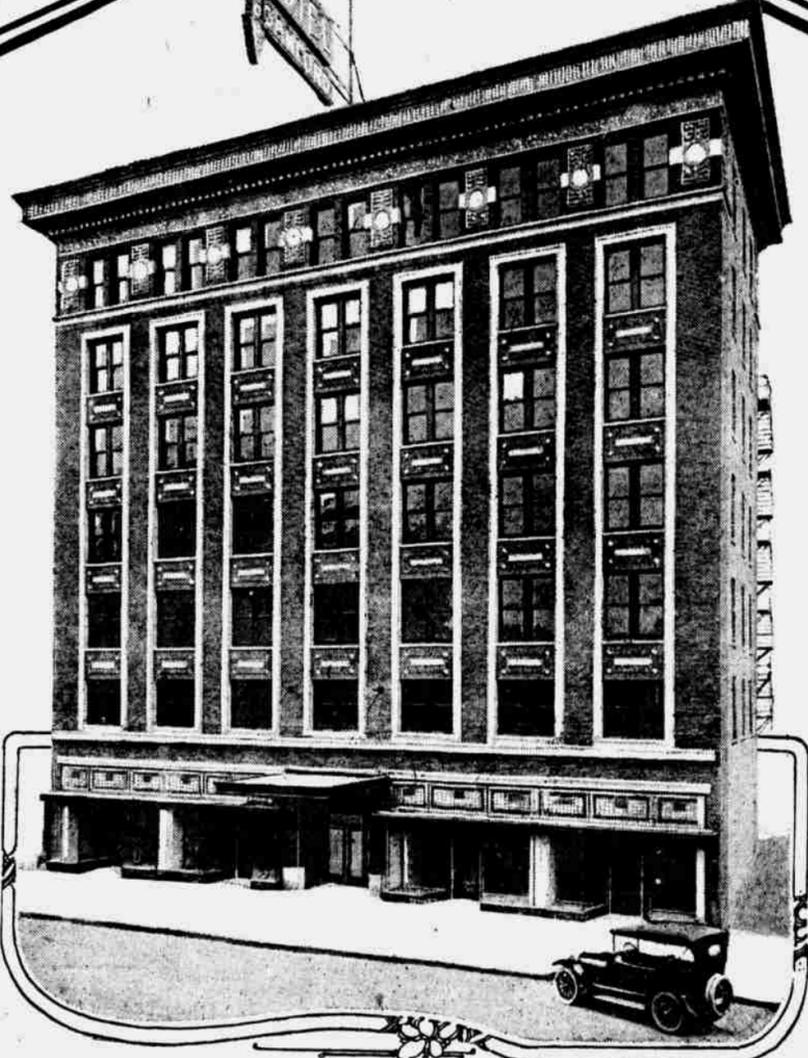
During 1910 this company opened the Sanford at the southwest corner of Nineteenth and Farnam streets, the hotel being named for a son of Dr. Harold Gifford, one of the owners of the property.  
During September of 1914 this company opened the Harley at the north-



# Opening of the New Sanford Hotel



A New, Fireproof, Strictly Modern Hotel at Popular Rates, Combining Safety, Service and Economy



**200 Rooms**  
75 With Bath \$1.50  
25 With Toilet \$1.25  
100 With Toilet \$1.00  
**Free Showers and Tub Baths on Each Floor**

John Latenser and Sons, Architects.