

**Solid Comfort in  
The Furnishings  
Of Sanford Hotel**

Furnishing and decorating a new hotel is a big chore. It requires many hours of careful examination and there are many details which the casual observer would not think of. The furniture of the new Sanford cost \$35,000. A trip through the home-like lobby, corridors and rooms

suggests the thought that somebody had a lot of detail work to look after. Mrs. Mary H. Conant and her son, Harley G. Conant, spent much time in the selection of the hotel appointments. Jacobean oak furniture predominates throughout the hotel. Spanish leather easy chairs and settees have been placed in the lobby. Some of the beds are of art metal and others of solid oak. The rooms are furnished with dressers of high-grade quality. Cadillac writing tables and chairs of superior quality.

Heavily cushioned rockers, settees of cane, Persian tapestries and Ori-

ental rugs add to the charm of the women's side of the lobby, while the men's side is furnished with Axminster rugs and Spanish leather chairs. The floor of the lobby is covered with Terraza marble, which gives a pleasing effect to the scene. Suspended from the ceiling of the lobby are thirteen Brasco light fixtures, which send forth a soft glow of semi-direct light. The lighting fixtures in other parts of the hotel are of the semi-direct variety and finished in dull bronze.

Solid comfort and neatness are the words which are conjured by the mind of the visitor as he walks through this newly appointed hostelry. The beds are inviting and the chairs bid one tarry and rest within their comfortable spaces. Carpets and wall paper harmonize in a pleasing color scheme and after nightfall the soft light from the artistic fixtures sheds radiance which completes the symphony to please the eye.

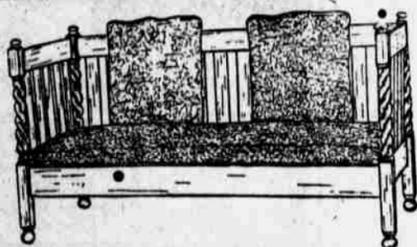
Marble-lined bath rooms have a charm of their own and "every prospect pleases" at this new hotel.

**VISIT  
The Sanford Cigar Stand  
"The Latest in Cigar Store Equipment."**

Only the best of cigars and tobaccos will find their place here; for instance:

<b>WEBSTER</b> Y. Pendas Y. Alvarez, Tampa, manufacturers. Factory established in 1887. Their motto has always been quality.	<b>GENERAL STANTON</b> Made in our own factory. A mild, pleasing, domestic 10c cigar.	<b>LAWRENCE BARRETT</b> An exceptionally smooth and delightful smoke.
<b>LA PREFERENCIA</b> The La Preferencia was the pioneer of broadleaf wrapped Havana cigars. The biggest selling 10c cigar in the U. S.	<b>Antonia Y. Cleopatra</b> Havana American Co., Tampa, manufacturers. Quality and workmanship unequalled. A truly meritorious piece of merchandise.	
<b>Sanchez Y. Haya Co. Tampa Clear Havana</b> This is the dean of all clear Havana cigars, being made in Factory No. 1.	<b>Niles &amp; Moser's Chancellor Cigar</b> We guarantee these goods to be the highest quality possible to produce.	<b>JOHN RUSKIN</b> Biggest and best cigar for five cents. We are exclusive agents.

Miss Campbell in Charge for **H. Beselin & Son**  
Mrs. Plich



One of the Ladies' Writing Room Settees in the New Sanford Hotel.

**The Opening of the New Sanford Marks the Completion of Another Large Hotel Furnishing Contract By the Orchard & Wilhelm Company**

Every yard of Fine Wilton Carpet, Every Beautiful Rug, as well as every Piece of Furniture, in this magnificent new Hotel was ordered through Orchard & Wilhelm Co. specially designed and made by reputable manufacturers to meet the requirements of this modern type of hotel.

In the face of factories being over-run with orders, the freight congestion, etc., this large order has been handled in a remarkably short time, allowing the Hotel to open up on time with all furnishings installed complete.

Allow us to cite this as an example of our efficient method of handling large contracts.

We are justly proud of this and the long list of other Hotels and public building contracts handled by us in Omaha.

We suggest the desirability of you allowing us to work out your furnishing problem, whether it be a hotel, your own home or a single item of

Furniture Carpets Draperies

**Orchard & Wilhelm Co.**  
414-416-418 SOUTH 16th St.

**THE  
NEW SANFORD  
CAFE**

Under the capable management of Mr. E. H. Anderson, invites your patronage.

After-Theater parties cared for especially. Dining Room connects direct with lobby. A lunch room for the hurried patron.

Evening Dinner, 40c. Sunday Dinner, 50c.

**Spacious Lobby at the New Sanford**



**What Women Are Doing in the World**

Karl F. Adams, principal of the Commercial High school, will address the Omaha Woman's club Monday afternoon during the business hour on invitation of the president, Mrs. E. M. Syfert. "The Need of a Commercial High School," the talk given by Mr. Adams Friday evening at the Dundee social center, will be repeated. Meetings of the Woman's club are at Metropolitan clubhouse.

Following the business hour the open program will be in charge of Mrs. F. H. Cole, chairman of civil service reform for the club as well as for the General Federation of Women's Clubs, and Miss Katherine R. Worley, chairman of the civics committee, with Miss Worley presiding. Mrs. Cole will give a ten-minute talk on "Civil Service Reform Versus the High Cost of Living." Mrs. Lee G. Edwards, formerly chief clerk of the Cook county civil service commission at Chicago, who came to Omaha over a year ago as a bride, will tell something of her personal experiences with practical civil service examinations and its administrations; Miss Autumn Davies, civics instructor in Central High school, will tell what high school students are doing in the study of civics, and J. P. Palmer will talk on "Custodial Farms for Petty Criminals."

Mrs. Edwards worked under the first woman who was ever appointed on a civil service commission in Chicago, Miss Anna E. Nichols. Miss Nichols was associated with Miss Jane Addams in social work and received her appointment on the strength of her work. Mrs. Edwards will suggest that clubwomen emphasize the importance of having public spirited women consulted on matters of city and country administration of welfare institutions.

Practice to overcome stage fright will be a feature of the oratory department's meeting Tuesday morning at 10 o'clock. Tennyson's "Mermaid" and Eugene Field's "Little Boy Blue" will be used to exemplify the work.

In planning the open day program, great difficulty was experienced in selecting plays to be produced by department members on account of the necessity for men characters. As a result, the department will put on but one play for the open program, with vocal selections by musical members of the department.

A dress rehearsal of the parliamentary practice class' open day program, a political convention, to be given February 5, will be held Tuesday at 2 o'clock.

Colonel T. W. McCullough, managing editor of The Bee, will speak on "American Pageantry" before the literature department Wednesday morning at 10 o'clock. Mrs. E. M. Syfert, president of the club, will describe the New York production of the masque, "Caliban by the Yellow Sands," written by Percy Mackaye for the Shakespearean tercentennial. Mrs. F. H. Cole is leader of the program, which promises to be one of the most interesting of the year. Drama league and Dundee Woman's club members have been invited to attend.

Mrs. Charles Lotz will give an illustrated talk on furs for the home economics department Thursday morning at 10 o'clock. Mrs. Lotz will have some skins at the meeting and will tell the women what trade names really means, as well as forecasting the styles for next year.

Election of officers is scheduled for the South Omaha Woman's club meeting Tuesday afternoon at Library hall.

Rev. J. F. Poucher will lead the prayer meeting of the Business Women's council Tuesday at the court house. Women of the Good Shepherd Episcopal church will serve luncheon between the hours of 11 and 2.

Chapter B. P. of the P. E. O. sisterhood will be the guests of Mrs. Alva Miles Smith and Mrs. Edwin Shouse at the home of the former, 6140 Florence boulevard, Tuesday at luncheon at 1:30. After luncheon there will be a musical program.

An Edgar Allen Poe program will be given by the West Omaha Mothers' Culture club Friday afternoon at the home of Mrs. B. F. Bonorden, 1512 North Forty-first street. Roll call response will be quotations from his works; Mrs. George A. Roberts will give a biographical sketch, Mrs. T. W. Cox an essay, Mrs. Edward Peterson an analytical tale, Mrs. J. A. Dozier one of adventure, Mrs. J. A. Hamilton, allegory; Mrs. Clinton Hamilton, supernatural; Mrs. W. E. Baehr, humorous, and Mrs. Bonorden and Mrs. T. J. White will read two of his poems.

Members of this club have subscribed to a fund which will take care of two children for one year at the new free dental dispensary to be established. They are particularly interested in this work because the husbands of half of the membership are either dentists or physicians.

Mrs. C. W. Axtell will lead the program on Shakespeare's "Henry IV," to be given for Mu Sigma club Wednesday morning at 9:30 o'clock at the home of Mrs. E. W. Gunther. Mrs. C. C. Belden will give the character of the king; Mrs. C. H. Balliet, "Hotspur"; Mrs. A. O. Peterson, the prince, and Mrs. A. L. Patrick, women of the play. Bernard Hagen, pianist, and Olga Eitner, violinist, both child musicians, will furnish the music.

Tennyson chapter of the Chautauqua circle will begin its meeting Monday at the public library at 2 o'clock to permit members to attend the Powys lecture. Miss Eva Friend will lead the lesson on chapters 11 to 13 of "France Under the Republic," and Mrs. H. N. Craig chapter 4 of "The Spirit of French Letters." Mrs. W. A. George will review the Powys lecture of last week.

North Side circle of the Child Conservation league will discuss better movie films for children Friday at 2 o'clock at the home of Mrs. B. L. Wonder, 3709 North Twenty-second street.

The Scottish Rite Woman's club will hold a reception and give a program Friday at 2 o'clock at the cathedral.

(Continued on Page Seven, Column Three.)

**Safety, Service and Saving Features Of Hotel Sanford**

"I just had a thought," remarked Harley G. Conant, as he was superintending the finishing touches of the interior of the new Sanford hotel.

"Safety, service and saving" will be the slogan of the Sanford hotel," he continued. "Just take a walk around with me and I will show you that the building is absolutely fireproof. The only woodwork you will find in the construction is that which was used in the doors and the window frames. How's that for safety first? It means something to a guest to feel that he is safe in a hotel.

"And as for service, I might state that we have an ideal location, on the line of the depot street cars, near the retail district and the theaters, and we have in the hotel a first-class cafe, barber shop and free shower baths on every floor for those who do not care for private baths in their rooms. There are attractive accommodation

rooms for men and women just off the lobby. Every room is furnished substantially and comfortably and no detail has been overlooked for the comfort and convenience of guests.

"We are going to save money for our guests. Our rates will be \$1.50 for the rooms with private baths of showers and \$1 for the rooms with private toilet rooms. Just two rates and all of the comforts of a high-priced hotel."

Mr. Conant further explained that the cashier, check clerk, telephone exchange and other administration features have been arranged in a compact space at the south side of the lobby.

Mrs. Conant was busy at the time directing work on the various floors and she might have been mistaken for one of the "hired hands" rather than the mistress of an extensive hotel corporation.

"There is nothing like looking after the details of a hotel if you would succeed," remarked this successful business woman.

**Sanford Property Sold For \$12,500 Decade Ago**

Just eleven years ago the property on which the new Sanford hotel now stands sold for \$12,500.

Mrs. Elizabeth Dufrene, upon the advice of C. F. Harrison of the Harrison-Morton company, made the purchase of this location for the above sum. Last year Mr. Harrison nego-

**A. MACHIETTI, President.  
C. BERTACINI, Treasurer.  
S. LARESE, Secretary.**

**The  
Nebraska  
Terrazzo &  
Mosaic  
Co.**

furnished all the  
**TERRAZZO AND MOSAIC  
Floor Work in the**

**New  
Sanford Hotel**

1024 Dodge St., Omaha, Neb.  
Douglas 2364.

**Typical Floor Plan of New Sanford**



**Hotel Owners Suffer From Likeness of Names**

Mr. and Mrs. W. C. Stevens, proprietors of the Eureka hotel, have been subjected to much annoyance by the fact that a couple, arrested at their hotel in connection with the "dope trust" investigation, gave their names as Mr. and Mrs. Stevens. The landlord and his wife are in no way connected with the arrest.

Persistent Advertising Is the Road to Success.

**The New Sanford Hotel  
BARBER SHOP**

Is without doubt the finest equipped tonsorial parlor in the state of Nebraska. The latest in marble fixtures and the most comfortable chairs have been installed for your comfort.

Seven skilled barbers—under the personal supervision of the proprietors—Messrs. Cary and Crain—are ready at all times to serve you.

**SANITATION — SERVICE — COURTESY**  
are our watch words.

A manicurist is always in attendance.  
**New Hotel Sanford Barber Shop,**  
at the left of the hotel lobby.

**OMAHA TAXICAB CO.'S  
SERVICE**

AT THE

**New Sanford Hotel**

WILL BE PARAMOUNT

**SERVICE**

Polite, Uniformed Drivers

Limousine Taxicabs

Meter Rates

**OMAHA TAXICAB COMPANY**

Phone Douglas 90. 2572 Harney Street.