

The Many New Buildings Erected in the Past Year Mark **GROWING OMAHA** as the Most Progressive City of Its Size in the Country

My Impressions of a Few Cities Visited By Me As Compared With Omaha

By HARRY M. CHRISTIE

The statements that I now make covering conditions as I found them covering cities of much greater population than Omaha are not intended as any reflection on the cities named.

My first stop was at Denver, where I found general business very quiet. A considerable number of vacant store buildings in the downtown retail district. Scarcely any new buildings under construction. Paving and grading and other street improvements seemed to be at a standstill. The principal talk in commercial circles seemed to be auction sales of oil stock. Several auction rooms were holding sales every day from 10 o'clock until 4 o'clock.

One day in Portland gave me a fair chance to judge conditions there. I found quite a little activity in shipbuilding, but scarcely any other outdoor work was in evidence. The shipbuilding industry has been a great boon to all of the coast cities.

Tacoma seemed alive with soldiers from Camp Lewis, located at American Lakes, a short distance from the city. Seattle with its 350,000 people is benefiting from this cantonment, as well as from its naval training station. I stopped off here 10 days and looked over their city thoroughly and found the home of the Fredrick Nelson's department store, which is to Seattle what the Brandeis Stores are to Omaha, being the only new building of any consequence that was under construction. This great store is moving 12 blocks from their present location again proving that retail districts shift in large cities.

My next stop was at Minneapolis, a city I always like to visit and considered by me as one of the best cities of the north. It, too, has its Fort Snelling and also a number of munition factories to stimulate local business. Very little local building is under way at this point.

Now comes Omaha, in the language of the street, with a whole flock of new buildings, almost too numerous to mention, including the new 15-story Telephone building; the eight-story Masonic Temple, a block away the 10 story Athletic club, a little further down the street Mr. Blank's \$200,000.00 movie theater, the new Conant hotel with its 250 rooms, the Orchard & Wilhelm's large six-story addition, many new wholesale houses, garages, apartment houses and new homes. Charlie Martin alone is building more homes in his famous Minne Lusa addition than are now under construction in some of the cities visited by me.

It may be interesting to the citizens of Omaha to know that seven grade school buildings will be finished and ready for occupancy by February 1, 1918.

NEW INDUSTRIES

Among the new activities secured for Omaha during 1917 is the Omaha Roller Mills, with a 2,500-barrel daily capacity, a large new corn meal mill, four auto tire factories. These are some of the many new activities secured for the year just closing, which also goes to prove that Omaha is the one bright spot in the middle west.

Our slogan, "Business As Usual."

The New Home of M. F. Shafer and Company



M. F. Shafer & Co. last week moved into their new building on the northeast corner of Seventeenth and Webster streets. The cost of this new, modern building is approximately \$300,000. This improvement is the most important one in the development of the north side business section since the erection of the new Ford plant. It is only two blocks from the Webster street station and six blocks from the postoffice.

The construction is of steel and concrete throughout and has an automatic sprinkler system, making it absolutely fireproof. One

of the principal features, as shown in the above picture, is the number of square feet devoted to windows, giving complete daylight on each of the five floors and basement. The building contains a sanitary restaurant managed by the company without profit for the convenience of its employes. Another interesting feature of this model factory will be shower baths for employes in the summer months.

The total floor space is more than 52,000 square feet, occupied exclusively by M. F. Shafer & Co., which gives Omaha the largest industry of its kind west of Chicago.

Consider the Calendar

This is a story of how the new calendars, which you are receiving free this week, are related to "Growing Omaha."

Because we are accustomed to having one or more urbane gentlemen donate beautiful photographic or lithographic calendars to us every New Year's day, we are likely to think these expensive works of art grow on trees, to be plucked at will.

Not so, not so. Calendars are bought and sold for real money just like Christmas presents. The business of making and selling calendars is a considerable industry in itself, a manufacturing industry with a market as wide as the world.

"Made-in-Omaha" is a label which can now be put on some of the most beautiful calendars produced, thanks to M. F. Shafer & Co. Their large new building, a photograph of which is shown here, was erected this year, to keep pace with their increasing business. Its construction is one of the 1917 achievements in making Omaha a full-fledged manufacturing center.

There is a real business romance in the history of the rise of M. F. Shafer & Co. to its present proportions, a rise so persistent that one might think this firm had been elected pace-maker for all of those who "Grow With Growing Omaha."

M. F. Shafer, founder, and W. E. Shafer, now president of the company, were born in West Virginia in a town called Volcano, a prophetic name indicating activity. When 21 years of age M. F. Shafer opened a general merchandise store in Henderson, Ia., which he ran until 1900, after which the brothers came to Omaha, full of advertising ideas, and established a "special service" advertising business, planning and preparing "selling" campaigns. Starting in a small way, within a short time they were operating in 34 states of the union.

Six times in the last seven years they have been compelled by growth of business to seek larger quarters. In 1910, when the partnership was succeeded by an incorporated company, their total floor space was about 480 square feet.

In less than a year they moved to quarters having 2,600 square feet, and one year later purchased a complete printing plant, bringing their total floor space to 4,600 square feet.

It was in 1913 that the company took up the manufacture and sale of a complete line of Calendars and Advertising Specialties. The next year the two plants were consolidated on one floor of a larger building containing 6,000 square feet. Another year added a second floor—10,000 square feet. Another year another floor—totaling 14,000 square feet.

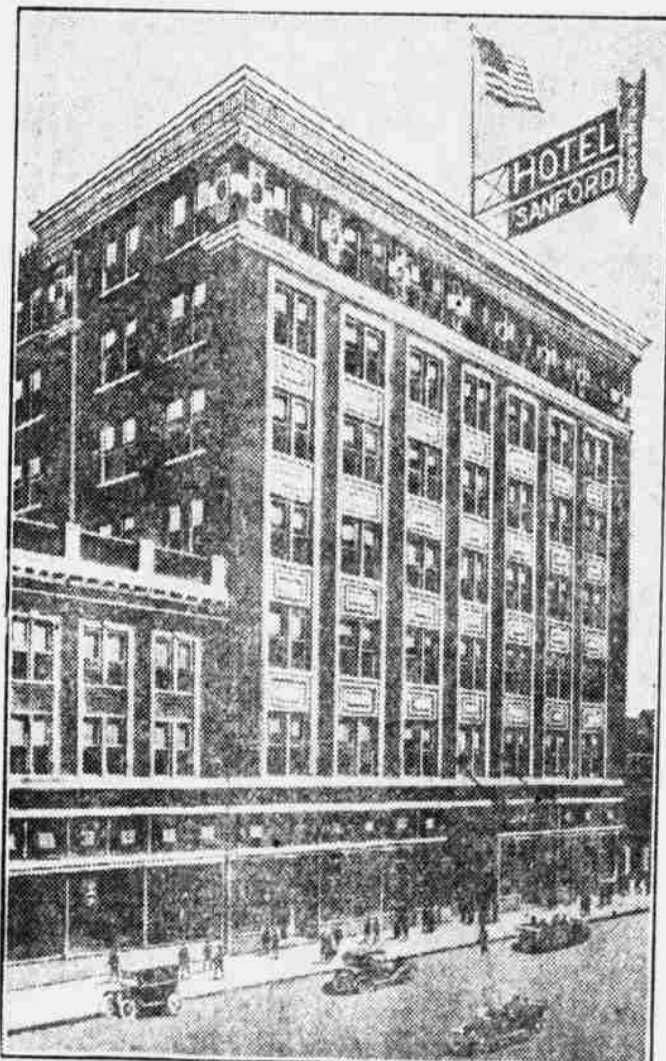
That was in 1916. But a home of their own—much larger—became necessary, and in 1917 the new building was constructed. Now more than 52,000 square feet of floor space are in use in a building of five stories and basement with concrete and fireproof construction throughout. The total cost of this new building and site is approximately \$300,000. It is located on the northeast corner of Seventeenth and Webster, near the new Ford assembling plant, 2 blocks from the Webster street station and only 6 blocks from the postoffice.

The Calendar line, with all its infinite variety, is but one member of a whole family of products from the house of M. F. Shafer & Co. They sell complete lines of Advertising Specialties, including everything from pencils and fans to expensive leather and aluminum articles. The equipment of their factory includes machinery for printing on celluloid, aluminum, leather, paper, cloth, tin, steel, glass and wood, and they handle complete lines of advertising specialties made from each material. Metal Signs, Paraffin Signs, Pennants and many unique forms of indoor display signs are also included in their line of Printed Products.

It is not surprising that a plant capable of doing such uncommonly difficult printing should have superior facilities for the more familiar commercial printing known as "Job Work." Their monotype machines, cylinder presses and automatic self-feeding Gordon Press make the most economical production possible in catalogue and book work. In the new factory the largest Miehle press in the city has just been installed, in addition to their large folding machine and cutting machines.

Omaha can well be proud of this fine six-story plant which places this city on a par with the very best production centers in this line anywhere in the country.

HOTEL SANFORD



The new fireproof Hotel Sanford opened January 20, 1917, offers to the traveling public a safe, modern hotel at reasonable rates. In every respect it has adhered to its slogan "Safety Service Saving"; it is absolutely fireproof, being built of steel and concrete throughout. Every accommodation one could expect to find in a first-class modern hotel is to be found here.

The schedule rates ranging from \$1.00 for sleeping room to \$1.50 for room with bath have made this institution extremely popular not only with the visiting public, but also with the residents of Omaha. Entrance to the hotel is from Farnam street through a vestibule into a spacious lobby furnished with a view to insure the utmost comfort.

The east section of the lobby is devoted to men patrons, where will be found cigar counter, taxi stand, phone booths and a commodious writing room.

The west section has been reserved for ladies. It is furnished with tapestry Jacobean oak furniture of the latest design and equipped with writing desks, phones, convenient retiring room.

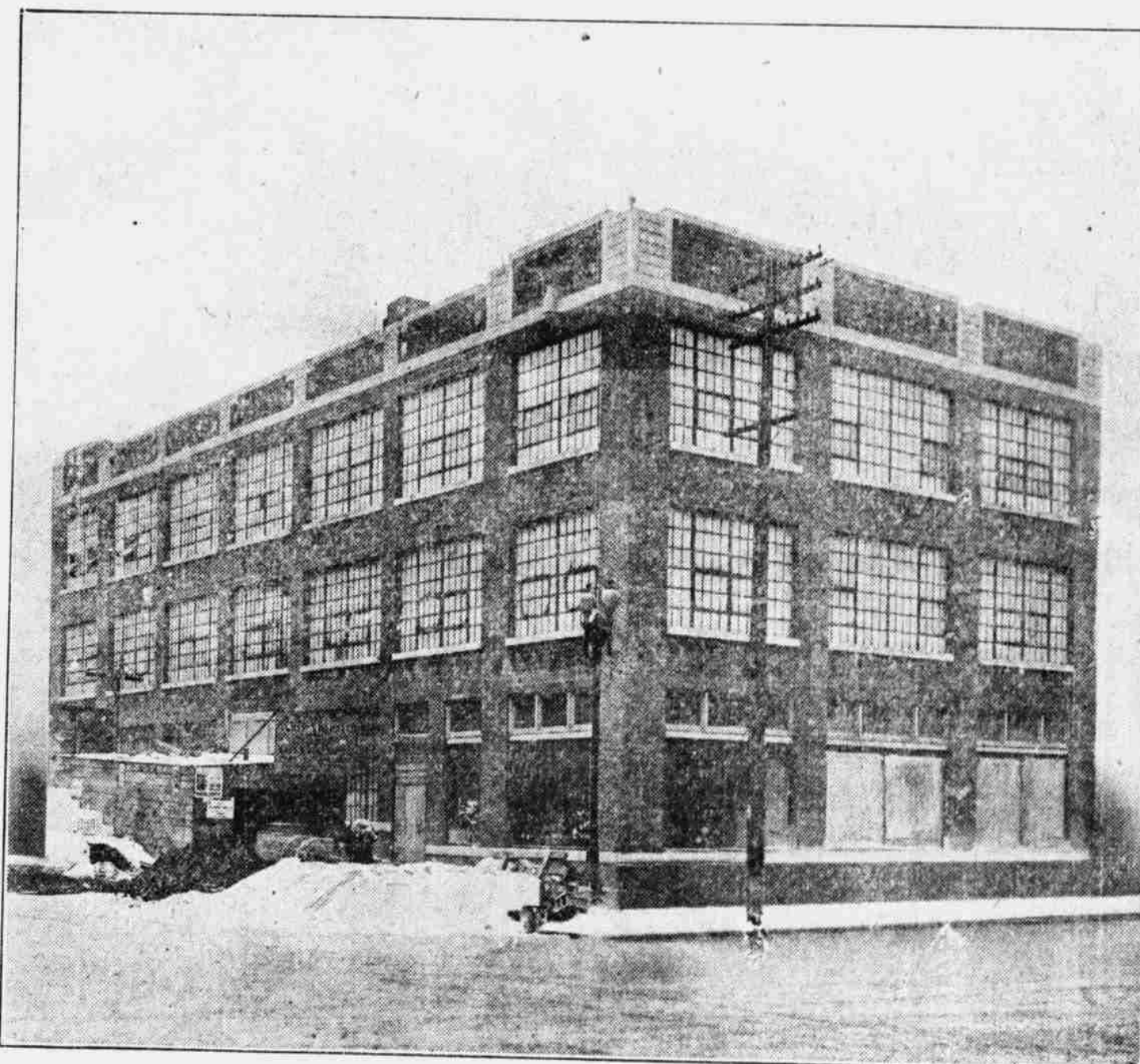
Located on the main floor, with entrance from the lobby as well as from street, is the cafe and lunch room.

A sanitary barber shop, on white enamel (with the floor), of seven chairs is also located on this floor, with entrance from both lobby and street.

All guest rooms are decorated, carpeted and furnished with a view of meeting all modern requirements in taste and comfort.

The New Sanford is conveniently located on Farnam street at Nineteenth, in the center of the new growth of Omaha, away from all that's undesirable and on direct car lines to and from all depots.

McCAFFREY MOTOR CO.'S. NEW HOME AN IDEAL FORD SERVICE STATION AND SALES ROOM



McCaffrey Motor Company's fine new home at Fifteenth and Jackson streets is rapidly nearing completion. In one short year these authorized Ford agents have increased their business to such an extent that they were compelled to build this large new model structure.

It will be occupied about January 20th, 1918. Undoubtedly it will be the handiest Ford station in town, having all of the modern equipment necessary for the repair of Ford cars. The salesroom will be a model for up-to-date Ford agencies.

The present location of the McCaffrey Motor Company, authorized Ford agents, is at Tenth and Howard streets. Telephone Douglas 3500.

THE NEW CONANT HOTEL



The new skyscraper nearing completion at the busy corner of 16th and Harney Sts. will soon be known throughout the West as one of Omaha's most magnificent hotels. The new Conant Hotel will be opened May 1st, 1918. It is 10 stories in height, built entirely of steel, concrete and ornamental brick, and is absolutely fireproof in construction.

Its popularity with the traveling public is a foregone conclusion, because of its central location in the very heart of the busiest retail section, and because elegance of appointments and service befitting its location are assured by the reputation of the Conant Hotel Company whose patronage at the New Sanford Hotel has outstripped the capacity of that large new hotel in one short year.

Mr. Conant will continue his policy of giving the best hotel accommodations at moderate prices. There will be 250 rooms and 250 baths, 50 rooms with bath at \$2.50, 100 rooms with bath at \$2.00 and 100 rooms with bath at \$1.50.

The speed at which this newest Sixteenth street building has arisen on this historic corner has excited the admiration of the daily throng of shoppers who have watched it grow before their very eyes. The pride of possession which every loyal Omahan feels in a new public improvement is lent with peculiar force to the new Conant Hotel as a result of this daily association while it was being built.