

STORY OF THE SHAFER BROS. READS LIKE ROMANCE OF MODERN BUSINESS WORLD

Young Men With Genius for Knowing What the Public Wants Build Up Great Printing Establishment in Few Years; Force Way to Top Against All Odds by Developing Idea.

This is a story of how two young men—brothers—filled with "pep" and "punch"—men who possessed the originality and initiative necessary to start something worth while, and who had the bulldog tenacity and stick-to-itiveness to stay with one particular line of endeavor until their object had been accomplished, have won their way to success here in Omaha. These two men are W. E. and M. F. Shafer, president and vice president, respectively, of M. F. Shafer & Co.

Their first plunge into the public limelight was in 1902, when they inaugurated a "special service" advertising business, though prior to this they had acquired considerable knowledge of business problems through helping in their father's general merchandise store in a thriving Iowa town. The new line of work called for original ideas galore. In those days it was their business to take hold of a run-down store and by injecting "ginger" and promulgating new advertising schemes to "bring it back." In other words, their specialty was the planning and preparation of selling campaigns and complete business renovations. A store which was about to be turned over to the sheriff for the benefit of creditors they steered off the financial rocks and brought safely into the harbor of successful business.

MUST CREATE MARKET.
People no longer sit back, Micawber-like, and wait for business to "turn up." Instead, through advertising, they go out and create it. They make it grow in spots where it never grew before. And then, that accomplished, they try to develop it intensively. That is just where Shafer Brothers found their opportunities. Where owners couldn't see the consistency of advertising and up-to-date business methods the Shafer boys became modern business missionaries. With their ability to hustle and their fund of new ideas they laid the foundation stones on which were built extensive business enterprises.

This line of work called for unique ideas in advertising, and from the outset their enterprise was a success. Their fame spread to neighboring states, their business grew by leaps and bounds, and within a short time they were operating in 34 states. But there were, at times, long spells between campaigns. The boys were filled with dynamic action and they couldn't sit around and twiddle their thumbs while waiting for new business. They therefore conceived the idea of designing their own particular advertising signs and novelties and their first step along this line was the purchase of a commercial printing plant in Council Bluffs. In other words they embarked in a general commercial printing business in addition to doing their own work. From time to time new sidelines were added, until today they have, without a doubt, one of the largest establishments of its kind in the middle west.

Offered Good Prospects.
In about the year 1910 the Calendar and Advertising Specialty business offered the best prospects to the two young men who were seeking new worlds to conquer in a business way and they were quick to take advantage of the opening. Omaha was an excellent location for the business and the trade territory surrounding offered a tempting field. So into this new business they put every dollar they possessed. It is true that competition was keen. On all sides there were live-wire competitors already established. But the Shafer boys didn't spend their precious time worrying about their competitors' business. They believed in letting their competitors do their own worrying. Full of the spirit that wins, they even didn't know they had competition. They threw off their coats, rolled up their sleeves and hustled for business—and got it—huge volumes of it.

From a little shop in Council Bluffs, the business grew to such an extent that the brothers were soon compelled to seek larger quarters. The first move was to larger and more commodious quarters in Omaha. Up until 1910 the brothers operated

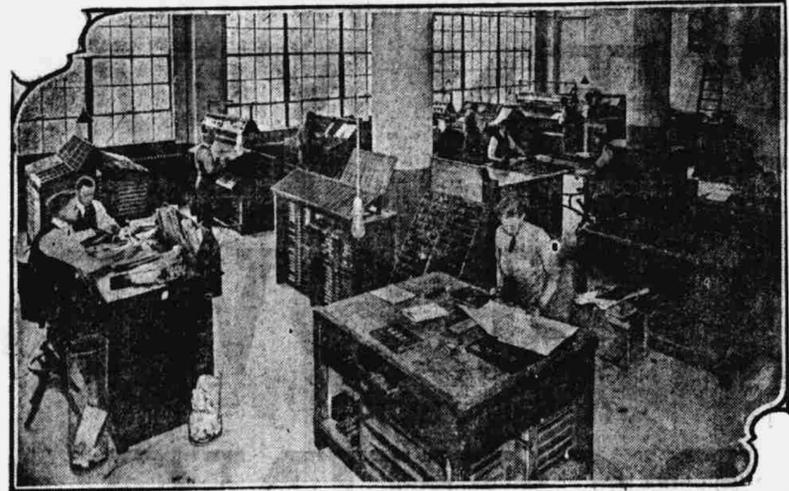
as a co-partnership, but their business was growing so rapidly that they thought it best to form a company and accordingly M. F. Shafer & Co. was organized and incorporated under the Nebraska laws. Now, don't get the idea that these young men stood around and grew up with the business—on the contrary, they made the business grow up with them, and they managed to keep just about two jumps ahead of the business all the time.

Crowded for Space.
At the time of the organization of the company the floor space occupied amounted to about 480 square feet. In less than a year after incorporating the great cry was for more room—there was too much business to be handled in the little quarters so the firm branched out. A new location was taken, one in which there were 2,600 square feet of working space. By the constant adding of new machinery and the increase of business the company was soon again cramped for space, and once more branched out, this time it purchased another complete printing plant and obtained a location where the total floor space amounted to 4,600 feet.

Early in the year 1913, the calendar and advertising specialty business had grown to such extent that again larger quarters became necessary and another location was procured in a larger building. This plant afforded 6,000 square feet of work room, but within a short time it, too, proved too small a space for the rapidly growing business, and in 1916 another floor was taken over by the company. This new floor gave an additional 8,000 feet of space, making in all 14,000 square feet.

Demands Became Great.
During the early part of the year, 1917, the enormous business demands made still larger quarters necessary, so the company decided to do away with moving once and for all. They determined to erect a home of their own—one large enough to accommodate its needs for years to come. The new building, a modern, fireproof five-story structure with a full basement which is in reality a sixth story, has a floor space of 32,000 square feet. It is located at the corner of Seventeenth and Webster streets, and though not quite completely equipped is so far advanced that the firm has moved in and are making preparations for one grand housewarming on Thursday, January 17. The finished building, fully equipped with the proper machinery with which to carry on the business of the company represents an outlay of \$350,000—not much perhaps you say, because your mind is filled with Uncle Sam's operations involving millions and even billions. But have you ever paused to consider just what \$350,000 means. If you had been the one to get down and root for 15 years to obtain it, you would then have some realization of how much it is. It means just 35 \$10,000 bills, 350 \$1,000 bills, or 3,500 \$100 bills. If you had that much money in silver dollars and could lay them edge to edge it would make a ribbon of silver about 11 miles long. This is the grand achievement of two brothers who started just 15 years ago—and he is not yet, for they are both in the prime of life and still ready to do battle with the cold-blooded business world. The structure is a mute attestation of the business acumen, vim and vigor of two young men who launched a business with the determination of making it pay dividends. This splendid modern plant at Seventeenth and Web-

Composing Room Which is Completely Equipped With the Monotype System



ster streets in Omaha stands a monument to their efforts.

Why and Wherefore of the Firm.

Now, then, gentle reader, you have read quite a lengthy explanation of the formation of the company and of its constant moving about, and the writer presumes that you wish to know the why and wherefores of the firm, why it exists, how it exists, and

what it does to exist and a lot of other detail matter.

Well, you shall be enlightened pronto—pronto in Spanish means "right now." But as authors of serial stories are so fond of stating, "that is another story," and you will find it elsewhere in this paper.

Lip Service.
"The Germans talk about their love of peace, but such talk is only from the lips,"

said Senator Lodge at a dinner in Boston. "When I hear a German talking about his defensive war, about this war which was forced upon him, I am reminded of the married man whose wife said one evening to him, sady:

"George, you do not speak as affectionately to me as you used to do. I fear you have ceased to love me."
"Ceased to love you?" growled George from behind his paper. "There you go again. Ceased to love you! Why, I love you more than life itself. Now shut up and let me read the foot ball dope!"—Washington Star.

SHAFER EMPLOYEES ARE REWARDED

Attitude of Company Toward Members of Staff is for Best Welfare of All Concerned.

Naturally a company which has had such remarkable success as M. F. Shafer & Co. must have developed an especially capable plan of organization. And it is very largely due to the attitude of the company towards its employees that this is traceable. And this in turn is directly traceable to heads of the establishment.

It has been the policy of the company always to consider the welfare of their working force, and seek by co-operation rather than coercion to obtain that loyalty so necessary to the existence of any large business. So when plans were made for the new building the features conducive to pleasant working conditions were not slighted. The plant is probably the best lighted, best ventilated, and most completely protected from fire and accident hazards of any institution in the city.

Not All Work.

But a step farther than this was made. Not only safety and efficiency were considered but pleasure as well. A lunch room was equipped for all employees. In the basement a shower bath is provided for the men. An automatic elevator is available for going between floors. Toilet rooms are provided on every floor and hot and cold water are procurable the year around. Lockers will be provided for all. And the Auto call system providing in addition to a fire alarm which rings automatically

on all floors, a private signal for calling each department head to the phone can also be made to ring every where in the building simultaneously. Each month there is a meeting of all employees at which prizes are awarded for efficiency reports, and announcements or discussions of general interest take place. Indeed, working for Shafers has as much of pleasure as of labor in it and help problems have become strangers at their doors. One of the features that helps cement the organization is the issuance every few weeks of the house organ, the "Shafer Shaft." This is sent to all road men as well and does much to unify the interests of the 150 or more employees.

Vapor Vacuum System Of Heating Installed

The heating system which has been installed by the Western Heating & Plumbing Company is a Vapor Vacuum system which allows an even temperature of heat to be obtained with a minimum consumption of fuel. By the use of an overhead system of pipes, the usual amount of steam pipes on the ceiling in the basement have been eliminated, permitting the installation of large machines requiring unusual head-room. The plumbing and gas piping have been installed by this same firm, and the neatness of the piping in regard to same is characteristic of this firm.

We Mean Business.
"Now that America has entered the war," said Commodore J. W. Miller of New York, president of the National Training association, "the blockade really seems to amount to something."
"America's attitude reminds me of an anecdote."
"A little chap who was ill refused to take his medicine, and his mother, in her wild terror, wrung her hands and wailed:
"Oh, my boy will die! My boy won't take his medicine, and he will die!"
"Then a frail little voice spoke up encouragingly from the pillow:
"Don't worry, mamma. Father'll be home at dinner time, and he'll make me take it."—Washington Star.

"LE BRON HAS IT"



Bring Your Motor Troubles to LE BRON

THE ELECTRIC MOTORS

IN THE NEW M. F. SHAFER BUILDING WERE INSTALLED BY LE BRON

NO electrical construction job too small or too big. We install motors, generators and power plants. We wire houses and apartment buildings. Men of long experience in charge of every job. We install telephone systems in factories and wholesale houses. No matter what you want done electrically Le Bron Has It.

ELECTRICAL REPAIRS

EVERY kind of electrical machine repaired. We repair dynamos, generators, rewind armatures, reinstate commutators. When in trouble let Le Bron fix it. In rewinding we use a water and oil proof compound which protects winding and gives extra insulation.

ALL KINDS OF MOTORS

WE sell every kind of motor from the smallest to the largest of horse power. We rent motors, we buy old motors, repair old motors. Before you buy your next motor see Le Bron—you'll save money sure. Ours is the largest motor plant in the West.

THE new motor equipment in The Bee's composing room was installed by Le Bron. The new Athletic Club building is also being electrically equipped by Le Bron.

Le Bron Electrical Works

318 SOUTH 12TH ST.—PHONE DOUGLAS 2176

Bert Le Bron, Pres. and Treas.

Harry Binder, Secretary

THE MECHANICAL FINDER OF MEN Autocall

A Feature of M. F. Shafer Service

It is the Service qualities and Time Saving features of the Autocall that gained a place for it in our new "home"

M. F. Shafer & Co.

No one ever becomes "lost" with the sturdy, watchful little Autocall on the job. No chance!

When a man is wanted the Autocall sounds his code signal and wherever he is in the building he gets his "call" and responds right on the dot.

Telephone service becomes more efficient when supplemented by the Autocall. Trunk lines are never held up while certain parties are being "searched" for. Customers are never kept waiting. Therefore, "Autocalling"

pleases customers, as well as saves valuable time.

Autocall equipment is moderately priced. The service is as easily installed as any lighting circuit. Upkeep and operating expense average but a few cents daily.

If you are in doubt about the value of Autocalling in your business ask Eggers-O'Flynn Co., Iken Biscuit Co., People's Store, Burgess-Nash Co., M. E. Smith & Co.

Our free trial proposition will interest you. Write for details,

THE AUTOCALL COMPANY, Shelby, Ohio.