

# SHAFER PEOPLE PRINT ANYTHING IN WAY OF ADS

Progressive Omaha Establishment Makes Speciality of All Kinds of Advertising Novelties.

First, last and all the time M. F. Shafer & Co. is a printing firm—it prints anything on anything. It makes a speciality of advertising novelties, running more particularly to calendars, celluloid goods, leather specialties, pencils, metal specialties, watch fobs, metal signs, parafine signs, pennants and badges, cloth specialties, aluminum specialties, yard sticks and rulers—and so forth.

Also it has a "regular" printing plant, which equipment includes the very latest developments in modern printing. With the utmost nonchalance the firm would make a contract to furnish all the printed matter for the government of the United States, because the bustling bosses and their capable department heads possess that type of confidence, based on experience, who know that somehow they would "put it over."

Years of Experience. M. F. Shafer & Co. has had 15 years' practical experience in this business and they know that up-to-the-minute calendars and advertising specialties are the advertising mediums that make for 100 per cent efficiency. They eliminate waste and duplication of effort by enabling the advertiser to concentrate on the particular individual he wants to interest. In order to meet the requirements and demands of the advertising public this firm has a thousand and one specialties to offer, many of which are manufactured by the company in its own building right here in Omaha. It employs Omaha help and the enormous pay roll paid out every week is their "bit" towards building a "greater Omaha."

The production of a successful line of calendars requires a thorough and comprehensive knowledge of art, engraving, printing and color combinations, as well as an intuitive sense of what subjects will appeal to the public taste. In this the artists who build the Shafer line are wizards and their designs comprise more than 300 subjects. All divisions of calendar making are represented. Hand-colored de luxe air-brushed designs, reproduction of original photos, offset pictures, four-color process pictures, lithographed designs, duotones, wall pockets, card boards, "pony" office calendars, 12 sheets—in fact, anything that the human mind can conceive in the way of calendars can be furnished by the company.

### Millions of Gallons of Gasoline Wasted Each Year

St. Louis, Mo., Jan. 12.—Wastage and leakage of gasoline in the United States in 1917 was 1,000,000 gallons more than the total number of gallons the government estimates as the need for war purposes in an equal length of time.

This was told to the St. Louis Chamber of Commerce, by F. A. W. Vesper, president of an automobile concern of this city. Mr. Vesper placed the total amount of gasoline wasted in the United States at 361,000,000 gallons. The government's estimated need for 1918 is 350,000,000 gallons.

Mr. Vesper, who was one of a number of automobile dealers who recently discussed motor conservation plans with members of the War Economy board at Washington, ridiculed the idea that there is a shortage of gasoline. He said that dealers, garage men and a great many automobile owners are practicing the strictest economy, and that the continuation of this practice will assure a plentiful supply.

What She Forgot. Miss Decorous had made a special study of biblical history, and she addressed the Sunday school class thusly: "Now, children, I have told you all I can concerning the nations which were driven out by the Israelites. They were the Hittites, the Hivites, the Jebusites, the Perizzites, the Girgathites and, let me see—yes, the Amorites. Can you remember them all, children? Now you look puzzled, Rosta. Have you any questions?"

"No, teacher," came the shy reply, "except that you haven't told us about the fleas!"—Pearson's Weekly.

Moral Lesson for Mother. "Mamma," said Willie the other day, did you tell Nora to say you were not in when Mrs. Jones called?" "Yes, dear."

"Is it right to do that?" "It is customary, Willie."

"Well, mamma," said the boy after a thoughtful pause, "how would you like it if God should tell St. Peter to say that to you when you got to heaven?"—Boston Transcript.

No Longer "Made in Germany." Clinical thermometers have, in the past, been a feature of Germany's trade; and so, when the German prisoners in France were

## Main Offices Embody All Facilities and Conveniences of a Modern Plant



### Help Uncle Sam by Making Buttons For Every One of War Campaigns



There are many ways of "doing your bit," but the Shafer company has served Uncle Sam in rather a unique way. In every campaign that has been launched—registration, Liberty bond, war savings, etc.—interest has been stimulated and the work made easier by buttons and badges. Germany made the war, Uncle Sam made the preparations to end the war, but who made the buttons? The answer will surprise many. The fact that a focal concern has been working night and day to get these celluloid "pep" instillers out on time is, no doubt, news to Omahans. Nonetheless the accompanying illustration represents but a few of the many jobs of this kind turned out by M. F. Shafer in the last few months. Literally millions of these buttons have been manufactured here. In addition to the nationally used Red Cross buttons, big orders were handled for the following: The navy recruiting buttons, Italian Red Cross, Sixth Nebraska Guards, registration buttons for Iowa and Nebraska towns, "I Plant Wheat" conservation buttons and numerous others.

being sorted out last year, they were asked if any of them were thermometer-makers, and if so, would they care to work at their trade. A large number stepped out; and now nearly all the thermometers for use in France are made by these German prisoners. Their work shop is in one of the old dismantled forts near Paris, and apparently they are most happy in their work. Possibly this is in part due to the fact that they are teaching their art to a number of French women.—Atlantic Monthly.

### H. M. ORSCHEL CO. BIG FACTOR IN TRADE

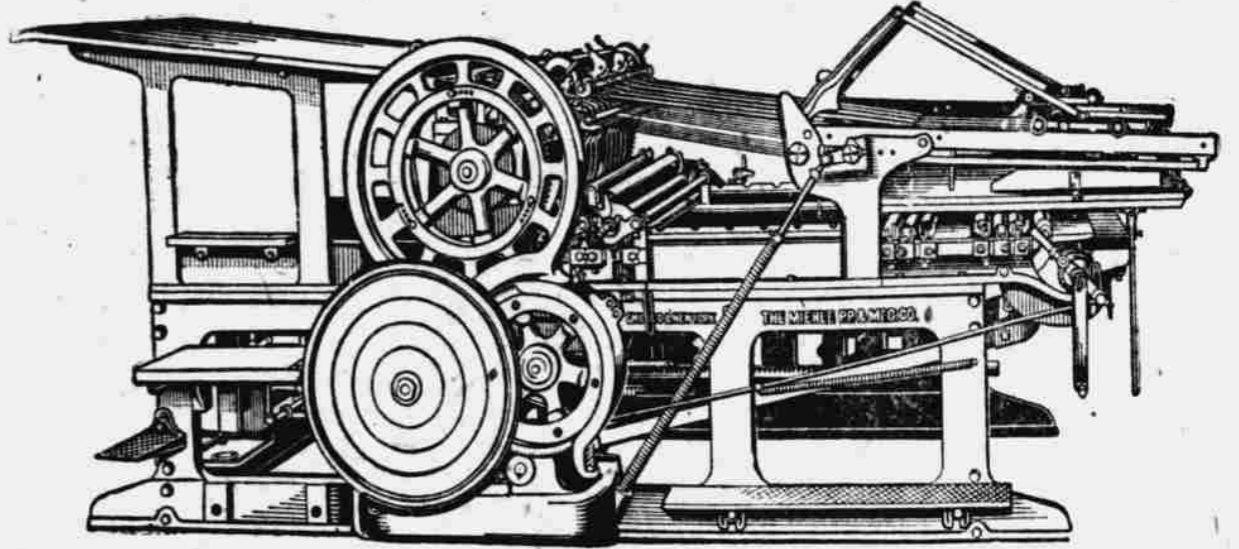
Company Furnished Materials for New Shafer Building; Carries Strong Line in Stock.

The H. M. Orschel company, 1102-1104 Farnam street, is one of the newer Omaha institutions. It has, during the year and a half it has been operating become a considerable factor in the building material trade.

The company specializes in asbestos and magnesia products, roofings, building paper, pipe coverings and insulation waterproofing and cold storage work. It is the distributor in this territory for some eight or 10 of the oldest and best known manufacturers. One of its strong lines is that of the H. F. Watson company of Erie, Pa., manufacturers of White Seal asbestos roofings. This roofing has been on the market for more than a quarter of a century and the H. M. Orschel company has been successful in procuring contracts for the application of more than 400 asbestos roofs in this territory during the comparatively short time it has been operating.

Many Recent Installations. Some of the better known recent installations are the Kirschbraun & Sons' new building, M. F. Shafer company's new building, school buildings at Havelock, Milford, Hastings, Primrose, Franklin, Reynolds, Springfield and Chapman, Neb., and Shenandoah, Tingley and elsewhere in Iowa. Watson's roofing materials were also used on the Sun theater building, Skinner Manufacturing company's building, Union Pacific headquarters building, Hotel Fontenelle, Pfeiffer garage and numerous other Omaha buildings, churches at Kenesaw, Carroll, Cozad, Pickrel and elsewhere, garages at Ashland, Wahoo, Springfield, Central City, Grand Island, Columbus, North Platte, Norfolk, David City, Neb., and Schleswig, Ia. One of the recent notable roof contracts is that for roofing the new swine pavilion on the state fair grounds, Lincoln, which consists of a roof area considerably larger than a city block. The firm has done considerable

### One of Five Big Presses at the Shafer Plant



This is but one of a battery of five big Miehle cylinder presses, the largest of which accommodates a form of 68-inch type space. It is equipped with an automatic feed delivery, with an electric derrick for raising heavy paper stock to the feed board.

waterproofing construction along the Platte river and elsewhere, where conditions are such that it is necessary to contend against a water head.

On pipe insulation the firm recently completed work upon the new building of animal husbandry and the chemistry building at the University of Nebraska, Lincoln, and the 10-story terminal building at Lincoln, the new \$2,000,000 court house at Sioux City and other jobs of similar character.

The company at present is applying mastic floors in the Dodge county court house at Fremont and has other installations of this character elsewhere.

This company also represents the Keasby & Mattison company of Ambler, Pa., manufacturers of the well known Asbestos "Century" shingles and has applied scores of these roofs

in this territory upon churches, public buildings and the better class of residences. One of the latest and most interesting jobs has been that of applying Asbestos "Century" shingles upon the new residence of Joe Stecher, Nebraska's champion wrestler, at Dodge.

The H. M. Orschel company carries a big stock of these materials at Omaha, operates a construction department for the application of them when so desired, and is in a position to furnish materials only if the owner, contractor or dealer desires to arrange otherwise for their application.

Anyone interested in high grade roofing, pipe insulation or waterproofing materials would do well to communicate with the H. M. Orschel company, 1102-1104 Farnam street, Omaha.

### Sand Turns to Rock When Mixed With Preservative

The day of miracles is not past. At least a seeming miracle is worked by a certain floor preparation used on the concrete work in the new Shafer plant. This Saums Preservative is a liquid, put on with a brush and hardening gradually until the surface on which it is applied is almost immune from wear. The dust nuisance accompanying all concrete flooring is entirely eliminated and trucking alleys cannot wear into ruts. A surface of this fluid applied to linoleum or wood floors will add to their length of service to an almost unbelievable extent.

Bee Want Ads Are the Best Business Boosters.

## Mr. Shafer Selected a Watson Built-Up Asbestos Roof For the Following Reasons:

WATSON'S ASBESTOS FELTS: Are made from the highest quality of Asbestos Fibre—that indestructible mineral which is unaffected by acids, gases, climatic changes of the elements or by fire.

ASPHALT: So tempered and of such quality as to make it the longest lived and most waterproof agent that could be used.

FIREPROOF: To that degree that the National Board of Fire Underwriters give it their Class A approval—the highest of any roofing material classified.

PRACTICAL: It is as permanent as the concrete foundation or the brick walls—all mineral—no organic or vegetable matter to rot or deteriorate. Light in weight, requiring no extra precaution against settling—no gravel to wash off or to collect dirt or soot. Nothing to clog up down-drains or to rust out metal work.

PERMANENT: Requires no coating or painting. First cost is the entire cost. The indestructible Asbestos Felts effectively protect and preserve the waterproof membranes of asphalt between them from deterioration or decay, thus preserving it indefinitely in a waterproof and permanent condition. Hence there is no occasion for re-coating or other upkeep cost.

SATISFACTORY: In that the surface it gives is perfect and permanent.

WATSON'S BUILT-UP-ASBESTOS ROOFINGS are sold, guaranteed and applied by:

## H. M. ORSCHEL COMPANY

Tyler 2027. 1102-4 Farnam Street. Omaha, Nebraska

ALSO EVERYTHING IN

Asbestos Magnesia Roofing Insulation Waterproofing

## 100% FOSTER-BARKER CO. PROTECTION INSURANCE

The New Home of M. F. SHAFER & CO.

### FULLY PROTECTED

from loss by Fire---Tornado---Workmen's Compensation--- Public Liability---Elevator and Sprinkler Leakage

GENERAL INSURANCE

## Foster-Barker Co.

500 Brandeis Bldg.

Phone Douglas 28

## Mid-West Iron Works

Furnished All

The Structural Steel

Ornamental Iron

Iron Stairways

Fire Escapes

Flag Pole

For the M. F. Shafer Building

## Mid-West Iron Works

A. C. Petersen, Pres.

13th and Izard St. Omaha

## Saums Floor Preservative

Was used on all floors in the

M. F. Shafer Printing Co.'s Building

Saums Floor Preservative makes

"The Floor Everlasting"

For Wood, Concrete, Linoleum Lays Dust and Combats Wear and Tear

No Floors Should Be Without Saums

## Saums Floor Preservative Agency

Incorporated 638 First National Bank Bldg. Telephone Douglas 9206

# COAL HILL COAL CO.

211 South 19th St.

We Fuelize the Shafer Building

YOUR ORDERS ARE SAFE WITH US

# FACE BRICK

and

# BUILDING MATERIAL

Furnished by

## McCaffrey Bros. Co.

Tyler 40

120 So. 17th St.