EQUIPMENT ONE OF SHAFER CO.'S GREATEST ASSETS

Facilities for Quick Service Make for Wonderful Convenience for Patrons of Concern.

The recently installed equipment for the manufacture of celluoid specialties and the quick service the firm is able to give its patrons in this line is a wonderful convenience all around. Heretofore these orders were necessarily placed in the east. But the time required to manufacture and make shipments oftentimes resulted in a serious handicap in the sale of this class of goods. Consequently the firm not only grasped time by the forelock, but reached away back behind the ears and succeeded in getting a stranglehold. Now, instead of waiting for some eastern specialist to fill an order, this class of work is done right here in Omaha, although it required the outlay of many thousands of dollars to purchase the machinery. But the bosses of this concern consider speed one of the essential features of big business, and know that soon their judgment will be vindicated by the diversion of eastern orders to our own "home company."

Notwithstanding the high price of leather—the particular kind of leather required for the manufacture of leather specialties, Shafers are still doing business at the old stand in the leather specialty line. If it carries advertising and is made of leather, Shafers can furnish it. Of course, you understand, this doesn't include boots and shoes and harness and machinery belting and such like. But it does include such nifty little articles as pocketbooks, billbooks, memo books, card cases, etc. Because of their classy appearance and wearing qualities, leather specialties and novelties impress upon the recipient the stability of the advertiser—that is, the man who makes you a present of a neat leather pocketpook, upon which his name and business is embossed in gold letters, has made a very favorable impression and given you a lasting reminder of his business. No doubt, 50 per cent of those who read this story are carrying such articles in their pockets. Leather specialties, you know, are particularly popular with high-browed financial institutions, such as banks, trust companies and insurance companies. Thousands of orders for leather specialties of this nature are filled yearly.

Now we come to the humble lead pencil. Despise it not because it is about the cheapest thing in the market, for it is bound to make its mark in the world. Lead pencils, proper, are purchased from manufacturers in lots of from a quarter to a half a million. Then the pencils are put through a little "doodad" operated by a pretty maiden and after being put through this machine come out bearing a neatly printed advertisement—that is, the pencils do, not the maiden.

Millions of these advertising pencils are distributed annually. Insurance companies especially are heavy buyers, and during the last year two insurance companies alone purchased over 100,000 pencils of M. F. Shafer & Co., to say nothing of the several hundred smaller orders of anywhere from 1,000 to 5,000.

To go into details and fully describe all the specialties put out by this firm and tell how they are made or even to attempt to explain how the ads are placed on them would be a herculean task and would require much space, in The Bee and for fear the United States government will get after Shafers on the charge of nonconservation of valuable print paper, much of the most interesting part of this story will have to be eliminated. The fellow who is writing this story must return to the commonplace details of murders, fires and robberies that make up the usual assignments of the poor newspaper scribe, and besides R. F. Clark, the advertising manager of Shafer's, has a great big blue pencil and is not at all shy about using it. Therefore if the most interesting part of the story is cut out you will know who to lambast.

Watch fobs are another specialty designed, manufactured and sold in big lots. The fobs as animated advertisements are artistic and inexpensive, beautifully engraved on metal, designed by the artist for the particular lines of business they are to represent. Any number of designs from which to select, and if you do not care for any of the designs submitted just give the artistic artist an idea of what you want and he or she will design it for you. The firm turns out large orders of classy watch fobs for progressive concerns.

But the noon whistle is blowing and the writer will skip the balance of the specialties and let you see these wonders for yourself when you come to inspect the plant next Thursday.

Wilson's Speech Approved By Hungarian Statesman

Berne, Jan. 12.—Count Karolyi, the Hungarian statesman who has just visited Switzerland, approved in general of President Wilson's view of peace terms, in a score or more speeches and statements which he made while here. In Count Karolyi's opinion, the necessary conditions for a lasting peace are renunciation of all annexationist aims and the complete democratization of all the belligerent powers. Speaking particularly of Hungary, he said:

"The new scheme for electoral reform in Hungary, while it does not mean equal universal and secret voting, yet brings with it a reasonable extension of the right to vote, and is therefore to be regarded as a step in the way towards that democratization which is necessary if a lasting peace is to be secured, and the first result of which will be a complete reform of Parliament to the end that the government will be dependent on the mass of the people, and not merely on the middle classes.

"As for the problem of nationalities in Hungary, it will solve itself automatically when the whole system of government has been democratized. The Mittel-Europa scheme will inevitably result in the perpetuation of war, and is to be condemned on that account. Freedom in commercial relations is a necessary attribute to a lasting peace, and Hungary must have a free hand in all economic questions and not be bound to Germany by any long-standing agreement."

Monotype Machine Like Huge Typewriter

One of the most important departments of a printing business is the composing room and unless it is well equipped with up-to-date facilities it is impossible to give that service that is so necessary in these days to secure and hold customers. Shafer & Co. realizing this have long been users of the most modern composing room equipment—the Monotype—and have celebrated their change of quarters by adding to their Monotype equipment a new keyboard of the latest pattern, and a new caster.

The average reader who is unfamiliar with printing may not realize the full value of this wonderful machine to the printer, or what it means to his customers until we call his attention to the fact that the Monotype will make all the type and material required by a printing plant in its composing room, and will set a large part of the type as it makes it.

Like Giant Typewriter.

To the uninitiated the Monotype keyboard looks like a giant typewriter with many keys, and is operated in much the same manner, the operator striking a key for each letter in the copy. When the key is struck the mechanism punches two or more small holes in a paper ribbon at the top of the machine and moves it forward ready for the punching for the next letter; when a sufficient number of letters have been struck to nearly fill the line the operator notes on the scale just how much space remains to be filled and by striking two special keys causes the mechanism to make additional holes in the ribbon which are used to distribute the space between the words. Letter by letter the copy is transferred to the paper ribbon in the shape of a series of holes until it resembles nothing so much as a miniature player-piano music roll; and in fact the mechanism for control in the player-piano is quite similar to that of the Monotype casting machine. Our illustration will give an idea of the appearance of the keyboard and the reader will at once notice that its name is quite appropriate.

From the keyboard the ribbon is taken to the caster, where it is so placed that the little holes control the action of the machine by allowing the admission of air to certain cylinders which control the stop pins, and thus place over the opening of a mold a matrix for casting the exact character represented by the key that was struck when those holes were made in the ribbon. Then a pump throws a jet of molten metal into the mold and a type is formed; the matrix is moved and another replaces it and the casting operation is repeated, and so on until the copy has all been assembled in individual types. As each type is cast it is placed into lines pushed onto a metal container called a galley, until there is a column of lines similar to the one you are now reading. But the most wonderful thing about these two machines which form the Monotype is the way in which they make each line of exactly the same length, as they appear in the paper. You will remember that when the keyboard operator reached the end on his line he struck two special keys to control this "justification." When the ribbon is passed through the caster these perforations are the first to reach the governing mechanism and set the machinery so that the spaces between the words are made just the right size to make the line equal length with the others, each space in the line being the same size.

Best Possible Work.

The above is a short non-technical survey of the operation of the Monotype in making and setting types into plain reading matter or tabular matter; but that is only part of the work that this wonderful machcine accomplishes for the composing room. When there is no plain matter composition the caster will make display type and borders, ornaments, leads, slugs, rules and spacing material for the hand compositors in any quantity needed, so that it is possible for the Monotype printer to use new type and material for every job he prints and thereby secure that fine, clean, clear, sharp impression that is always found in good printing. The best printing is that done from new type, and the Monotype enables the printer to have brand new type for every order.

That the Monotype is a successful machine and a money maker for Shafer & Co. is proven by the fact that after several years' use of the Monotype, they ordered additional machines, and that Shafer & Co. are successful is proven by the fact that they are moving into larger and better quarters. Another confirmation of the old adage—that to be successful you must consort with those who are successful—the successful firm uses the successful machine. It might be added here, too, that The Bee is also equipped with the Monotype system.

The other departments of the Shafer plant have also received additional equipment; more presses have been added and improvements have been made on the machines already in use; so that this live firm will start business in their new home ready to serve their customers better and quicker than ever before, and with all the facilities needed to keep the cost of manufacture down to the lowest limit possible in these times of uncertainty and unsettled prices for material.

M. F. Shafer & Co. Past Masters In Creating Novelties of Beauty

The next time you see a pretty calendar examine it most minutely and, dollars to doughnuts, you will find the printed trademark of M. F. Shafer & Co., on it some place. The company is a pastmaster in the art of creating things of beauty, and while art-calendars may not be a joy forever they are a thing of beauty for at least one year. M. F. Shafer & Co are doing their share in making the world a more beautiful place in which to live.

Celluloid specialties have always been in great demand by the buying public, and it is a known fact that women and children, yes and men, too, for that matter, will walk 10 blocks out of the way to trade at some store which gives away some unique and useful article in celluloid. The variety of articles made of celluloid by the Shafer company is astonishingly large. Such things as mirrors, buttons, badges, pocket knives, knife sharpeners, paper weights, rulers are only a few of the many hundred useful and ornamental items manufactured by this firm.

Steadier Tone Prevails in Jobbing Price of Box Apples

A steadier tone has prevailed in the jobbing price range of box apples. The presence of large quantities of frozen stock was still a disturbing feature so far as concerned the best grades, but New York has recovered from the sharp decline of last week, and other leading markets reached a more settled and stronger position. Romes, extra fancy, medium and larger sizes, ranged generally $2.15 to $3.00 and Spitzenburgs $2.25 to $3.00. In Boston the weakness of the local apple market has been shared by boxed fruit which sold $1.60 to $1.75 for all sizes extra fancy stock, Romes, Spitzenburgs, etc.

Demand for box apples was generally fair to good in leading markets, Barrel apple jobbing values displayed a firmer tone, although the price range was wide in some markets. New York Baldwins, A 2½, were slow with moderate demand, $4.25 to $5.50, and fancy grade sold at $6.00 to $7.00 in the Cincinnati and Minneapolis markets.

Selling movement has been very light for potatoes in the producing sections, owing mainly to cold weather and to the scarcity of heated cars. Prices were generally very firm. At Presque Isle, Me., there was practically no hauling or loading, but green mountains were quoted stronger at $1.97 to $2.03 per hundredweight in bulk. Round whites, No. 1, sacked, sold 5 to 10 cents higher at $2.20 to $2.30 f.o.b. Rochester, N. Y. Michigan round whites sold $1.94 to $2.08 for No. 1s, sacked, f. o. b. Grand Rapids.

Little movement was reported from the onion growing sections, owing to lack of demand at the prices, $2.55 to $2.75, asked for storage stock. At the close of the year the 15 principal northern onion states, reckoning 500 bushels to a carload, had shipped 5,133,000 bushels out of an estimated crop of 13,544,000 bushels, leaving 8,411,000 bushels. At the close of 1916 the same states had shipped 3,796,000 bushels out of an estimated crop of 7,832,700 bushels, leaving 4,036,700 bushels.

Section of Gordon Press Room on the Second Floor

THESE FIRMS WELCOME M. F. SHAFER & COMPANY

WELCOME!
Omaha Pillow Co.
1907 Cuming. D. 2467.

Cuming Tire Repair
Tires and Tubes For Sale
— Vulcanizing —
Retreading Double Treading
1904 CUMING ST. DOUG. 8944

Your Patronage Will Be Appreciated at
THE LADIES' BARBER SHOP
Mary O'Donnell, Mgr. 616 North 16th St.

WHEN YOU WISH
Courtesy and Service at Reasonable Prices
Call at DREXEL CAFE
Phone Red 3475. 620 North 16th.

CHAMPION HELPER FOR THE RED CROSS

Mrs. Charles White of Dell Rapids Raises Sheep, Shears Them, Makes Yarn and Knits.

Dell Rapids, S. D., Jan. 12.—Because she raises sheep, shears them, cleans and cards the wool, makes yarn, colors it to the Red Cross standard gray by carefully mixing the wool, and knits socks, sweaters and helmets out of it for the Red Cross, Mrs. Chris White of Dell Rapids has obtained the title of "America's champion Red Cross helper."

This title was given Mrs. White by the Minneapolis Red Cross headquarters, where she sends all of her work and her name leads all the other workers in the northwest She also knits for her grandsons in the army and for other boys with whom she is personally acquainted in army cantonments and "over there." She is 70 years old.

The number of articles she has knitted since the United States entered the war, Mrs. White said she could not estimate, but she protested that her work was "not worth making so much fuss about."

Did It for the Soldiers.

"What I did for the soldier boys and what I'm doing isn't much," she said, as her hands made her knitting needles fly. "When I sheared the sheep, washed and combed the wool, spun the yarn and knit the socks, I had no idea of anybody taking any notice of it. You see, I simply did it for the soldiers. To me it seems very easy, because it's something I learned in my childhood.

"Up here," she continued, still knitting vigorously, without looking up, "you know we women can't run to the store every time we need a little yarn. Why, they charge too much for it; much more than they ought, considering what they pay us for the wool we sell.

"It takes me about a week from the time I cut the wool off the sheep to the time I have finished a pair of socks. But then you must understand that I do my housework in that time, too," she continued, as she looked up for the first time and stopped her knitting to pull up a little more yarn from the ball on the floor.

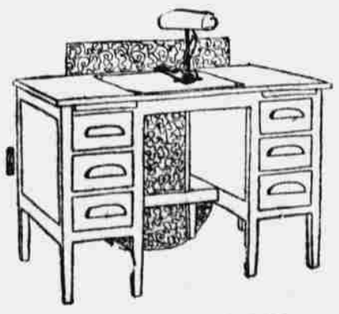
PHONE DOUGLAS 6967

Western Heating and Plumbing Co.

JOE JOHNSTON, Prop.

Heating and Plumbing Engineers

1810 St. Mary's Ave., Omaha, Neb.



WHEN a commercial institution with the foresight and sagacity of the M. F. SHAFER & CO. selects our *Office Furniture* equipment and *Floor Coverings* against all competitors, we feel it is the greatest "Best by Test" advertisement we can have.

Orchard & Wilhelm Co.
414-416-418 South 16th Street.

Carpenter Paper Company
OMAHA
ESTABLISHED IN 1887

Now Have Branch Houses In
Kansas City, Lincoln, Sioux City, Des Moines, Salt Lake, Billings, Denver, Butte

Carpenter's Square Brand

A broad and comprehensive line of printing papers chosen with your needs in view. For thirty years we have been offering the best lines obtainable. They include grades for every purpose and are stocks specified by customers who know paper values.

If you have a good business, don't miss using a correspondence paper that typifies it—ask your stationer for

Western Bond

a vigorous, high-grade writing paper with character that all business men admire. It has all the snap, the crackle, the strength, leathery feel and uniform surface you expect to find in good bond paper.

Sold through printers and stationers, in white and seven beautiful shades, with envelopes to match. Samples sent on request, with name of your dealer.

Carpenter Paper Company
OMAHA