

Advertise with a SHAFER Art Calendar



Made in
Omaha's Only
Calendar House

Buying at Home
Boosts for a
Bigger Omaha

The "Ad" that Works for You 365 Days in the Year

The Calendar is the Perfection of Direct and Souvenir Advertising
A Shafer Art Calendar is the Perfection of the Advertising Calendar

WAIT for the
Shafer Salesman
or
CALL for
Douglas
7474

ALL things else being equal, that man is the best "home-town" booster who buys in his own home town. Not at a sacrifice of possible better treatment elsewhere--but strictly upon the business basis of **SATISFACTORY SERVICE**. It is upon this basis, that M. F. Shafer & Co. bid for your business. **INVESTIGATE Shafer Service**. Wait for the Shafer Salesman, or phone Douglas 7474, and one of our men will call. Then let your own good business judgment determine whether it is worth while to go out of town for that which can be gotten right here at home.

"Only the Mint
Can Make
Money
Without
Advertising"

Omaha's Only Calendar House

is equipped and ready to demonstrate that it can supply any advertiser's wants in the way of Art Calendars for Advertising and Advertising Specialties of Every Kind. M. F. Shafer & Co. boasts one of the biggest, if not the biggest, line of Calendars and Advertising Specialties there is on the road. It consists of Eight Big General Lines; the most important one being Calendars in all their forms--Roll Calendars, Mount Calendars, Hand-colored De Luxe Calendars (reproduced from val-

uable original paintings and photographs), Lithographed Designs, Four-color Process, Duo-Tones, Off-set Process, and specially designed Plain Business Calendars. The Specialty Line includes practically everything in Leather, Celluloid, Aluminum, Cloth, Felt, Wood, Metal and Paper—a variety to fit every advertising occasion. In short, it is a rare case when the Shafer Salesman with his All-Star line cannot meet your every advertising need. You owe it to your own best interests to call for him or wait his coming (soon) before placing your business.

A Printing Service Unsurpassed

With the newest and one of the largest and best-equipped printing plants west of the Mississippi; with a Service Department manned by experienced and competent advertising specialists, and with a practiced policy of backing their slogan, "Shafer Service Satisfies," M. F. Shafer & Co. offer a printing service that is unsurpassed. It includes advertising counsel and planning; covers every phase of advertising and printing, from printing a letter-head to running a hundred-thousand edition of catalogues, from suggesting an advertising idea to outlining a complete advertising and selling campaign. **USE** this service—it's here to help your business grow.



M. F. SHAFER & CO.

17th and Webster Streets

Phone Douglas 7474

