

HOTEL IS SIGN OF GROWTH OF OMAHA

As Prosperity of This City is Assured Comes \$1,000,000 Fontenelle to City.

WILL SUCCEED WITH THE TOWN

The prosperity of Omaha and of the Fontenelle hotel are indissolubly linked. Omaha has been enjoying a remarkable prosperity for years. And this is greater now than ever before and the prospect for it to become even more remarkable is the very best.

Benjamin Harrison, president of the United States, once commented on the title "rate city," which has been applied to many cities, and said that in the case of Omaha it really meant what it said.

Omaha is the gate city of the west. Through Omaha flows one-third of the transcontinental traffic of this country.

Omaha is strategically located to become a city of the first magnitude. Lying in the midst of a vast rich agricultural district its wealth is assured and independent.

Seventeen railroads radiate out in all directions so that it seems that today "all roads lead to Omaha."

Omaha is the third largest packing house and live stock market in the world and the fourth primary grain market. It has the largest output of refined gold and silver.

Advantages of location are recognized in making freight tariffs that have built up great jobbing houses and manufacturing and warehouses in this city distributing as far west in some lines as the Pacific coast and in some lines to foreign countries.

Is a Convention City. Its geographical location makes Omaha the favored city for conventions. Almost in the very center of the United States, it is the "fairest" place for a national convention.

Whatever the reason for it, the fact remains and is apparent and pertinent to Omaha's prosperity that approximately half a hundred big conventions meet here annually, an average of one for each week in the year.

Remembering that these conventions remain in session from three days to a week, it is at once evident that people are here for conventions practically every day in the year on an average.

Omaha is known as one of the best automobile cities in the union. It shares this distinction with Nebraska and Iowa, which are credited with being the best two states in the union for automobiles.

Per capita population more motor cars are sold to the people of these two great states than to an equal number of population anywhere else in this country, or in the world, for that matter.

The big attendance of manufacturers at the recent Automobile show is evidence in itself that the makers look to this as the important outlet for their product in the union.

Feed the World from Omaha. The people here have their money. The farmers till the soil and a bounteous nature yields its increase which the hungry people of the populous east and the tolling millions of Europe must have and must pay for.

Everybody in Omaha profits from nature's lavish gifts to the tillers of the middle western soil.

They buy of the good things of the world, the conveniences, the luxuries. And to keep them supplied a great army of commercial travelers continually is marching into the city, tarrying for a season and marching out again.

This is but one of the sources of patronage for the new Fontenelle and the demand put upon it by this one class of patronage is according to inquiries and reservations already received, going to be extremely heavy.

Business, Consistent. Business in Omaha is consistent to a marked degree. In many parts of the country it goes by fits and starts, by booms and slumps. In Omaha sales are constantly made all through the year.

The crops come once a year but the money comes on forever. The banks act like irrigation reservoirs. The proceeds of the crop go into the banks and are fed out through the year for farm machinery, stock, automobiles, phonographs, pianos, telephones, bath tubs, hot water systems and such other simple things which the western farmer needs in his "simple" life.

There are in Nebraska about 45,000 cars. The population is 1,192,000. This gives the astonishing figure of one automobile for every twenty-eight persons.

No other state unless it be Iowa can come near this. In the large and populous eastern states there aren't half as many automobiles per capita.

Another reason why such a splendid hostelry as the Fontenelle will have a continual liberal patronage is the fact that it is right on the Lincoln Highway. Omaha is practically the central point on this great transcontinental road.

Omaha Center of Highway. The highway is becoming better known and more traveled every year. It is now maintained at every point and there will soon be a continual flow of motor car traffic over it. Omaha will be a most logical stopping point for these motorists.

The Omaha-Lincoln-Denver road is another highway known to all motorists. It is well known and many automobile parties pass through here on their way to and from the west by this route.

Still another indication that there will be big patronage at the Fontenelle is the fact that Omaha has been short on hotel room for years. From Friday to Monday of each week it has frequently been the case that it was impossible to get accommodations in Omaha hotels at all.

And all the week round and all the year round, too, there has been a lack in this respect. Frequently there has been absolute commercial "distress" at the scarcity of sample rooms for commercial travelers.

WICHITA TEAM IN SEARCH OF A NEW AND PERT NAME. Nearly every name under the sun is being suggested for the Wichita team. The club is to have a new monicker and whoever is lucky enough to suggest a suitable name is entitled to a season pass to local games. One man suggested they be called the Huskies, which he admitted he got by spelling Kansas backward and adding "s."

BAGGAGE CHUTE STOPS ALL CHANCE OF SMASHING TRUNKS. A baggage chute at the rear of the Fontenelle building will eliminate possibility of "baggage smashing," and also avoid the slowness and cumbersome of an elevator.

PHONE SYSTEM COMPLETE

Latest Devices Known to the Telephone World Installed for the Use of the Guests.

TELEPHONES ON ELEVATORS

The biggest, most complete and up-to-date telephone system in Omaha, by all odds, is that which has been placed in the new Fontenelle.

An interesting and instructive study in modern commercial and social development is this wonderful system.

A guest in any room can sit at his phone and talk to a person in San Francisco or New York or any other place in the United States.

Two operators will be required to operate the private telephone switchboard, which consists of what the telephone people call two "positions."

A "position" in the technical language of the telephone people consists of 330 lines. This makes a total of 660 possible telephones to be served by the telephones out of the Fontenelle.

This is considered about equal to the switchboard in a town of 3,000 people.

The installation was made by the Nebraska Telephone company and is, of course, the largest in the state. It is of the very latest Western Electric company construction.

Seven Trunk Lines.

Seven trunk lines run from the switchboards in the hotel to the offices of the Nebraska Telephone company, and about 300 lines run to the various phones in the rooms and offices of the hotel.

There are approximately sixteen miles of wires inside the hotel itself, besides forty-seven miles of telephone wires inside cables that run through the hotel, a total of sixty-three miles of telephone wire to provide the perfect communication in this up-to-date system. If laid out in one continuous line this wire would reach from Omaha to Lincoln and eight miles beyond.

A city of 3,000 people, with only the local subscribers of such a community would, it is estimated, originate only about 2,500 calls a day. But with the opportunity to speak from any room in the hotel or from one of the eight long distance booths in the hotel lobby to all the people in a city like this, and with local service also to many of the suburbs, the Hotel Fontenelle will have more calls in a day than a town of 3,000 people.

The modern idea of efficiency is the conservation of time, materials, energy. What could more perfectly embody this idea than such a system as the telephone system in the new hotel.

New Telephone Devices.

Not only are there the phones that run to the rooms and the offices and the various departments, but there are many special and strikingly new innovations in the way of telephone adaptation. For example, there is a telephone on the freight elevator. As no longer will there be need to shout up or down the elevator shaft to attract the attention of the porter who is in charge of that elevator. One will call him to the phone and he will talk while he goes up in the world or down in the same.

Needless to say, there is also a telephone in the chef's private office, in the store room, in the kitchen, in the barber shop and in each and every separate department of this marvelously condensed and convenient community.

Communication from the rooms to every department within the building will be instantaneous. What a difference between this and the old days, when one had to ring a bell and then wait in suspense and perhaps without response until a boy slowly and deliberately climbed the stairs.

If he came at all, perhaps reading "Diamond Dick, the Boy Detective," as he came, if we are to believe the comic papers.

Incredulous hearers listened in amazement to Prof. Bell when, nearly forty years ago, he predicted that some day hotels would be thus equipped.

"A dreamer," they said, but some of them have lived to see his dream come true and even in greater measure than even he ever dreamed.

Special Trunk Lines.

In addition to the switchboards mentioned above with its possible 660 stations and its two operators in constant attendance, there are fifteen special trunk lines that will not go through the hotel switchboard.

These are to be for the taxicab company, the florist, the newsstand and others who wish to be in communication with the outside in a business way and who will be equipped precisely as though their business were entirely separate from the hotel.

And—further—in addition to all this, which surely seems quite sufficient, there will be a special long distance switchboard and eight booths, supplied by eight special toll trunks running direct to the central station of the Nebraska Telephone company.

Six of these booths will be on the main lobby floor and two on the ground floor. Even these booths are of a special type, being specially ventilated by a mechanical plant.

It would seem that improvement and refinements of telephone service could go no farther.

But they have gone farther. Every telephone "set" or receiving and transmitting apparatus has been finished to match the woodwork of its surroundings. The wood and the graining are matched perfectly.

And there is a new invention with regard to the transmitter, which makes the transmitter sit back one and a half inches closer to the apparatus, thus saving just that much space and making the instrument that much more compact. The instruments in all rooms facing on the street are of the portable or desk type of telephone. Those in the rooms facing the other way are wall telephones.

Ice Water on Tap In Every Room of The Fontenelle

Goodbye to "buttons," who used to come pussyfooting through the halls of hotels at all hours of the night and day carrying his tinkling pitcher of ice water to distant guests.

He is a back number, together with the stage coach and the fado bird. The distilled, refrigerated, circulating ice water of the Fontenelle hotel makes him not only unnecessary, but inefficient. He was slow and he was not always so clean. The new system is instantaneous and absolutely clean and sanitary.

On every floor there will be a fountain of fresh, cool, pure water and every room has its amply supply separate and distinct from the water for washing.

There will be such a constant circulation through the pipes that it will keep

at its original coldness as it came from the refrigerating machine. The first drop that comes from the faucet is fresh and ice cold.

The water is drawn from the city mains in the basement and undergoes a double filtering before it is cooled to a temperature of forty degrees by the ammonia coils.

An engine pumps it after it is purified and cooled to a tank at the top of

the building and thence it enters the distributing pipes.

All this piping for ice water is covered with thick insulation to protect it from the heating influence of the outside air.

Crawford—How do you get your wife to believe what you say, when you come home late? Crabbaw—I first listen to what she accuses me of doing, and then I own up to it.—Judge.

Life Job for George in Dear Old Boston

They say George Stallings has a life job in Boston. James E. Gaffney, president of the club and owner of a majority of its stock, now takes the big chief into his confidence and asks his advice on every matter of importance pertaining to

the business affairs of the Braves. Slightly more than a year ago Gaffney had Stallings elected a director of the Boston National league club, and since that time a certain amount of the stock has been transferred to Stallings' name. Stallings apparently is setting out on a path like that traveled by Jimmy Callahan in Chicago and Connie Mack in Philadelphia. Mack is now half owner of the Athletics, and Callahan, who has been

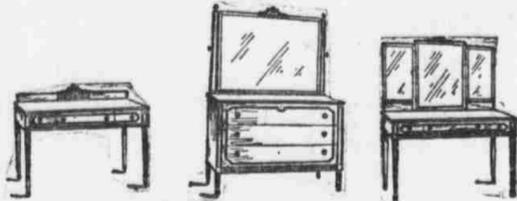
retired from the position as manager of the White Sox, is now the right hand man of Owner Charles Comiskey, holding the post of business manager. Whenever Stallings gets ready to retire from attending to the playing of the team—which, however, won't be for another five or ten years or more—Gaffney will take him into the business office, perhaps himself retiring as president and placing the big chief on the throne.

All Furniture for "The Fontenelle," Including Furniture for Public Rooms, Bedrooms and Private Suites and All Box Springs and Mattresses

Were Furnished and Installed by

ORCHARD & WILHELM CO.

414-416-418 South Sixteenth Street.



Adam Bedroom Pieces

Pieces From One of Several Hundred Beautiful Bedroom Suites

Manufactured by the

Woodard Furniture Co.

for the

Hotel "Fontenelle"

In selecting the furniture for the many bedrooms of "The Fontenelle" the Orchard and Wilhelm Co., turned with unhesitating confidence to the Woodard line. Years of selling Woodard Furniture pointed to this line as that which successfully combined graceful correct period designs with the moderate cost and durability of construction absolutely essential in Hotel Furnishings.

The Woodard Furniture Co. are makers of

America's Foremost Line of High Grade Medium Priced Bedroom Furniture

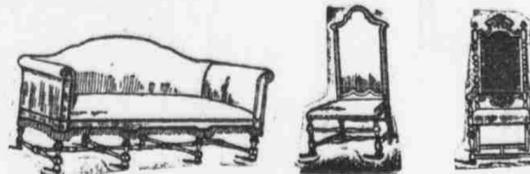
They make correctly designed Adam, Louis XVI, Sheraton, Queen Anne, Jacobean, Scroll and Turned Colonial Suites in Mahogany, Enamel, Prima Vera, Circassian and American Walnut, Bird's Eye Maple, Curly Birch and Quartered Oak. In "The Fontenelle" the suites are confined largely to Mahogany and Prima Vera.

Woodard furniture is correct and practical bed room furniture for the home as well as the hotel.

Woodard Furniture is Sold Exclusively in Omaha by Orchard & Wilhelm Co.

Woodard Furniture Co.

Owosso, Mich.



Modern English Renaissance Furniture

For the Reception Gallery on the Mezzanine Floor

Manufactured by

The Shaw Furniture Co.

for the

Hotel "Fontenelle"

The furniture in the lobby, reception gallery, palm room and other public rooms is mostly along the lines of the English and Italian renaissance. It has been especially designed and built by the Shaw Furniture Co. of Cambridge, Mass. The wood used is mostly mahogany and the many pieces are exquisite examples of this graceful style. The greatest skill and the highest class of workmanship were required to execute these beautiful designs and maintain a durable construction.

For this reason The Shaw Furniture Co. was chosen to carry out this part of the contract. They are

In the Front Rank of American Makers of Decorative Furniture

The Shaw Furniture Co. enjoys an enviable reputation among the best decorators of this country as skilled designers and makers of Decorative Furniture of all periods. Their furniture is to be seen in many of the best known hotels and beautiful buildings in the larger cities. It is characteristic of their product that the most intricate details are correctly executed and yet in no way is the essential durability of construction neglected.

Shaw Furniture Company

Cambridge, Mass.

All of the Box Springs and Mattresses for "The Fontenelle"

Were Manufactured for Orchard & Wilhelm Co. by

L. G. DOUP CO.

Manufacturers of Box Springs and all grades of Mattresses, including Curled Hair and the justly popular Layer Cotton Felt.

In no place in the outfitting of a modern hotel can experienced judgment prove more efficient than in the selection of the box springs and mattresses for the hundreds of bedrooms. Here must be considered first the comfort of prospective guests—the necessity of a minimum of future replacements and repairs and a practical first cost.

Omaha's big mattress factory the L. G. Doup Co. with its large capacity and efficient equipment met every requirement and landed the big order for 385 box springs and hair mattresses for "The Fontenelle." These are of the very best quality—the hair used

in the mattresses is long curled horse hair of the quality known as drawings and in the construction of both box springs and mattresses utmost care has been taken to combine comfort and great durability.

The L. G. Doup Co. is one of the largest and best equipped mattress factories in the United States. The Company employs seventy-five people. Their product is in the front rank both as to quality and moderate price. This claim is substantiated by the fact of their having secured for five successive years the contract to furnish the United States Government with from 2000 to 3000 mattresses annually—These are shipped to all parts of the United States.

Buy "Made in Omaha" Mattresses and Box Springs and You Buy the Best