

Omaha's New Flatiron Building

Will Soon Be Ready for Occupancy

**This Building Is Faced
with the famous Shade
No. 550 Iron Spot Press
Brick**

And trimmed with Shade No. 575 Gray Press Brick, all of which are MANUFACTURED in OMAHA by THE HYDRAULIC PRESS BRICK COMPANY. This concern also manufactures this quality of Facing Brick in all colors.



General Offices and Display Rooms
330-332 Bee Building

Bjornson Sheet Metal Works

Furnished the

Tin, Copper and Galvanized Iron Work

The Flatiron Building. Which was designed by Mr. George B. Prinz, architect, is by far the most pretentious structure which is now in course of construction in this section, and one which will, when completed, arouse the interest and admiration of all lovers of architectural beauty. The contract for its construction went to the J. C. Mardis Co., who have built some of the largest buildings in the city, including the M. E. Smith Co. structure, the Henshaw and the Rome hotels, Paxton & Gallagher buildings, the Vinton School, and the new Independent Telephone building.

This new building is located at the intersection of St. Mary's avenue, Howard and Seventeenth streets, running back to Eighteenth street, and covering the entire block. This building, as its shape implies, will be known as "THE FLATIRON," and, because of its admirable location, it offers exceptional opportunities and advantages for high class retail merchandising.

THE FLATIRON will be thoroughly modern, pressed brick, stone and steel structure of four

stories and basement. The ground floor will contain ten ideally perfect storerooms, with basements, and will have a plate glass street frontage of about 8,500 square feet. There will be no dark corners, and every storeroom will be finished in a manner thoroughly in keeping with any establishment which proposes to cater to the very highest class of trade. For these reasons, the present or prospective merchant should carefully consider THE FLATIRON as a home for his business.

THE FLATIRON is situated on the edge of a congested residence district—on the most direct route between the "Field Club" district and downtown, and just one block from the highest priced shopping center in Omaha. Its advantages for retail merchandising are readily apparent.

THE FLATIRON will be ready for occupancy about March 1st, 1912, and the Payne & Slater Co. (managers) think it would be well for the merchant who shares their views concerning its desirability to make application for space immediately. They anticipate no difficulty in quickly renting these

stores, and they will exercise the most rigid restrictions in selecting tenants who are thoroughly desirable to them and to their fellow merchants.

The success of the merchants in THE FLATIRON will be greatly increased, owing to the fact that the three upper floors will be occupied by permanent roomers and transient guests of the best class. These floors will contain ninety-six beautiful and commodious rooms, tastefully finished in fumed oak, and equipped with Bell telephones, hot and cold water lavatories, built-in medicine closets, and built-in wardrobes, and there will be thirty tile floor and bathrooms finished in white enamel. To reach these floors from an attractive ground floor office, an automatic passenger elevator will be installed. There will be a complete system of circulating feed water with drinking fountains on each floor. Because of its superior location, artistic arrangement and finish, and its many comforts and conveniences, there will be no difficulty in keeping THE FLATIRON creditably filled.



Geo. B. Prinz, Architect, 1033 Omaha Nat'l Bank Bldg.

The Flatiron Stores

Will be ready for tenants about March 1, 1912. They will be the most modern, up-to-date rooms for merchandising that money can produce---well lighted, sanitary, cement basements, maple floors, mahogany finish, best of hardware, plumbing, heating and lighting fixtures, and three blocks of plate glass frontage. :: :: ::

For Illustrated Booklet, Prices and Full Particulars, Address:

Payne & Slater Co.

Managers

6th Floor.

Omaha National Bank

WE FURNISHED THE TILE FLOORS

Attached to every one of the thirty apartments in this modern building is a beautiful bath room. The floors of each will be constructed of non-absorbent, vitreous mosaic tile, with a high base of porcelain enamel tile, covered at the bottom, making these rooms absolutely sanitary, easily cleaned and always bright.

In the vestibule, entrances and stairway halls vitreous tile floors of appropriate design will be installed, with cove tile base in Redieux finish to correspond with the decorations, giving an artistic and cheerful effect to the entries and halls.

The entire tile work in the building is being furnished and set by —

MILTON ROGERS & SONS CO. 1515 Harney St.

ESTABLISHED 1855

J. C. Mardis Company

**General
Contractors**

**Reinforced Concrete Work
a Specialty**

OMAHA OFFICE:
423 Range Building

Geo. A. Hoagland

Furnished all the Lumber and Cement for the new Flatiron Building, now under construction at 18th and St. Mary's Ave.

Let Us Figure on Your Lumber and Cement

ESTIMATES CHEERFULLY GIVEN

Geo. A. Hoagland

Wholesale and Retail
Lumber

9th and Douglas Sts.

PHONE DOUGLAS 345.