

# ORCHARD & WILHELM COMPANY

FURNISHERS OF  
FURNITURE, CARPETS, DRAPERIES and  
WALL DECORATIONS

FOR THE  
**HOTEL FONTENELLE**

Omaha's million-dollar hotel, "The Fontenelle" stands today in the foremost rank among the great caravansaries of the middle west—in the beauty of its architecture and the harmony and perfection of its outfitting it is second to none—and the Orchard & Wilhelm Co. acknowledges the splendid co-operation of the artists and manufacturers that were called upon to carry the building from the builders hands to its completion.

In the furniture for its lobbies, its public and private dining rooms, its reception halls and ball rooms, its hundreds of bedrooms and private suites, in the thousands of yards of specially woven carpeting, in draperies and wall decorations it is the measure of the accomplishment of the Orchard & Wilhelm Company as hotel furnishers.

Even in the furnishing of a palace, the limit of cost must be carefully reckoned and it is only those who are proved fit by actual accomplishment that are called upon to submit plans and details and estimates. And while this item of cost is of vital importance the plans and specifications that are finally accepted are not those of lowest price, but those that promise the utmost in results for the money expended.

In its furnishings as in its architecture and construction every important hotel and public building stands as the indorsement of thoughtful men of the work of those who have contributed to the final result.

Safe economy in the pursuit of elegance is the watchword—and on this basis the Orchard & Wilhelm Company has been chosen as chief and in some instances as the exclusive—furnishers and decorators of such public buildings in Omaha as: *The Scottish Rite Cathedral, Henshaw Hotel, Rome Hotel, Flatiron Building, Wellington Inn, Harley Hotel, Y. M. C. A., Sanford Hotel, Methodist Hospital.*

Two things in a hotel must be wear-resistant, the furniture and the carpets. Graceful shapes and beautiful patterns and colorings must greet the eye of the guest but only durability and quality can justify the installation. The house must continue beautiful without undue cost for replacement.

Furniture along Italian and English lines for the public rooms made by the Shaw Furniture Co., and furniture for the bedrooms by the Woodward Furniture Co. at once combine elegance of design with durability of construction. Bigelow-Hartford carpets were selected for the corridors, reception halls, dining rooms, other public rooms and private suites, because of their great wear-resisting qualities as evidenced by their general use in many government buildings and the largest stores and hotels of the country. The beautiful patterns and colorings used were woven especially for "The Fontenelle" and are in perfect harmony with the period designs of the furniture.

The skill and artistic taste required to take a building from the masons and the carpenters and in a few days transform it into the blended beauty and comfort of a hundred houses is equal to the task of any private home's decoration or furnishing.

For the outfitting of a public building or your home's equipment be it a palatial residence or a modest cottage, command our services.

## ORCHARD & WILHELM CO.

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