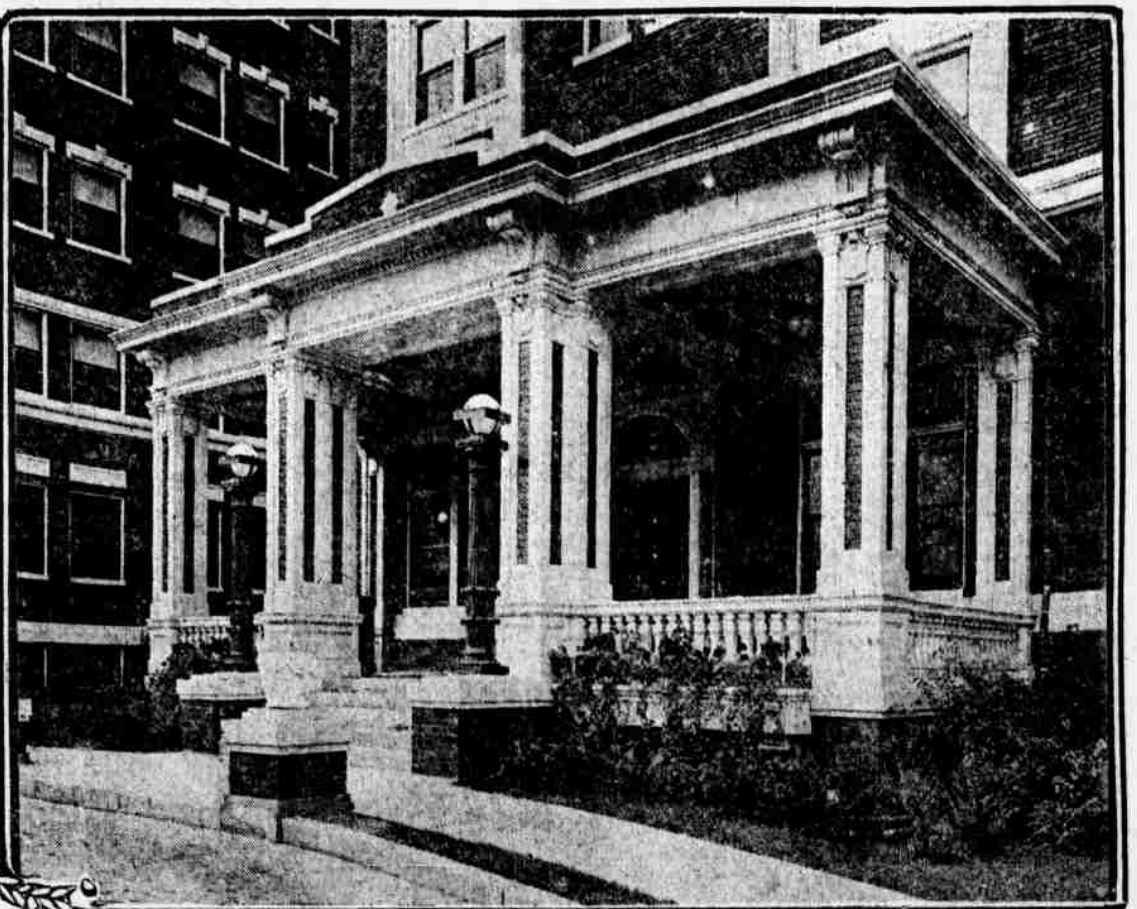


On a Commanding Site in Omaha Is the Blackstone

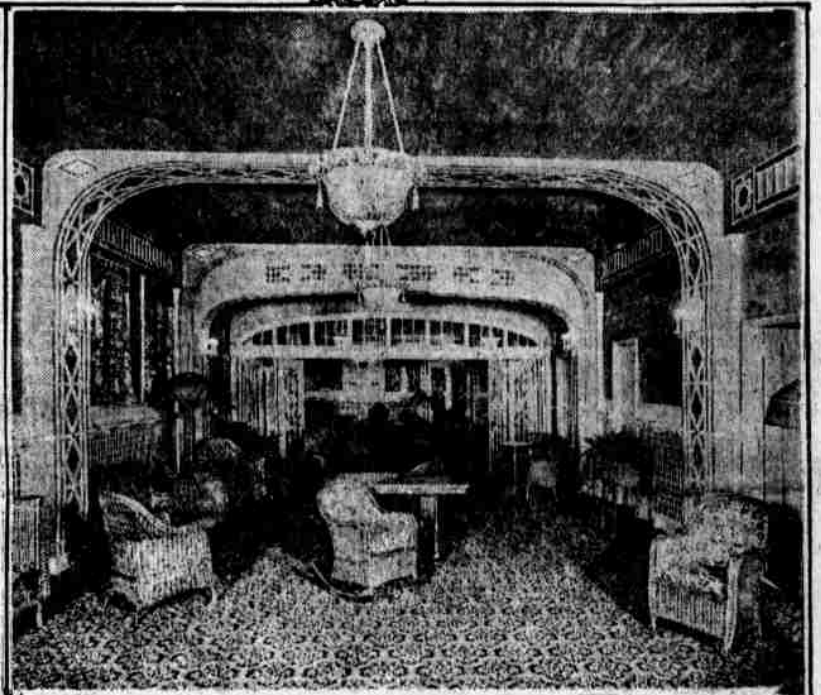
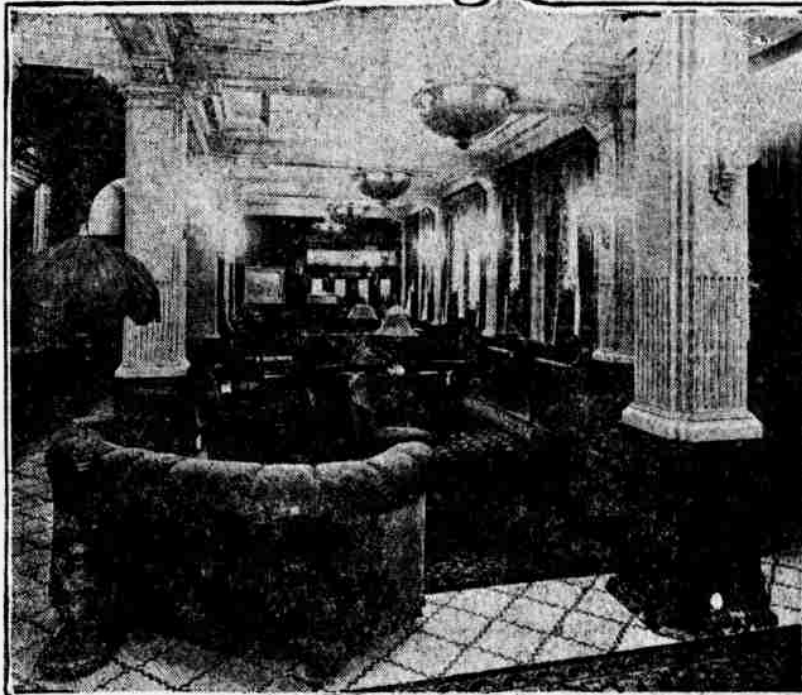


Upper Left—Beautiful New Blackstone Hotel at 36th and Farnam Sts. Upper Right—The Blackstone Hotel main entrance, one of the principal architectural features which adds grace and beauty to the building. Lower Right—Looking south in the Lounge and Party Room Eighth Floor. Lower Left—First Floor Lobby Looking Toward Dining Room.

Beautiful Blackstone Hotel

Omaha's Newest Home Place, is in the Most Exclusive Part of City.

Wonders have been accomplished in the construction of this Pioneer Family Hotel.



OUT on Thirty-sixth and Farnam streets, in a grove of big maple trees, in one of the most exclusive residential districts of the city, 30,000,000 pounds of handsome red brick and structural steel have been bolted and riveted and cemented together and made into the most up-to-date, down-to-date, and even advance-of-date, family hotel of the west. That's the Blackstone hotel.

Twenty years ago when the north part of Omaha—Kountze Place and its neighbors—was the fashionable portion of the city, and at its zenith, George A. Joslyn, Casper E. Yost and several of Omaha's big business men drew smiles from others of the "400" when they declared that the hills of West Farnam were more desirable for residences than were the flats of North Omaha. And they backed their judgment by going "west" and building the finest homes in the city. Following them went Edward Cudahy, G. W. Wattles, General J. C. Cowin, T. J. Mahoney, W. J. Coad, Dr. Gifford, G. C. Wharton, D. A. Baum, Guy C. Barton and others, until there grew up out on the hills of West Farnam, the most beautiful residential district of Omaha.

A Glorious Site.

And right in the midst of these splendid homes, seemingly by some oversight, one of the most beautiful building sites of them all was passed by. High and sightly, with a splendid view in every direction, the southwest corner of Thirty-sixth and Farnam remained unoccupied while the homes of Omaha's most exclusive, most fashionable and wealthiest citizens were built around it. The maples which some earlier owner had planted with care, grew into stately trees, furnishing green and shade and beauty.

Then, at the psychological moment, along came the Bankers Realty Investment Company, looking for a site upon which to erect a structure which should be the most modern family hotel in the west. Just as the building itself must be the last word in one of its kind, so should the site upon which that building was to be located be the very best obtainable.

"Get the most conveniently located, the most sightly, the best lot obtainable in Omaha," said the men at the head of the company, to their agents,

The southwest corner of Thirty-sixth and Farnam was the chosen site.

That was over a year and a half ago. And now the Blackstone hotel has been opened to the public as the very last word in family hotels—both as to building, service, location and convenience.

A family hotel is not an apartment house in any sense of the word. A family hotel is one in which you rent your rooms by the year instead of by the day. You get hotel service, not apartment house service. That's the difference. At the Blackstone you can secure an apartment of one room, two rooms, three rooms, four rooms, five rooms or even six rooms. But there will be neither kitchen nor dining room in your suite. The Blackstone is a hotel, not an apartment house.

A Half Million in It.

The 15,000 tons of brick and structural steel, in their primitive form, did not cost much money—a few thousand dollars at the most. But by the time the clay had been worked over and molded and burned into brick and the iron ore had been smelted and pigged and rolled and both had been put in place under the eye of the builder and in accordance with the plans of the architect, the combination was worth a half million dollars and that is the cost of the big building, according to the owners.

But even while the building was under construction, the materials were advancing in price so rapidly that the owners could have made big profits by reselling instead of by completing the hotel. For instance, when the steel used in the construction was purchased, \$27,000 was the price paid. Before it was all in place in the building, it was worth \$40,000—an increase of nearly 50 per cent in its value. There were similar advances in the brick, the concrete, the brass, the copper, the marble, the tiling and the thousand-and-one things that go to the making of a big building.

But the lumber—well, the advance in lumber cut small figure in the cost of the Blackstone hotel. There is practically no wood used in its construction. The floors? They are of cement—all except the floor to the big ball room in the eighth story. And that is laid on cement. Partitions? They are all of gypsum blocks, which are fireproof and sound proof. Hear that? Sound proof. Can't hear your neigh-

bor's viols or piano or baby. Neighbor's daughter can sing all she wants to; neighbor's baby can cry itself to sleep, neither will disturb you. Sound can't percolate through those gypsum block partitions.

Neither can fire. Neighbor's boy can go to bed with a cigaret in his mouth and set the bed afire. Neighbor's furniture (which belongs to the hotel, anyway) may burn to a crisp; valuable curtains may ruin the wall decorations when they flare up; splendid carpets may burn to rags; fire can't get out of the one room and can't even damage that room itself. There is no wood in the building to burn. So the advance in the price of lumber cut practically no figure in the cost of construction of the Blackstone hotel building.

An Unrivalled View.

You can see the skyline of the Blackstone from all over the West Farnam country—and for many miles in other directions, also. Consequently, the view from the roof gardens—there are three big gardens on the roof of the Blackstone—is simply superb. (These gardens are free to the residents of the hotel and are included in the service). To the north, there are the hills beyond Florence; westward, Dundee, Happy Hollow, the Country club, the Field club and the hills and valleys of the Pappio; to the south, way-away on beyond South Omaha are the cultivated fields of Sarpy county, while to the east—did you ever see the Missouri river on a moonlight night? Ever see it from a distance? From the roof-gardens of the Blackstone hotel you can see its silver thread where it breaks through the hills north of Florence and can trace it down under the Illinois Central bridge, past the smelter, past the Douglas street and the Union Pacific bridges, down past Child's Point, around the horn by Manawa and on towards Plattsmouth. By actual count the shining waters appear and disappear an even forty times from the roof gardens of the Blackstone hotel. And beyond the Missouri are the hills of Council Bluffs and Iowa—all visible from the Blackstone. That's the view towards the east.

There are eight stories—exclusive of the basement and sub-basement—to the hotel. The main entrance is to the east, from a wide walk through the trees from Thirty-sixth street. With the red brick face and the white glazed terra cotta trimmings around every window,

every door and every cornice, the face of the building is very imposing. The red and white gleaming through the green of the maple trees, present a restful, pleasing appearance as one approaches. The building itself is shaped just like a capital "E," the entrance in the middle—the east. The back of the "E" runs along the alley line so that trades-wagons, delivery wagons and hauling of every kind will be brought to the rear door of the building.

Very Accessible.

Accessibility was one thought uppermost in the mind of the builders of the Blackstone when they were searching the city over for a site. With the Farnam, Dundee and Cuming car lines passing the very door, giving half-minute car service during the rush hours and two-minute service during the balance of the day, with cars leaving "down town" after 1 o'clock at night, the street car service to the location is ideal. And then, for those residents who will use their automobiles, there is the Farnam street paving, the best in the city. For the man with the "walking bug," there is the straight chute right down Farnam street to town and the sound of the faithful "jitney" is always heard in the West Farnam land. The Blackstone is very easy to reach.

The Blackstone is particularly convenient as a home for the club man, the Country club, Happy Hollow club and Field club all being within easy reach. To the man with an automobile, all three are just around the corner, of course. But to the resident of the Blackstone who does not maintain a machine, the cars of the street railway afford good service from his hotel. Happy Hollow is right out the Farnam line with a four-minute service. Country club members will find it very convenient to take the Farnam-Cuming line and transfer at Fortieth and Cuming streets. Those of the Field club set who live at the Blackstone and do not keep an automobile will find themselves within a few minutes' walk of their club by going down Thirty-sixth street, the distance from the Blackstone to the club house being but very little more than from the car line at Thirty-second.

The Blackstone is probably the most solidly constructed building in Omaha—especially among the hotels. To support its 30,000,000 pounds of brick, cement and steel, it was necessary to sink 412 great concrete piers right down to bedrock. To these piers were bolted the immense steel columns to which the steel framework of the building was riveted. This framework, alone, weighs more than a million pounds: to be exact, 1,200,000 pounds. And there are 350,000 red texture face brick, to say nothing of the 700,000 common brick used in the walls of the big building. More than 7,000

barrels of cement were used to cement these 1,050,000 brick together while, as for sand, the kids have made a swimming pool out of the hole from whence the hundreds of tons were taken. If the brick used in the construction of the Blackstone were laid into a walk, instead of being built into strong walls, a man could walk from Omaha to Des Moines on them without getting his feet wet. And when he arrived at the latter city he would find a pile of "left overs" large enough to supply sufficient ammunition for 100 Irish waxes.

Enormous Floor Space.

There are 120,000 square feet of space on the floors of the Blackstone. In addition to the eight floors for the use of the residents, there is a basement and a sub-basement. And each floor and basement contains 13,000 square feet of space. The basement, proper, is for the use of the servants and employees of the building: the sub-basement for the boilers, the furnaces, and the great quantity of intricate machinery necessary to the equipment of as complete a building as is the Blackstone.

The big yard, filled with flowers and shrubs, is the pride of the heart of the architect. When the plans of the big building were drawn, more than one year and a half ago, that yard was constructed—on paper. Just about as much thought and attention were given to this portion of the property as was given to the spacious office within. The height of every shrub was weighed, the color of the flower it bore was considered, the part that each would take in the harmony of the whole and the effect that would be produced, were all taken into consideration. And as a result of the care with which this portion of the hotel was planned, that bunch of spirea, this one of thumbergia, those hydrangeas, that great mass of golden glow, the tall stalks of many-colored hollyhocks, the window boxes, the cannas, the lilacs—all harmonize perfectly. Each fits into its place as though its place was made for it—as it truly was.

The Blackstone is the pioneer of family hotels in Omaha. Hotels of this class have proven extremely popular in other cities, especially in the east. But until the Blackstone people decided to construct the present building, nothing of the kind had been seen in this city. When the excavation was first begun, the Doubting Thomases were many, even among the real estate men of the city. But as the work progressed, as the walls were reared, as the beauty and convenience of the hotel became more apparent, and especially as suite after suite was leased, those who had doubted the wisdom of the builders of the Blackstone became convinced that the latter had correctly gauged Omaha sentiment. The Blackstone is not an experiment; it is a success.