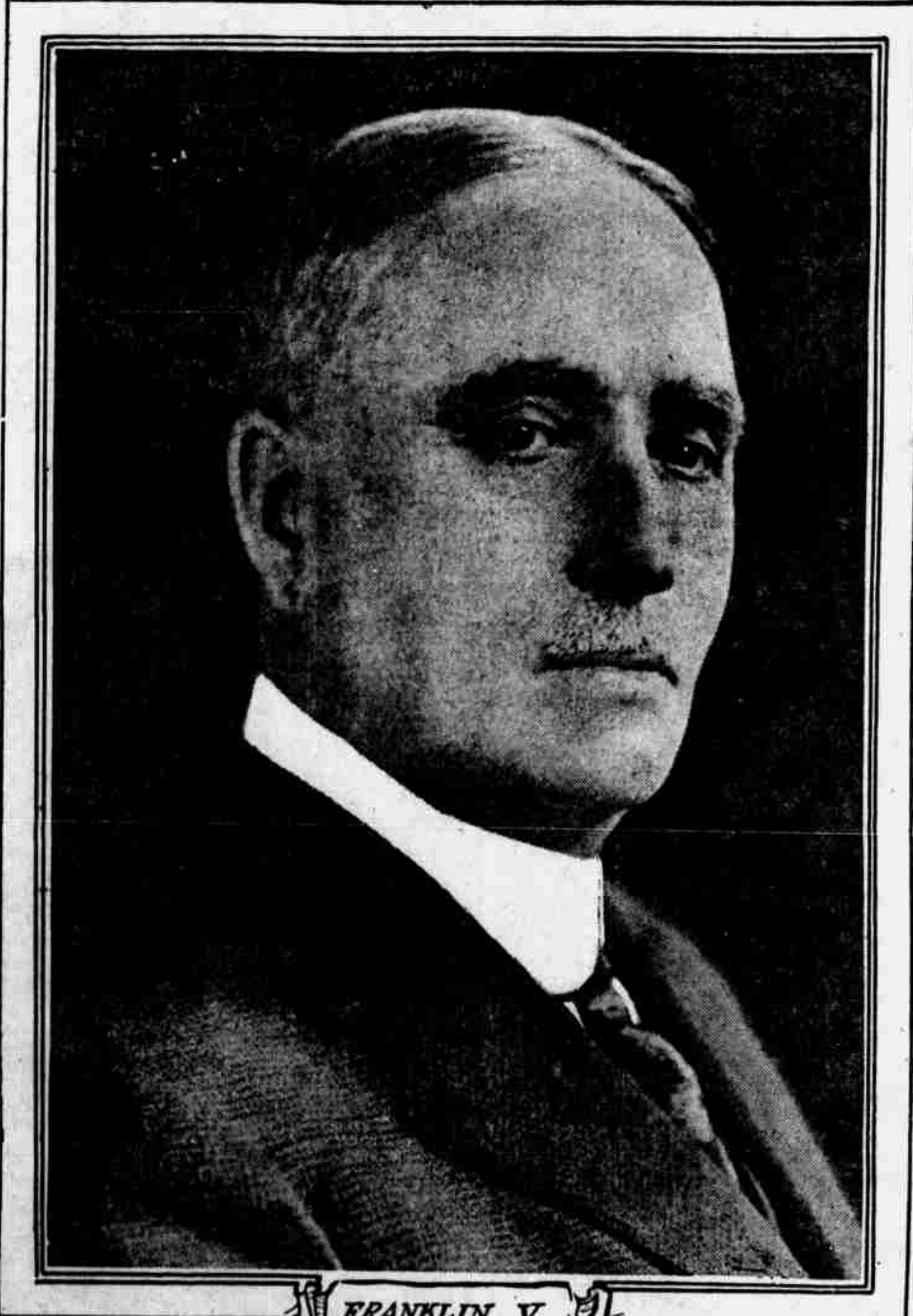


Entertainment, Comfort, Privacy and Art Features of Variety

Manager of the Blackstone Hotel



FRANKLIN V. MOFFITT

All West Farnam—in fact, all Omaha—may enjoy the Blackstone family hotel, if it cares to do so. The splendid new facilities in the big building are not to be restricted to the residents alone, but are thrown open to Omaha and her friends. Individuals of the right sort, even those without a single friend living in the building, can secure cards of admission which will give them the privilege of the roof gardens on top of the building—the finest viewpoint in all Omaha. So states Franklin V. Moffitt, the man who has been chosen to manage the Blackstone hotel.

High Class Details.
“Since there are neither kitchens nor kitchenettes in the Blackstone, our dining room and the manner in which we operate it, is of prime interest and importance to our customers,” says Mr. Moffitt. “Take it for granted that we have the best chefs obtainable. You will make no mistake in taking my word for that. Our dining room is operated on the European plan. There are five or six different breakfasts, a club lunch and an a la carte dinner, the latter from 5 to 8 o'clock. While primarily for our residents, outsiders are welcome to any and all of these meals. In fact, we have had many applications from people living in this end of the city and we expect to cater to outsiders, especially as to dinner.

“But we will not cater to the transient trade, neither in rooms nor dining room. Transients are welcome—if we happen to have vacant apartments. The Blackstone is a family house, not a day-by-the-day hotel. “So anxious are we to escape the appearance of a commercial hotel that we have not even a counter in our office. Nor is there to be a cigar stand out in sight. For the convenience of our residents, we have a place in the basement, near the billiard rooms, where cigars can be purchased. We have nothing in our office that you would not expect to find in the most exclusive homes. That's why we call this a house of homes.

“There is a telephone exchange, out of sight, of course, because there is free telephone service from every apartment in the house. This service is unlimited and operates twenty-four hours out of the day.

Beauty of Dining Room.
“But returning to the dining room. We are proud of that feature. It is the most beautiful dining room in Omaha, beyond a doubt. The walls are in silk, the silverware is the latest pattern “Wallace” ware. Hotel silver is entirely different from that used in private houses. It is much heavier. There are only half a dozen places in the country where silver of this kind can be purchased.

“In addition to the heavier silver, our china is much lighter than the ordinary chinaware. It is known as the “Lamberton” ware and is very beautiful. It breaks much easier than the ordinary china, but we expect to have our affairs so supervised that breakage will be reduced to the minimum. Breakage, after all, is mostly in the kitchen, not among guests.

“Our head waiter, all our waiters, in fact, are girls, not men. It has been our experience that girls make better waiters, are nicer, more polite, and that their service is more satisfactory, especially in a family hotel. Therefore, we have engaged girls for this work.

“Just a word about our walls and carpets. The walls in the corridors are covered with velvet; those in the ladies' reception rooms are silk; we spent \$20,000 for carpets, covering every inch of the corridors, halls and rooms with expensive and pleasing carpeting. All the hangings about the hotel are beautiful.

“The lighting system is indirect and the fixtures are the latest and most pleasing effects we could find. “While we can see very little use for private servants in the house, yet we have arranged to take care of any servants our residents wish to bring with them. We are furnishing free maid service to every room. But several of our residents asked to bring their private maids or their butlers,

so we arranged for them and they are installed.

Privacy Assured.
“Do you know, a hotel of this kind can be the most private place in the world? No one, not a resident, is permitted to go above the first floor without permission having been secured at the office. And that permission is given only at the request of some resident. In that way no strangers nor objectionable characters of any kind, can enter the building. Because of the ‘silencer’ used between the walls, absolutely no noise can filter from one apartment through to another. Silence will therefore be the rule of the house, although residents make ever so much noise. As for safety from fire—there's nothing to burn but the window casing and the furniture. You might burn everything in the place and it would scarcely keep you warm on a winter's day.

“We adopted what we considered a fair and reasonable plan in the renting of our apartments. We did not wish any to tie themselves up with a lease

without seeing the rooms actually ready for occupancy—and without seeing the other things that went with the rooms. So when we had one floor absolutely complete, we sent out invitations to all those who had applied for accommodations. We asked them to come in and see what they were buying, before we permitted them to lease any portion of the building.

“The room, or apartment, you know, is only a part of what you get for your money at the Blackstone. There is the private bath. There is ice water always in the room, and maid service. There is the reception room on each floor, just outside the elevator. There is the great lounging room occupying half a floor; the big dancing room occupying another half of a floor; then there are the three roof gardens, the most complete and comfortable things of their kind; there are the billiard parlors, and there are the thousand-and-one things that all go along with the single room which the resident has leased. No matter whether the resident has one room or an apartment of a dozen rooms, he has the use of all the other conveniences without one cent of extra expense.

To Entertain Friends.
“If a man and his wife, with a one or two-room apartment have friends come in, the friends can be invited to the reception room, to the lounging room or to the roof gardens for entertainment. The one-room or two-room resident has all the luxuries of a millionaire. He uses his rooms to sleep in or in which to retreat when he wants to get off by himself; at other times he has a half-million dollar home in which to entertain his friends.

Ball Rooms and Roof Gardens.
“The big ball room on the eighth floor is forty by seventy feet and there is a roof garden opening right off this, so that when dancers become heated they can go out into the garden. In summer this garden, shaded by a pergola that is covered with vines, is cool and pleasant. And in the winter the garden will have a covering of glass and will be delightfully warmed by invisible steam radiators. The ceiling of the ball room is of the ‘arch’ type, the windows are extra wide and extra deep, the window hangings are of silk and lace and the chairs are upholstered in silk. We maintain this room for the residents of the hotel and for their friends.

“And the great lounging room, on the same floor as the ball room—that is a feature new in hotels. There is a grand piano in the lounge. The residents can take their guests up there, or they can go themselves. The piano is of the “player” type, and there are selections of all sorts—all for the amusement and pleasure of our residents.

“For banquets and lectures, the ball room will be used. Arranged for lectures, the room will seat 250 people. And practically the same number of banquets can sit down at the same time.

“In one of the roof gardens there is a soda fountain and light refreshment tables.

Pictures of Quality.
“We are furnishing our place so completely that there will even be pictures on the walls. In fact, every room will have choice pictures. Not, of course, the expensive paintings we have purchased for the public portions—or rather, for those portions of the hotel where all our residents gather. Now, that oil painting over there. It is called “The Author,” is by Prinetti, and cost us an even \$1,500. It was brought from Europe two years ago for exhibition at the Carnegie Art in-

stitute at Pittsburg and as one of the international collections of painting exhibited there it figured in a war episode that for a time made its fate rather uncertain. It was captured while on the water, but through “influence” was freed. It was brought to Omaha by the “Friends of Art” society, and we purchased it for the Blackstone hotel.

“And this picture, ‘In the Berkshires,’ by Reyaud, is smaller than ‘The Author.’ It cost us \$250. But it was just what we wanted to fill this nook. So we purchased it.

“We also have secured two other beautiful paintings costing about \$1,350—‘The Head of Lock Kathrine,’ by Charles Stuart, is considered by many to be the most beautiful of the entire lot, and the picture of ‘Roses and Lilacs,’ painted by Roule de Loupre, is also very beautiful.

“Of course, all our pictures will not be like those four, and yet those are only ‘starters.’ We expect to purchase others as we get around to it and to hang them where our residents and their friends can enjoy them.

“Some of our friends seem to think that we must educate Omaha up to a family hotel like the Blackstone; they think we have built for an Omaha of the far future. Listen! We have 131

apartments, all told, in the Blackstone. We had 253 applications for apartments thirty days before the hotel was ready to open. Does that look like Omaha is not ready for the Blackstone? As a fact, the demand was here long ago; we simply took advantage of that demand; we are supplying the demand, not creating it. Several applicants for apartments in the Blackstone actually sold their homes and got ready to make their future homes in the hotel.

“The Blackstone is going to be managed in a manner that is just as up-to-date as is the building itself. When we do that, we can do no more. For the Blackstone is the last word in family hotels.”

WHAT A NERVE!
“Boy, take these flowers to Miss Bertio Bohoo, room No. 12.”

“My, sir, you're the fourth gent who's sent her flowers today.”

“What's that? What the deuce? Who sent the flowers?”
“Oh, they didn't send any name. They all said, ‘She'll know who they came from.’”

“Well, here, take my card and tell her these are from the same gentleman who sent the other three lots.”

Structural Iron and Steel
Furnished by
Paxton & Vierling Iron Works
Manufacturers of
Structural and Ornamental Iron and Steel
Office and Works: So. 17th St. & U. P. Ry.
OMAHA

We Installed the Plumbing
Sanitary Plumbing Co.
1951 St. Mary's Avenue. Douglas 3497.
PLUMBING HEATING LIGHTING

Thosco A-1 Varnish
Throughout the Building
Furnished by the
Omaha Paint & Glass Co.
1515 Dodge St., Omaha.

ASPHALT PITCH, TAR ROOFING SUPPLIES ROOF COATING
SLATE, TILE GRAVEL, COMPOSITION ASBESTOS ROOFING WATERPROOFING
National Roofing Co.
(Incorporated)
Roofing Contractors
ESTABLISHED IN 1878.
Omaha, Nebraska. Branch, Sioux City, Iowa.

Growing With Growing Omaha
BAKER ICE MACHINE CO.
OMAHA'S FINEST FAMILY HOTEL IS EQUIPPED WITH A
BAKER Modern Refrigerating Plant
COOLING THEIR ICE BOXES
Made and Installed in Omaha
—BY—
BAKER ICE MACHINE COMPANY
OMAHA NEBRASKA

Athey Metal Weather Strip
In all windows in Blackstone Hotel.
Excludes cold and dust.
LEW WENTWORTH, Inc.
Walnut 2065 4011 Cuming Street

Hoisting Engine, Material Elevators and Concrete Handling Equipment
Furnished by
Sunderland Machinery and Supply Co.
1006-10 Douglas Street, Omaha.

INSTALLED IN THE BLACKSTONE
ILLINOIS VACUUM HEATING SYSTEM
THE ACME IN HEATING
Illinois Engineering Company
OMAHA OFFICE, Bee Bldg. CHICAGO.

The Billiard Room Equipment OF THE Blackstone Hotel
was especially designed and manufactured by
The Brunswick-Balke-Collender Co.
Omaha Office, 409 South 10th St.
A. P. THOMPSON, Manager.
Branches in all Principal Cities

Century Furniture Company
GRAND RAPIDS, MICH.
Makers of Period Furniture Reproductions and Compositions in Design
Factory and Salesroom Grand Rapids, Mich. New York Office and Salesroom 25 West Forty-fifth Street