

ATHLETIC CLUB IS ENTIRELY AN OMAHA PRODUCT

Idea Conceived Locally, and Omaha Men and Institutions Furnish the Supplies.

"I want to belong to an athletic club, and a metropolitan city like Omaha needs one," was the casual remark of A. R. Hansen, addressed to a number of friends one evening in October, 1915, while seated around a table in the Lincoln Inn of which he is proprietor. Mr. Hansen's inspiration grew into one of activity, and at his own expense he soon made a trip to Chicago, Detroit, Minneapolis and several other cities studying the various angles in connection with the athletic clubs which had been recently built in those cities.

On his return to Omaha he called on George Brandeis, who belonged to the Chicago Athletic club and knew the advantages of a club of this kind. With the help of Mr. Brandeis the wheels were immediately put into motion and Thos. F. Quinlan was selected to call a meeting of a number of business men to discuss the advisability of an athletic club.

The meeting was called in the Chamber of Commerce rooms early in 1916 and was attended by A. L. Mohler, Fred Davis, Luther Drake, George W. Holdrege, John C. Wharton, Father Gannon, A. W. Jeffers, Frank Hamilton, Dean Tancock, W. D. Schall, the late George Haverstick, N. B. Updike, George Brandeis, A. R. Hansen Lysle Abbott, W. A. Fraser, F. O. McCaffrey and Frank Judson. At this meeting the actual concrete plans for the club were laid. However, at that time many said it would be out of the question to get a thousand members to join, and ridiculous to think of selling three hundred life memberships, at \$500 each.

Consult Promoter.
Charles H. Ginslinger of Washington was consulted with Mr. Ginslinger was a promoter and had been instrumental in the promotion of clubs in other cities. He wanted a fee of \$50,000 to look after the building of the club and the club's promotion. This proposition was turned down, and one of the biggest features in connection with the Omaha Athletic club is the fact that it was promoted from an inspiration to a club of 1,500 yearly members and 300 life members occupying a property worth nearly a million dollars entirely by Omaha business men.

The first board of directors chosen was composed of Frank W. Judson, N. B. Updike, George Brandeis, W. A. Fraser, the late George Haverstick, A. W. Jeffers, and W. A. Schall. Mr. Updike soon resigned on account of his frequent absence from the city and W. B. T. Belt was chosen in his place.

Officers of Club.
The other officers of the club chosen were W. A. Fraser, president; F. W. Judson, vice-president; George Brandeis, treasurer; and John C. Wharton, secretary.

The building committee was composed of George Brandeis, W. A. Fraser and W. B. T. Belt. An advisory board made up of twenty-five business and professional men was selected.

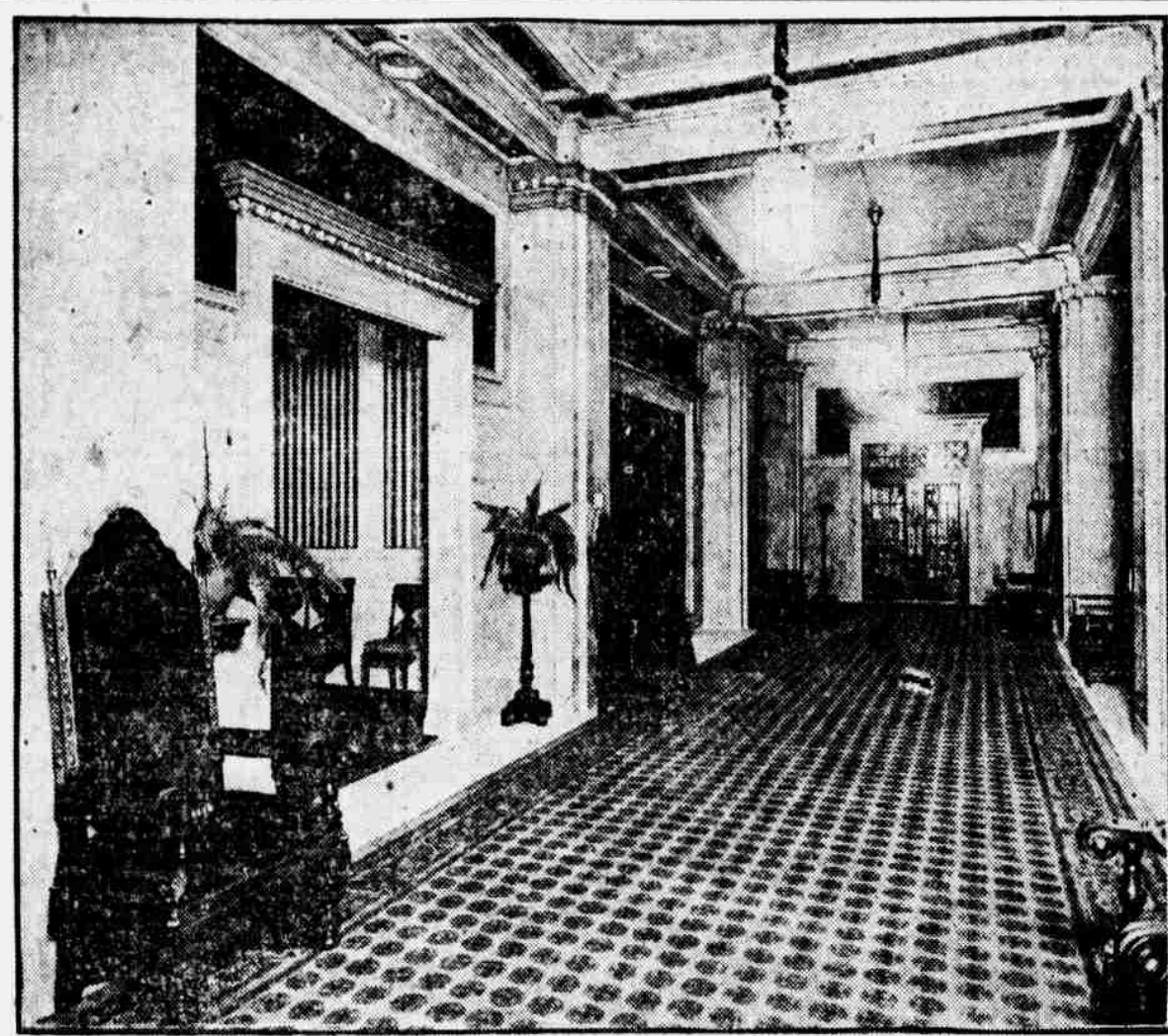
The first site selected for the club was the ground now occupied by the new Nebraska Telephone company building, but many contended that it was too far away from the business section, and the permanent site selected was the ground owned by J. L. Brandeis & Sons next to the Strand theater. It was necessary to buy an adjoining lot owned by Mrs. Maul. Arthur Brandeis was here from New York at the time and he purchased this lot for \$120,000 taking a second mortgage on the building, thus securing for the club a frontage of 132 feet on Douglas street between Seventeenth and Eighteenth streets and 132 feet deep at a total cost of about \$300,000.

Secure Members Fast.
The membership committee was the next question, and Thos. F. C. Nolan was made chairman, and in a very few days over one thousand memberships had been secured. In the meantime war had been declared by the United States and they discontinued taking members until they had something tangible to show in the way of a building.

John Latenser & Sons, Omaha architects, were selected to draw the plans and specifications for the club building which was planned to cost \$550,000 based on the price of material at that time. The actual designing of the building was done by Frank Latenser and John Latenser, jr., two of Omaha's youngest architects. Frank Latenser belongs to the All American Athletic association which probably spurred him to his best efforts in the work of designing the beautiful home of the Omaha Athletic club.

The contractors chosen to construct the building was the Selden-Breck company, and the first ground was broken early in 1917, followed by the actual construction of the building immediately. It was expected that the building would be ready to occupy by Christmas that year, but owing to the war the getting material caused by the war the opening has been delayed almost 12 months.

Entrance Lounge at New Athletic Club With Opening into Ladies' Parlors



New Omaha Athletic Club Lends Itself Readily to Efforts of Craftsman's Art

Richly, even sumptuously furnished, and the interior decoration done along lines simple in detail and pleasing in colors, the new Omaha Athletic club attests that artists have risen to the opportunity afforded them in the magnificent new clubhouse; have received inspiration, created furnishings and achieved artistic results that could never be fulfilled in a structure less spacious or less conducive to the craftsman's art.

To illustrate, it was an artist who planned the wonderful Italian entrance-lounge, the rich red brocade fabric walls and furnishings being designed to set off the otherwise cold tones of the marble entry. A deep-piled tufted rug of the same shade of red mingled with a putty shade, which is also introduced in the walls, and specially woven in a continuous piece, 12x60 feet, with a smaller size for the little secluded corner to the right of the entrance; imposing pilastered Italian chairs with red tapestried seats and trimmed with metal gallooned braid; and davenport and large, easy chairs of the red plush and embroidered damask paneled backs further carry out the color scheme. Other odd chairs in walnut, hand-carved Italian lamps in polychrome and numerous flower stands give the proper atmosphere to the attractive entrance.

All Marvelously Equipped.
Proceeding further are the clerk's stand, telephone booths, cigar stand and men's lounge leading into the wonderfully equipped marble barber shop. In the men's lounge, all the deep, comfortable chairs are of Spanish goatskin leather. A bright-colored lamp and flags of the allies give a touch of color.

To the left of the entrance are the ladies' parlors, dainty in the extreme and complete in appointments. Green and ivory is the color scheme here, the walls of green and ivory striped damask, green carpeting and the furniture old ivory over solid mahogany, except in the little entry which is Louis XVI in period and furnished in satinwood inlaid and hand decorated. Tall ivory flower stands of the same period divide this little sub-entry from the main ladies' parlor. Here charming little console tables, with a tall candlestick, a vase, a bowl, mirrors and a graceful lamp here and there with shades of rose-color, make this room attractive beyond words to the feminine visitor.

Gold and Lavender.
Beyond this is the dressing room, a thing of beauty in green, gold and lavender. Cheval and vanity mirrors wherever one turns, numerous double dressing tables with the innovation of swivel chairs permitting midday the better to view her backmost curl; an inviting chaise longue with chairs to match in the same shades of striped green, gold and lavender, and real Swiss panel curtains and hangings all add charm, convenience and delight.

In the rear of the main floor is the grill, done in browns and reds and furnished in early English oak of the cathedral style. Square tables, large and small; with arm-chairs of the regulation grill style; brown-stone floor, arched windows draped with printed linen hangings figured with browns and reds, impart the proper atmosphere to the informal men's dining-room.

Blue and Mauve.
Ascending the wide marble staircase to the second floor, one comes into the large, main lounge done in a highly artistic old blue and mauve. Walls, Saxony carpeting, velvet window drapes and portiers leading into other wings; double davenports and large easy chairs all harmonize in the striped mohair plush design of blue and mauve. Extra chairs of figured wool tapestry have been introduced.

But the triumph of this room is the fireplace which occupies a major portion of the east wall. About the inviting fireplace is an unusual seat-rail upon which quite a number of persons may linger, the seat finished in the same striped blue and mauve velvet. Andirons stand before the fire and bronze flower baskets and tall candlesticks ornament the mantel.

Needless to add, colorful shaded lamps, numerous smoking stands and pictures give the finishing touches to this room.

Two oil paintings, "The Little Acrobat" by Fritz Zizau and "Midnight Sun" by W. Senders, gifts of George Brandeis, ornament the east and west walls.

Comfortable Reading Room.
Entering the west wing from the lounge, one comes first to the reading room, the walls and rugs done in old blue and hangings of ecru wool casecloth. Massive chairs and davenports of mahogany with oil blue seats and backs, and a large mahogany library table comprise the furnishings. A Gobelin tapestry panel and a large etching of desolated Belgium, once exhibited in Omaha, adorn these walls.

Next is a small private card room and a larger card room, equipped with substantial felt-covered card tables and comfortable leather arm chairs. A telephone booth, conveniently enough placed, is an additional feature of the larger card room.

In the east wing toward the Douglas street side of the second floor, is an attractively furnished writing room done in blue plush and mahogany and equipped with double writing desks, well lighted. In the rear of this is a "quiet room" with inviting Turkish davenports to recline and rest a wee, a smoking stand or two and a lovely copy of Mona Lisa looking on.

The large billiard hall, with flooring of battleship linoleum, occupies the entire rear of the second floor.

Club's Attractions Bound to Keep Men from Home, Say Wives

Question—"Where is your husband?"
Answer—"Over to the Athletic club."
This promises to be frequently the question put and answer given in the homes of hundreds of members of the Omaha Athletic club, now that the fine new establishment is open.

Nothing has been overlooked in providing facilities for the indulgence of each man's tastes in recreations and amusements.

The gymnasium, swimming pool, hand ball courts, billiard room, bowling alleys and card rooms will, the women fear, prove most alluring to the men of the family.

The hand ball courts, of which there are three, are perhaps the most unique in construction of any clubhouse or gymnasium in the country. Some say they are the only ones known.

The courts have small doors, or rather man-holes for entrances and have a balcony on one side, in which a man is stationed to throw down the ball.

The swimming pool rivals the celebrated Roman baths in beauty. The walls and sloping bottom of the pool are inlaid and marked at intervals of five feet up to twenty feet; one side "Shallow" and on the other "Deep" right in the stone. The walls from the pool upward are tiled. G. P. Wendell, former Y. M. C. A. swimming instructor, has been engaged.

The gym, billiard room and bowling alleys will be completely equipped.

Women to Have Special Days in Swimming Pool
Women will share in the privileges of the wonderful swimming pool in the Athletic club. A special day will be assigned to them. They may have private lockers and a private elevator will carry them from the women's section of the building to the pool.

HE THOUGHT UP IDEA OF NEW ATHLETIC CLUB.



A. R. HANSEN.

A. R. Hansen, Omaha business man, in whose mind evolved the first inspiration which resulted in the realization of the Omaha Athletic club.

CLUB TO START NEW CHAPTER IN SOCIAL LIFE

Many Events, Including Christmas Party, Planned in Addition to Big Opening.

A new chapter in the social life of Omaha begins with the opening of the Omaha Athletic club. Aside from the formal opening dinner dance which will be held this month if the "flu" permits and which promises to be probably the most brilliant social function in the history of the city, December will see three more elaborate functions in the splendid new clubhouse.

Saturday evening, December 22, will be military night—when the khaki-clad men in the service will be honored with a special dinner-dance.

Christmas night, when all the school set will be home from the east, and by which time are expected many of the men who are being released from service, some of them with brides they have won in other cities, another wonderful party has been arranged.

But New Year's eve—for this occasion Monsieur Chevalier will show what an artist can do, given such a splendid clubhouse in which to conjure up a party which will vie with pleasure palaces in the largest cities in the country, to furnish amusement.

Huge Lamp Drops from Third Floor Ceiling to Light Second Floor

A curiosity observed in the clubhouse is the wonderful lamp which is suspended from the ceiling of the third floor to light the second floor. It hangs from a heavy old blue velvet rope and draws attention as one ascends the staircase.

Telephones Most Handily Placed All Over New Club

Telegrams are most conveniently placed. Wherever one is apt to need a telephone, there he will find one. In each one of the sleeping rooms, in the card room, near the lounges, in the ladies' parlors, lobby and in hallways—there one is sure to come upon telephones.

Congratulations to Omaha and its People



Everything that BARBERS NEED

PHILLIPS MEDICAL COMPANY

1215 Farnam Street
OMAHA, NEB.

A Good Job--Well Done

The highest compliment that can be paid to a craftsman is the praise by his competitors for a GOOD JOB WELL DONE.

In the installation of the wiring and electric system in the Omaha Athletic club building, local electricians have paid the LeBron Electrical Works the compliment that it was the most complete job done in Omaha in the past four years.

That the work on the Omaha Athletic club building represents more than a contract is made manifest to any skilled workman. This contract was not one to confine the completeness to specifications, but beyond them. Every little touch and extra that would show an improvement was added, whether in the contract price or not.

The completeness of this job was made possible only by the efficient shop force behind the workers. The LeBron Electrical Works, 318 South Twelfth street, is not only the largest electrical repair and machine plant in the middle west, but probably the most up-to-the-minute one, although at the present time somewhat crippled by 26 of its shop force being in khaki. Mr. LeBron modestly gives to his efficient superintendent of construction and his forces the honors of the Omaha Athletic Club job, showered upon him by those having pride in the building.



BERT LE BRON
The Boss

LeBron Electrical Works

318 South Twelfth

Omaha Nebraska



HENRY MUNCH
The Man Behind the Job

House Committee to Have Charge of Running Club

To facilitate handling of Athletic club affairs, each member of the house committee has been assigned particular duties. George Brandeis and Joseph Barker will have charge of the cuisine; Frank McCaffrey, gymnasium; W. A. Pixley, swimming pool and lockers; Harry Steele, billiard hall; C. M. Wilhelm, periodicals and men's lounge; and C. L. Gould, the rooms.

Three Rooms for Dancing at New Athletic Club

Three large spaces for dancing may be utilized in the Omaha Athletic club. Most of the dances will be held in the gymnasium, but for overflow crowds the tables can be moved in the billiard room and the carpeting in the dining room has been so laid that it may be lifted for dancing.

war prices will total slightly under \$1,000,000. The activities of the membership committee was resumed about two months ago. The life memberships, which are limited to 300, have all been taken, many applications being received after the quota was filled. There is now a large number on the waiting list for life membership. The yearly memberships, limited to 1,500 are also practically all taken.