

Hotel Castle, Omaha's Latest "Home" for Travelers



Fred A. Castle

"A MAN'S house is his castle." This has been a recognized principle among civilized men for centuries. In his home, which is his castle, man is supreme and does as he pleases. Of course, the word "man" is used here in its generic sense. And, no doubt, even in his "castle" man, or most of "him" at any rate, must do as his better half wishes.

But whether or no, the fact remains that—"A man's house is his castle." Now, how about the man who is away from his home? Supposing that the man who is away from his home is sojourning in Omaha, what about him?

He is away from that home which is his "castle." What shall he do for a temporary "castle?" The answer to all this is very easy. When the man is away from home then his home, temporarily, is not his castle, but the Castle is his home.

Meaning, of course, the new Castle hotel, just opened to the public on Sixteenth and Jones street, west side of Sixteenth street, front facing east. A hotel in which the "home" atmosphere predominates is the new Castle. From the big, comfortable lobby set with easy chairs and divans and opening on the ladies' room, the restaurant and cafe and other conveniences; from this inviting place up through the various floors with their roomy rooms, thick-carpeted, electric lighted, private-bathed and Bell-telephoned there is everywhere an abundance of the homely comforts.

The luxuries that mark such hotels as the Ritz-Carltons are not included in the Castle. It is a medium-priced hotel. A nice room with private bath may be had for \$1.25 a day. The highest priced room is only \$2.

The new building is an ornament to South Sixteenth street. It is six stories high and has a front of pressed tapestry brick of a brown shade. The trimmings are of terra cotta.

A large "marquise" extends out over the sidewalk at the main entrance, affording protection from the weather to persons arriving at or leaving the hotel.

The main part of the hotel, it will be observed by those who see it from the front, is six stories high, while the so-called "annex," built at the same time and having the same style and made of the same materials, is only two stories high. The latter has a frontage of fifty feet on Sixteenth street while the main part of the hotel has a frontage of 100 feet.

The ground floor fronts of the entire building are given over to stores, excepting only that portion which forms the main entrance to the hotel. Four of these stores have direct connection to the hotel. One is a restaurant, lunch counter and

Distinguishing Features of the New Hotel Castle

THE HOTEL CASTLE is the latest addition to Omaha's invitation to the public to stop over here, rest and enjoy a life whose zest is unknown to those who have not tested it. It does not pretend to complete the list of reasons for visiting Omaha, but it is a great factor in provision that is made for the comfort and safety of the visitor. Six stories high, with ample frontage of two streets, of fireproof construction throughout, it is the very latest word in the matter of medium priced hotels.

By medium priced is meant that accommodations of the highest class will be furnished at a figure that is within the reach of the pocketbook of the plain citizen. A room with bath may be had for \$1.25 a day, or a better located and bigger room can be had at the rate of \$2. This is the basis on which the Hotel Castle is organized and on which it will be conducted. One hundred and fifty guest rooms are contained within the building, and 100 of them are equipped with private bath and similar accommodations of the most modern type.

The hotel was built and furnished throughout by Omaha firms. It is of modern construction, fireproof in every particular, fitted with fast running elevators of the latest design, and in all particulars is strictly high grade. Its furnishing is substantial, and comfortable, even to the point of luxury in some particulars, and it has been planned

for the greater convenience of the sojourning patrons, Mr. Castle having embodied in it many improvements suggested by his long experience as a hotel man.

Dining room and restaurant are accessible from the lobby of the hotel, as well as from the street, an advantage that is more real than apparent. Bar, barber shop, news stand, cigar stand, billiard room and all the conveniences are readily reached from the spacious foyer.

In appointments, the greatest care has been taken. For example, the Hotel Castle is rat, mouse or vermin proof. Cement floors from basement to top, metal fittings in kitchen, closets and elsewhere, and similar arrangements, make for cleanliness of the first order, with no place for the pests of the housekeeper to find a lodgement. Fan ventilation is provided, and each bathroom is connected with an air tube, by which the air is exhausted from the room and a fresh and healthy supply continually provided. Vacuum cleaners are also installed, so that the annoyance of sweeping is entirely avoided.

The managing staff of the hotel will be made up of experienced hotel and restaurant men and women, so that all details of caring for the guests will be looked after in a most acceptable way, and the little attentions that make for comfort and welcome at a modern hotel will be unostentatiously provided. It is Mr. Castle's aim to make his hotel seem like home to his patrons.

cafe, which is the sole eating room of the hotel and yet will cater to the general public as well as to Castle guests. It has a front entrance from the street and an entrance also directly from the hotel lobby.

The bar is next to the cafe and has entrances also from the street and from the lobby.

The first room south of the main entrance is the barber shop with seven chairs and this has entrances also from the street and from the lobby.

The store room next to this is occupied by a candy emporium and has, besides its street entrance, a door leading directly into the ladies' rest room which is located off the hotel lobby.

Thus the Castle will draw patronage for these four enterprises not only from its own guests, but also from the general public. It is a plan that seems so very simple that the only wonder is that hotels didn't adopt it long ago instead of shutting these several species of enterprises off from the

outside world and forcing them to exist, as it were, solely by the patronage of hotel guests.

A fact that made this old style of hiding away restaurants and bars within hotels somewhere was the fact that many of the guests didn't patronize them under the European plan of operation, but went out and ate elsewhere and drank elsewhere and patronized other tongsorial artists.

Allighting from our limousine or jitney bus or street car directly in front of the hotel, we enter through the revolving doors and find ourselves in a broad, long lobby.

The floor is terrazzo, the walls are frescoed in eye-resting tints and there is abundance of white marble. The baseboards are white marble, go are the pillars and so are the stairways that lead down to the basement and up to the second floor.

At the opposite end from the entrance is the office, large and of quartered oak. Off to the right from this main desk is an enclosed room, the

private office of Manager Fred A. Castle.

The cigar and newstand and the ladies' rest room and the writing room are off to the south side of the lobby.

Light is plentifully admitted through the windows and through a stained glass skylight in the center of the foyer.

Reed furniture, leathered-covered, is used in the main lobby. There are chairs of this material and lounges, arranged in groups, looking very cozy and home-like and inviting.

An elevator of the very latest improved Otis make runs from the basement to the top of the building. It has self-closing doors, this being another feature that makes the Castle hotel the "house of safety," as the manager has named it.

There are 150 bedrooms, 100 being equipped with private bath and all of them having toilet and running hot and cold water.

The bedroom furniture is of the mission type

and was all specially constructed to order for the Castle hotel.

Special attention was given to the beds, the management holding that a good bed is more important than anything else in a hotel, with the exception of cleanliness. The highest grade of de luxe springs are placed on all the beds and the mattresses are of extraordinarily fine quality. It is the proud boast of the manager that such sleeping facilities are not found in any hotels except the very highest and best types.

Thick carpets cover every inch of floors in the rooms and run along the long halls. The hall walls are frescoed and the bedrooms are papered with English papers of small, neat designs in the very latest patterns.

Plate glass tops on dressers and desks are a feature of the furnishing and there are other little refinements like trunk racks and night tables.

On the second floor is the convention hall or ballroom. It can be used equally well for a convention or meeting or for a ball. It is 50x80 feet in size and occupies the second story of the "annex."

A complete ventilating system of the fan type is installed. Air tubes run to all bathrooms and by means of the fan fresh air will be forced into every room and the exhausted air withdrawn in accordance with the latest developments of the science of ventilation.

Other pipes running through the walls lead from each floor to the basement, where there is a vacuum cleaner of the latest make. All cleaning will be done by means of this dirt consumer.

The kitchen, located in the northwest corner of the main floor, right back of the cafe, is one of the most up-to-date and strictly sanitary to be found anywhere.

The cement floors and the fact that the kitchen furnishings are of metal and set up on legs several inches from the floor make it impossible for rats, mice or other vermin to find a home there.

Down in the basement rooms are fitted up especially for the men, where they can lounge and smoke and play cards or checkers or otherwise pass their hours of leisure as men like to do.

The total cost of the Castle hotel building was about \$200,000. This is exclusive of the value of the land, which is high, and of the cost of the furnishings and equipment.

"I will take mine ease in mine castle," said the poet.

The Castle hotel is eminently fitted to permit a man,—or woman, to take his or her ease. It has all the good, solid, "homey" comforts and is ideally equipped to care for the business which it aims to care for, to give good, clean, comfortable accommodations to the people and to supply also good food and many of the luxuries which, in modern life, are considered necessities.