

SOME GO TO BED TO SLEEP

For the Help of These Darkened Transoms Are Placed in All the Rooms.

LIGHT IS ENEMY OF SLEEP

Weary travelers sometimes woo Morpheus in vain because as they recline on their couches in the hotel which is their temporary abode their eyes are smitten and their brains jolted into continued consciousness by a bright ray of light streaming in from the hallway through the transom.

Wise men have set themselves to thinking of the comfort of travelers or of permanent residents in hotels where because of the largeness of hotel families it is impossible to put out the cat and look the front door at 11 o'clock at night and retire to undisturbed slumber.

These wise men have devised various improvements and conveniences and luxuries and ingenious devices to minister to the pleasure and comfort of those who are deprived temporarily of their permanent abodes, who are slumbering in strange beds surrounded by strange associations.

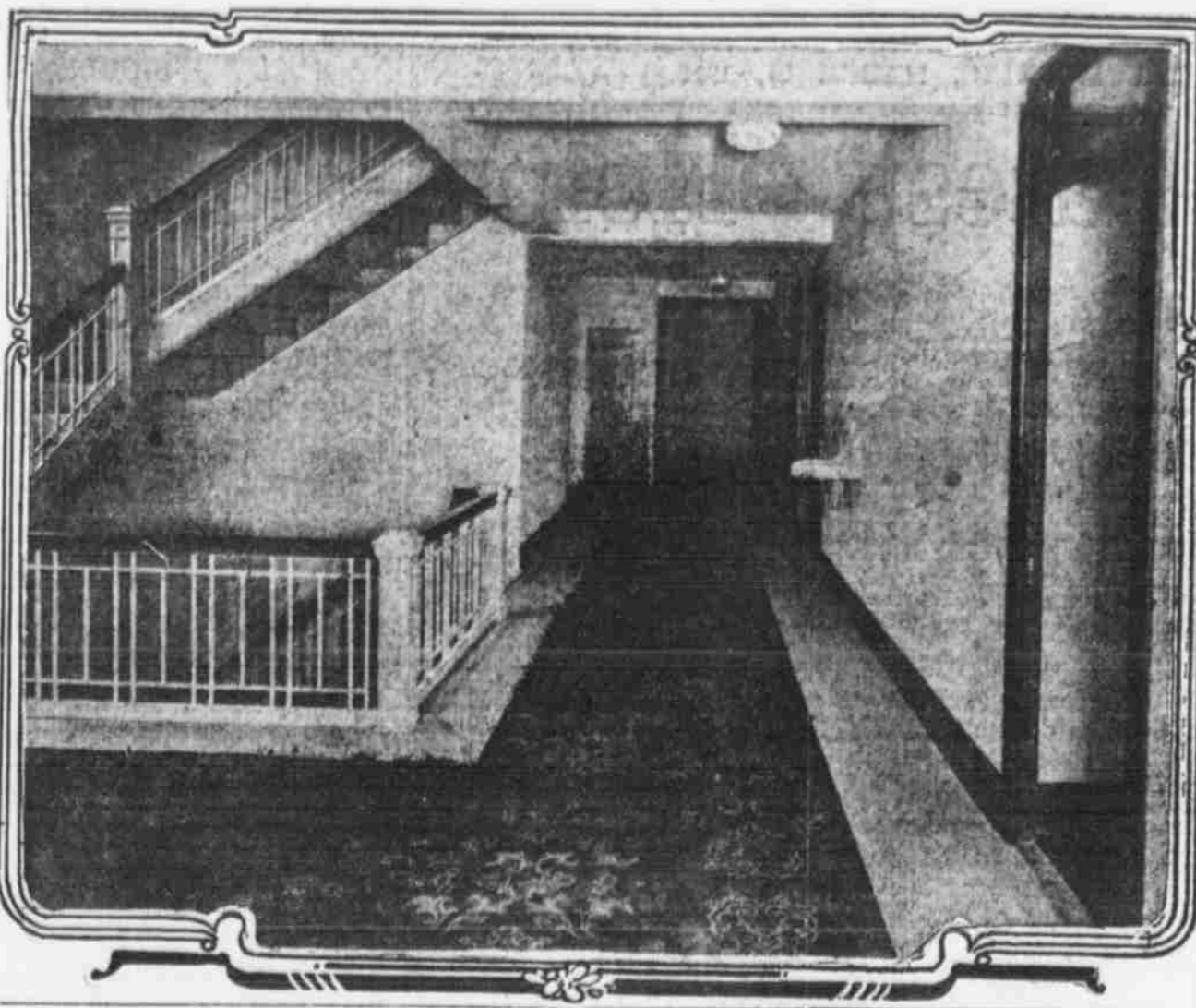
The body machine under these circumstances requires the greatest possible conformity to the ordinary accepted and physiologically and psychologically correct conditions which shall conduce to slumber at the earliest possible moment after the guest has invited gentle sleep.

Most Sleep at Night. Scientists have demonstrated that light is the enemy of sleep. The world proclaims the truth of this tenet. Nearly all animals sleep in the night time and so do the birds and fishes and insects.

Man sleeps at night like the rest of creation. His habits today are somewhat modified from those of the cave man, his ancestor who dropped asleep at dark and awoke at dawn precisely as the sun moved. Today artificial light and modern divestment have made man more or less of a night animal. Some like to be "members of the midnight crew" and go about the town with the boys until "all hours." That is their privilege, but it is also the privilege of the others to retire to slumber when they please.

All of which is a preface to the statement that the Castle hotel bedrooms are provided with wooden glass in their transoms. That is to say, there is wood where the glass usually is in a transom. And when Weary Traveler or Man-Up-

One of the Corridors of the Hotel Castle



Late-Last-Night wants to go to bed he can put his room into perfect darkness when he puts out the light in it. He will not be disturbed by the vagrant light rays which formerly used to shine in from the ever wakeful hallway.

Likewise Jack-the-Peeper will be unable to satisfy any prurient curiosity in the Castle with its wooden transoms protecting guests from unwelcome intrusions. This small detail which may seem a very large detail to any guest who seeks privacy and slumber simply shows

how completely the comfort of the guests has been considered and planned for in the Castle, and how the science of modern hotel management is constantly looking out to correct little defects of the early hotel days.

MEATS FOR CASTLE FROM THE PUBLIC MARKET

Meats for the Castle will be furnished by the Public Market, 1610 Harney

street. This is one of the largest meat concerns in the city and is noted for the excellence and freshness of its goods and its quick service. The location of the Public Market is only three squares from the Castle, and this will further facilitate prompt service in the matter of securing all kinds of meats just when they are needed.

A going business can be sold quickly through The Bee's "Business Chances."

ENTIRE HOTEL IS FIREPROOF

Fire and Flames and Conflagration and Holocaust No Longer Are to Be Feared.

GUESTS IN UTMOST SAFETY

Times are getting harder and harder for fire and flames and their offspring, conflagration and holocaust.

The new Hotel Castle simply marks another hard obstacle placed in the way of those four once hated and feared enemies of mankind.

They amused themselves by burning down hotels and other buildings inhabited by human beings and burning up the human beings with them.

But their day is rapidly passing. The Hotel Castle is absolutely fireproof.

From basement to roof there is hardly a splinter in the construction that can be consumed by fire.

The doors of the rooms are about the only inflammable things, the rest being concrete and marble. From the second floor to the top of the building they are iron.

Even the window sashes are pressed steel. And all glass is wire glass.

Yes, it is a discouraging outlook for old Conflagration. It can never hope to get into this hotel.

"Safety first" is the watchword of the

Castle, officially adopted, signed and sealed.

The biggest step toward hotel safety is hotel fireproofness.

The Castle's watchword is more than a mere watchword. It is a concrete fact. It is a "concrete" fact in two senses of that word. It is also a brick fact, a marble fact, an iron stairway fact, in the whole building.

What is a poor, hard working flame to do with such discouragement? In the old times it used to be able to give an account of itself almost every day.

It was a hard week, indeed that it could not point to some hotel destroyed probably in the dead of night when the guests were in their beds and were burned like rats without any chance to get out.

But what can it do with a hotel like the Castle?

Nothing. Absolutely nothing. It is useless to try. You run no danger of burning the building down.

The walls are all brick and hollow tile. The floors are concrete.

The stairways from the basement to the second floor are pressed steel window sash fact, a wire glass fact.

Safety is first.

Dr. Bell's Pine-Tar-Honey. Get a bottle today; keep it for your cough or cold. Good for children, adult and aged. All druggists.—Advertisement.

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Rooms to Be of Moderate Price at Hotel Castle

What will be the price of rooms in the Castle hotel? Manager Castle believes he has a "world-beater" in price.

He exhibited a big front room with private bath and beautiful furniture. "Two dollars," he said. "Can you beat it?"

He showed one slightly smaller, also with private bath. "One seventy-five," he declared. "Ain't it a dandy?"

Another size smaller and also with private bath. "One fifty. Won't they go for 'em?"

Then he showed a room with private bath, but facing on the court instead of the direct open air. This is \$1.25.

There are 150 rooms altogether in the hotel. Of these 100 have private baths and the rest have private toilet and hot and cold running water.

The whole hotel is lighted by electricity and there is a telephone in every room.

There are five bedroom floors. The rooms are arranged in tiers, a room on the second floor being exactly like the rooms directly over it on the third, fourth, fifth and sixth floors.

Rent room quick with a Bee Want Ad.

We Furnished All the

HARDWARE

And Tille Floors For the Hotel Castle

MILTON ROGERS & SONS CO. 1515 HARNEY

Sunderland Furnished the Face Brick

We are proud of HOTEL CASTLE. It is beautifully "clothed." Look at it! Note the rich, soft, blended colors, which suggest the hospitality to be found within. The very walls say: "Hello, Bill! Glad to see you!" We induced the owner and architect to use

Sunderland's Multi-Tone Oriental Brick

We have persuaded many owners—and the results have always been BEAUTIFUL. If you expect to build, a visit to our brick display and a discussion of BRICK EFFECTS with us will be profitable and interesting.

Sunderland-Bro's-Co. Entire Third Floor State Bank Bldg.

"CONCRETE FOR PERMANENCE"

Meyer Steelform Construction

A Construction Method which assures the architect and builder of maximum EFFICIENCY—ACCURACY—ECONOMY

"Maximum Engineering Service". Send for Our New Catalogue.

Concrete Engineering Company

OMAHA NATIONAL BANK BUILDING—OMAHA. District Offices: Los Angeles, Salt Lake City, Chicago, Cleveland.

Real Plastering

That's what you get when we do the work.

FOR TWENTY-SEVEN YEARS

we have been more than satisfying builders with our supreme plastering. We have done work on the biggest and best buildings in Omaha, and the contracts were given us because of an efficiency in this line.

We Did All the Plastering on the New Hotel Castle

We feel proud of this contract and consider it demonstrates our ability to do good work and please.

Below is a list of other important Omaha buildings we plastered:

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| St. Joseph's Hospital. | Krug Theater. | Hotel Loyal. |
| First Christian Church. | Saunders-Kennedy Bldg. | Hotel Fontenelle. |
| Henshaw Hotel. | The Flatiron Bldg. | State Bank. |
| Hotel Castle. | Y. M. C. A. Building. | American Theater. |
| Omaha National Bank. | Wise Memorial Hospital. | Baird Building. |
| | German Lutheran Church. | The Keeline Apartments. |

ANDERSON BROS. Omaha, Nebraska.



The New Hotel Castle



We Do All the CLEANING, DYEING and PRESSING

For the HOTEL CASTLE HAVE YOUR CLOTHES CLEANED NOW FOR EASTER J. C. WOOD & CO.

"The Old Reliable Cleaners and Dyers" 515 South Sixteenth St. W. C. PARKER, Mgr.

THE HOTEL CASTLE BARBER SHOP

Is the finest equipped tonsorial parlor in the state. The newest and best chairs manufactured, have been installed to insure you absolute comfort.

Skilled barbers under the personal supervision of F. M. Valentine, stand ready at all times to serve well. QUICK SERVICE—COURTESY and cleanliness will be our everlasting motto.

Clean, steam towel with each shave.

Hotel Castle Barber Shop SOUTH 16TH STREET

The furnishings and supplies for this shop were furnished by the Phillips Medical Co., of Omaha.



FRANK M. VALENTINE, Proprietor, Hotel Castle Barber Shop.

THE MOSIAC FLOORING IN THE HOTEL CASTLE

WAS FURNISHED BY

THE NEBRASKA TERRAZZO & MOSIAC CO., 1024 FARNAM Marble and Tile Terrazzo Steps. All Kinds of Repair Work

A. MACHETTI, President. C. BERTACCINI, Treasurer. S. SARGENT, Sec'y.