

**TIME MARKS GREAT CHANGES**

**Wonderful Transition from Hotels of Early Days to the Modern Castle House.**

**STEAMBOAT WAS ONCE USED**

The difference between the beautiful Castle hotel and the early Omaha hotels is as great as the difference between the beautiful Omaha of today and the village of sixty years ago.

The first hotel in Omaha was a log building, 18x30 feet in size and one story high. It was named "The St. Nicholas," and was first occupied by the family of William P. Snowden, who afterward became city marshal. It stood at the corner of Twelfth and Jackson streets, only about four blocks from where the Castle now stands.

In 1835, the Douglas house, a larger two-story frame building, was erected at the southwest corner of Thirteenth and Harney streets. The rear part of this structure was made of cottonwood slabs, and in the winter time it was said to have been very cold, indeed, which is easily believed. For several years the Douglas house was the leading hotel and all the "awells" stopped there, the tariff being correspondingly high.

On the south side of Douglas street, between Thirteenth and Fourteenth streets, the Tremont house was built in 1838, and owned by William F. Swezey and Aaron Root.

The Farnham house was built in 1838 on Harney street, between Thirteenth and Fourteenth streets.

The Pacific house was erected at Tenth and Davenport streets in 1851.

**George Francis Train.**

The Wyoming and the Cosmos were built in 1857, the latter being built by George Francis Train, the eccentric genius of Omaha's pioneer days, who was accustomed to sign the initials, "N. F. A.," after his name, the same standing for "Next President of America."

The famous Herndon house was built in 1859 by D. George L. Miller and Lyman Richardson, a resident of this building being used in recent years as the Union Pacific headquarters. An amusing state of affairs in this house while two parties were struggling for its management is related in a letter from Elias Seymour, engineer of the Union Pacific, written in 1898:

"We found that the Herndon of Omaha was in a sort of a transition state and its guests, as farmers say, 'between hay and grass.' Mr. Allen had been called upon by Mr. Monell to surrender its use and occupation into the hands of Mrs. Bronson, who had recently leased it. An entire week had been spent by the parties in strategy and legal skirmishing, during

which it was not unusual for Mr. Allen to visit the kitchen during the morning and find Mrs. Bronson's cooking stove standing in place of his own, which had been thrown over the fence during the night, and not unfrequently were the guests of the house stopped in the middle of a meal while waiting, perhaps for more warm cakes by the intelligence that the stove had just been thrown out of the kitchen. Fortunately for us, however, Mrs. Bronson's stove was outside the fence when we arrived, and remained there during the following day and Sunday."

**Hamilton House.**

The Hamilton house, a brick building, was erected in 1856, on Douglas street between Fourteenth and Fifteenth, by C. W. Hamilton, C. B. Smith and H. M. Judson.

The furniture was bought in St. Louis and brought up the river to Omaha, by steamboat. The proprietors of the hotel brought also six colored servants, and this was probably the first hotel to have negro servants.

The upper part of the house was one large bedroom with beds ranged against the walls. About once a week the furniture was all removed from this room and it was temporarily converted into a ball-room.

A novel idea for a hotel was embodied in an enterprise of the early days by which a company of men bought a steamboat for \$25,000, which they moored in the river and used for a hotel. There was room for about 200 guests.

The Grand Central was the first of Omaha's large hotels. It stood on the southwest corner of Fourteenth and Farnham streets. It was of brick and four stories high. Started in 1871, it was not completed until 1872 on account of lack of money. The building was not a financial success. In September, 1873, it was consumed by fire and five firemen lost their lives. They had succeeded in gaining entrance to the third floor of the building with a hose when the floor gave way and they were precipitated into the flames.

This completes the list of early or pioneer-day hotels in Omaha.

**STOCK FOOD CONCERN HAS STORE IN THE CASTLE**

The Eckman Chemical company was the first outside concern to rent one of the store buildings facing Sixteenth street on the ground floor of the Castle.

This company has the extreme south store room. The company is one of the best manufacturers and distributors of stock foods and remedies in the west. It is expected that the Castle will be a popular hotel among stockmen, and the location is therefore considered especially desirable for this company.



View of the Sanitary Barber Shop of the Hotel Castle

**Barber Shop Will Have an Entrance From the Street**

The barber shop of the Castle will be located in the first room south of the main entrance.

Like the cafe and bar, it will draw patronage from the outside public as well as from the hotel guests.

Viewed from Sixteenth street it appears to be a barber shop without any particular connection with the hotel. Viewed from the hotel it is a part of the hotel and has a door standing invitingly open from the main lobby.

Marble and tile and mirrors make this a place of beauty and cleanliness. Seven chairs are installed and seven tonsorial artists ply their art upon heads and faces.

Investors with money read the Real Estate ads in The Bee. Advertise your property for a quick sale.

**STAFF MOST WIDELY KNOWN Members Have Wide Acquaintance All Over the Western Country.**

**HELD MANY POSITIONS HERE**

A feature of the personnel of the Castle hotel staff is the fact that it is stamped on mass and individually with the stamp "Omaha," and in many instances with the still more local stamp "Born in Omaha."

Hardly a single individual has been brought in from elsewhere. Some have had experience in other parts of the country, but all are westerners; all are "of the west, westy."

A large part of the patronage of the Castle hotel will be drawn there by the personal element of acquaintanceship.

It would be hard, and, perhaps, impossible to find a staff of a hotel that has a larger personal acquaintance and friendship among the people that will come

to Omaha than has this staff of the Castle. Most of them, from the manager down, have been employed in western hotels for years and know hundreds of men all the way from Denver to Chicago and from Minneapolis to Kansas City. They know them in the informal, breezy, good-fellowship way of the wide and free west and they greet them with a "Howdy, Sam, how's everything? How are your cattle doing this year? Remember that time, the winter of 1907, when you had such a time with that bunch of 2-year-olds. Say, I never will forget that. Your room's 208. Go right up? All right, Sam. Front, show the gentleman to 208."

Known in the West. Manager Castle himself is one of the most widely acquainted men in the west. His personality is of the "good mixer" type and he has a remarkable memory for faces and names. Years spent in the west in the life insurance business have brought him into contact with thousands of men and he has most of them stored away in his brain and heart and tabulated. And he has the friendship and good will of these men done up in a neat little package that just fits nicely into his vest pocket.

His chief clerk is Fred Demery, who was with Mr. Castle for five years at the Her Grand and since the expiration of the lease there has been at the Carlton.

C. P. Kane of Sioux City, a man of long and wide experience in the west, is night clerk.

The cafe is in charge of a man who has had a very long and honorable experience in catering in Omaha and vicinity and knows the tastes of the people here about as well as any man in Omaha. He is Alfred Johnson. He was with Haldrup's for years and also at the Carter Lake club and the Field club.

The housekeeper is Mrs. Etta Farrell, who has been housekeeper at the Rome and in other hotels.

The Rib. At a luncheon Dr. Lyman Abbott sat beside a suffragist, who harangued him from the hour d'oeuvre to the coupe.

With his urbane smile Dr. Abbott engaged the young woman's eloquence till the coming of the coffee. Then he ventured to say, very mildly:

"The importance of woman? The importance of woman? I have heard nothing but the 'importance of woman' for weeks that woman is but a side in the last hour. Yet surely Scripture saith!"—Washington Star.

**HOTEL BUILT BY OMAHA MEN**

Architect, Contractors and Furnishers of All Materials from This City.

**FURNITURE IS BOUGHT HERE**

It is not necessary to go outside of Omaha to find men and materials to build a fine hotel like the Castle.

This fact is proved by the fact that practically everything from cellar to roof of the Castle was built by Omaha men and of materials made in Omaha or supplied through Omaha firms.

Not only was the Castle built thus by Omaha enterprise, but it was furnished very nearly complete by Omaha firms. Right at the beginning—the architect was John McDonald.

The Selden-Breck Construction company of Omaha had the contract for building it.

The Concrete Engineering company of Omaha put in the floors. The face brick was furnished by Sunderland Brothers. Roofing was done by the Chris Shea Roofing company. Woodwork was furnished by the Adams & Kelly company, the hardware by Milton Rogers & Sons company. The electric wiring was done by the Bennett Electric company; plumbing and heating by the J. J. Hanighen company. Iron work of an ornamental character was furnished by the Mid-West Iron company. The T. H. Weirich Furniture company furnished all fixtures. A large part of the supplies came from the Omaha Hotel Supply company, and the crockery from the Omaha Crockery company.

All Furnishings Here. Electrical fixtures were installed by the Burgess-Graden company. Beaton & Laier put in all the furniture and did the interior decorating, while Burgess-Nash supplied carpets and hangings.

Plastering was done by Anderson Brothers and the tin and copper work by the Bjornson Sheet Metal works. The flooring was done by the Nebraska Terrace and Mosaic company.

The electric sign was put up by the Thomas Cusack company. Cleaning and dyeing will be done by the J. C. Wood company.

**Not to Be Trusted.**

"What's yours?"

"Coffee and rolls, my girl." One of those iron-heavy, quarter-inch thick mugs of coffee was pushed over the counter. The fastidious person seemed dazed. He looked under the mug and over it.

"But where is the saucer?" he inquired. "We don't give no saucers here. If we did some low-brow'd come pill' in an' drink out of the saucer, an' we'd lose a lot of our swellest trade."—Savannah News.



**When the Hotel Castle was to be furnished Mr. Castle selected Beaton & Laier to do it....**

**H**E had confidence in their ability to supply the right goods at the right prices, and when promised. The contract was completed on time and to his satisfaction.

The completion on time of the contract for furnishings for the Castle Hotel demonstrates that in large things as well as small, this store stands pre-eminently for satisfying service.

**Evidence Beaton & Laier Ability**  
The Castle Hotel furnishing is offered as evidence of the strength and resources of the Beaton & Laier store and its ability to meet any demand made upon it.

**To Those Building or Furnishing Homes**  
To those who are building or refurbishing large or small homes we extend the services of the staff of trained experts who were in charge of the Castle Hotel work.

Your own ideas will be worked out, or new and original schemes designed for furnishing and decorating all or any part of your home.

**To Hotel People and Builders**  
The splendid Beaton & Laier organization which carried out so successfully the contract for the furnishings of the Castle Hotel is at the service of all hotel, restaurant and apartment house people who are opening new establishments or refurbishing those now in operation.

**The Beaton & Laier Co. Contract for the Hotel Castle Furnishings Included the Following:**

**Furniture Bedding**  
**Blankets Bed Spreads**  
**Lobby Furniture Specially Finished**  
**Special Brass Beds**  
**Dixie No Tuft Felt Mattresses**  
**Decorating**

**The Purchaser of the Smallest, Least Expensive Article Receives the Same Pains-taking Service Given the Largest Contract**

No purchase is too large to be handled satisfactorily and none too small to merit the best of service.

It is only by doing small things well that we have acquired the ability to do large things well.

**The Beautiful Interior Decoration of the Hotel Castle**

Note the beautiful wall decoration in the New Hotel Castle—the exquisite color scheme and then when you think of redecorating your home think of the Beaton & Laier Co.

During the past two years we have furnished in addition to the Castle Hotel—the Hotel Keen, refurbished lobby and parlors of the Rome hotel and refurbished the Her Grand hotel.

**BEATON & LAIER CO.**  
415-417 South Sixteenth Street - - - OMAHA, NEBRASKA