

WOMEN RUN CIGAR STAND

Westerners to Dispense the Smokes and News to Guests at the Hotel Castle.

MISS FRY IS THE PROPRIETOR

Speaking of the ornaments and objects of beauty in the lobby of the Castle, Miss Clara Fry and Miss Peggy Flaherty preside at the cigar stand.

Miss Fry is the proprietress and is a young woman of extraordinary business acumen. She came here from the Plains hotel, Cheyenne, Wyo., where she was owner of the cigar stand.

"How did I happen to come here?" said Miss Fry. "Well, Mr. Castle was an old friend of my brother-in-law, Lloyd Nicodemus, one of the proprietors of the Savoy hotel in Cheyenne, and while Mr. Castle was there during the celebration of Frontier day, he and my brother-in-law and I all agreed that this would be a good addition to my business."

Like Omaha. "So, here I am and although I have only been in Omaha a week I must say that I have fallen in love with it. I know I shall be quite happy here."

"I shall have to go out to Cheyenne once in a while to look after my interests there and can also visit my sister, Mrs. Nicodemus, while devoting most of her time to developing the business in the new field here."

Miss Fry received her training in the art of dispensing cigars, tobacco and news under the Fred Harvey eating house system and news service which operates on the Santa Fe railroad and in its stations and has an enviable reputation for efficiency and up-to-date-ness. For a time she had charge of the cigar and newsstand at the Santa Fe station in Topoka, Kan.

Miss Flaherty, who will be Miss Fry's assistant, comes here from the Savoy hotel, Denver, and is also a finished artist in cigar and news dispensing.

Both the young women expressed great delight at the beauty of the clear and newsstand which Mr. Castle has provided and which is one of the beauty spots of the lobby.

Besides cigars, tobacco and news there will be a line of candies on sale, which will make the stand attractive to the feminine guests, also.

One of Omaha's Old Established Firms To Supply Pickles

Vinegar, pickles, olives, sauerkraut, ketchup and the like will be supplied to the new Castle by the Haarmann Vinegar and Pickle company, 114 South Twentieth street.

This is decidedly an Omaha firm, built up from the bottom by an Omaha pioneer, G. H. Haarmann, and there are many people now in Omaha who claim to "remember the time when Haarmann had only one pickle." Now it is one of the big concerns of its kind. The elder Haarmann was succeeded in the business in 1884 by his son, J. Haarmann, Charles Haarmann and John Haarmann, who conduct it at present.

The concern has seven salting stations in Minnesota, from which it receives a large part of its supply of pickles and sauerkraut.

Name Castle Hotel Quite Impressive

When you analyze the two words "Castle hotel" you find quite an impressive synonymy.

Castle in itself suggests medieval lords and ladies and rulers over the people and leaders in great wars.

"Hotel" comes from the French and originally meant a palace or residence for lords and great personages. It frequently is used in France to indicate a private city dwelling or a large town mansion and even occasionally to indicate an inn of extraordinary style and pretensions. The name of the city hall in French cities is "hotel de ville" or mansion of the city.

In Thackeray's "Newcomes" is a passage indicating this old meaning of the word hotel, that of a city dwelling of some pretensions:

"This venerable poleman, the Comte de Floras, had his chambers looking out into the garden of his hotel. The rest of the hotel he gives up to his son, the Vicomte de Floras and Madame la Princesse de Montcontour, his daughter-in-law."

House of Safety Slogan of Castle

The slogan, watchword and talisman of the new Castle hotel is to be "The House of Safety."

Safety is to be first, second, third and last, safety is to be most important at all times and at all places within the walls of the new hostelry.

So says Manager Fred Castle, and he takes greater satisfaction in this feature of his big hotel than in any of its other attractive features.

The absolutely fireproof quality of the building is, perhaps, the biggest evidence of this safety first ideal. But there are also many others, such, for instance, as the self-closing elevator doors.

"The pump will soon find the castle is right in the very lead with all the comforts and luxuries of hotel accommodation," said Mr. Castle, "but back of these comforts and above them and beyond them is the safety element which we are making the most important of all."

PLASTERERS HAVE LONG LIST TO THEIR CREDIT

Anderson Bros., who did the plastering of the Castle hotel, have done similar work on some of the most prominent buildings in Omaha, the most recent of which was the Fontenelle hotel. This concern has been in business here continuously for twenty-seven years. Following are some of the buildings they have plastered:

- St. Joseph's hospital. First Christian church. Herndon hotel. Hotel Castle. Omaha National bank. Grand Lincoln. Paul Perry-Kennedy building. The Madison building. M. G. A. building. Wm. Memorial hospital. German Lutheran church. Hotel Royal. Hotel Municipal. Hotel Bank. American theater. Sealed building. The Kenzie apartments.

Rich and Beautiful Are Carpets for the New Castle Hotel

Delightful to the foot as well as to the eye are the floor coverings of the Castle hotel. Deep, thick carpets and rugs of especially pleasing colors and designs are found everywhere.

Beautiful Hartford Axminster carpets cover the floors of rooms and halls. In the rooms the carpets cover the entire floors, close up to the walls, while in the halls an eighteen-inch margin is left between the wall and the edge of the carpet on each side. The prevailing colors in the carpets in the bedrooms are brown and a bronze green.

In the halls there is an especially attractive floor covering, being a copy of the original Oshak Turkish rug, in which the color motif is a bright red with navy blue.

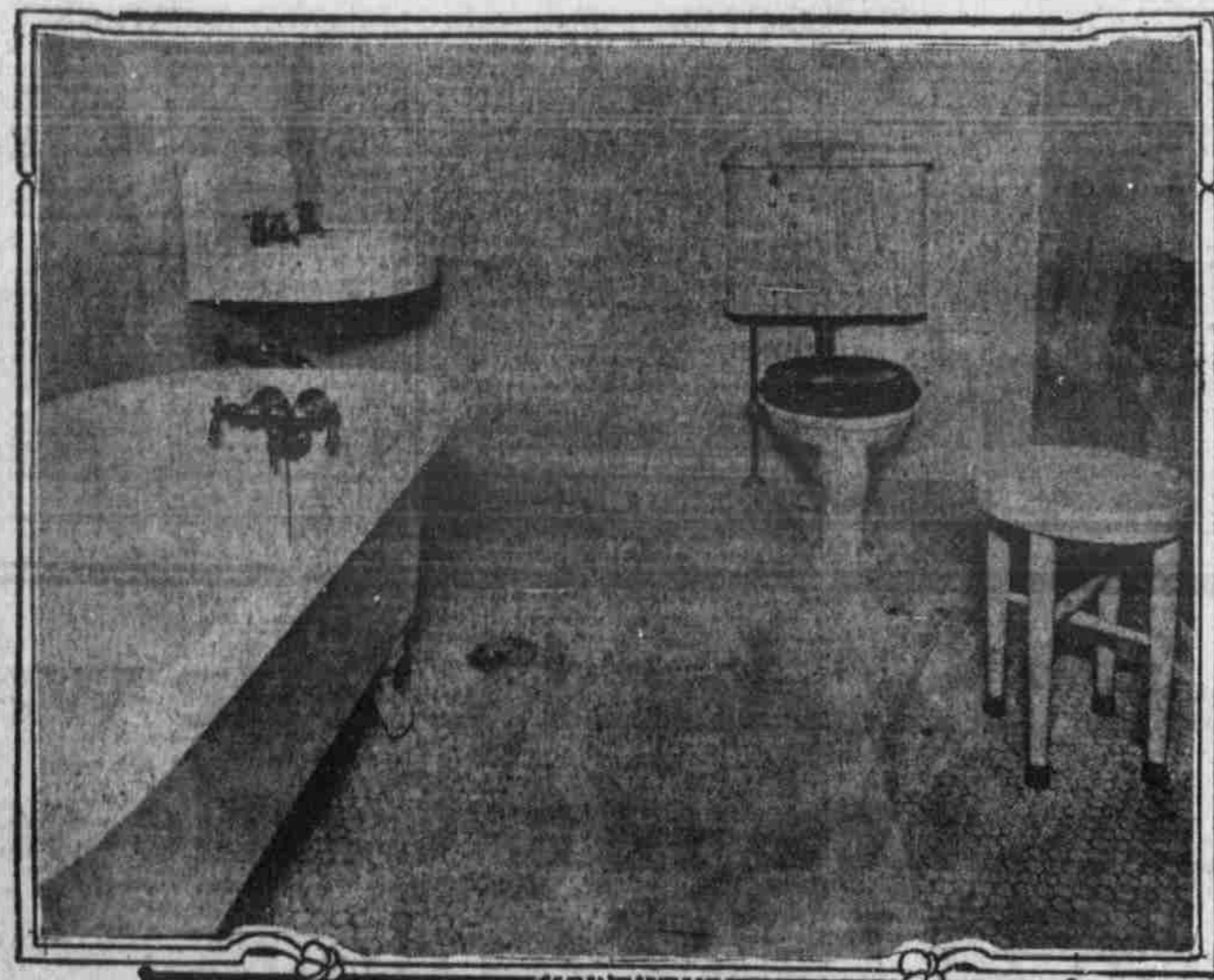
In the women's rooms and the lobby there will be a plenitude of Saxony rugs in which the blue and red colors predominate. These rugs will be laid after all other work is done and just before the opening, which is scheduled for Saturday, March 20.

Quaker lace curtains are hung at all windows. They are of extraordinary quality, being made of the highest quality of Egyptian yarns, and the best German dyes are used on those that are not white.

One of the Castle's Single Bed Rooms



Sample Bath Room at the Castle



HOUSE OF MANY ELEVATORS

Passenger Lifts of Latest Type and Possessed of Marvelous Speed.

FREIGHT ELEVATORS SLOWER

The elevators of the Castle hotel are of the same type as those in such buildings as the Singer building, New York City, and the Metropolitan Life Insurance building, New York City.

The passenger elevator at the Castle has a speed of 275 feet per minute, being the fastest passenger elevator in the city, with the exception of those in the Fontenelle hotel.

It is operated by electricity, has automatic, self-closing doors, automatic annunciators at each floor and steel guides. The motor which lifts and lowers the cage is located at the top of the shaft instead of in the cellar, as was the custom in the old types of elevators.

The elevator is said to embody the greatest simplicity of construction with maximum economy and the highest possible degree of safety. They "ride" easily and smoothly, at the same time impressing one with a feeling of perfect solidity and security.

Direct Drive. This elevator is run by the direct drive and all intermediate gearing between the motor and the driving member is eliminated. The use of a slow speed motor, together with a carefully designed controller, gives starting, accelerating, retarding and stopping effects unequalled by hydraulic elevators.

The driving cables from one end of which the car is supported and from the other end of which the counterweights are hung, pass partly around the traction driving sheath, then around an "idler" and again around the driving sheath, thereby forming a complete loop around these two sheaves.

The controller is so designed in connection with the motor that the initial retarding of the car is bringing it to stop is independent of the brake, the latter being used to bring the car to a final positive stop and hold it at landings.

Governed by Electricity. The motor is also governed in such a way electrically as to prevent its attaining any excessive speed with the car, no matter what the load may be. In view of the high speed at which the car runs the automatic retarding of its speed is important, as is also the automatic final stopping of the car at the upper and lower ends of the elevator shaft. This automatic stopping is secured by the installation in the elevator hatchway of two groups of switches located respectively at the top and bottom of the shaft, each switch in the series being opened one after another as the car passes, resulting in a reduction of speed until the opening of the final switch brings the car to a positive stop, applying the brakes.

Other safety devices on the car include speed governors, wedge clamp safety devices for gripping the rails in case the car attains excessive speed, and potential switches.

Economy of space is another feature of

HAS A NOVEL DINING ROOM

Castle Hotel to Have Outside Entrance to Cater to the General Public.

ENTRANCE FROM LOBBY, TOO

A novel dining room idea will be put in operation at the Castle hotel.

This dining room will not be a place shut up within the hotel and concealed, as it were, from the outside public. That has been the hotel idea of a dining room too long.

Why should the proprietor of a moderate priced hotel confine the possible patrons of his dining room to the people who have rooms at his hotel?

Why should he not make a bid for patronage from the outside as well? Especially, as this can be done without additional expense, except that which may be involved in constructing a street entrance.

This type of dining room is provided in the Castle. It has an entrance from the lobby of the hotel. But it has also an entrance from the street and from the street it looks just like any other restaurant and lunch counter.

"And what is the whyness of this business?" Manager Castle was asked.

"Just this," was his reply, "the fact that at least 75 per cent of your guests will walk out of the front door and go to some popular priced restaurant for their meals unless there is some attraction to keep them at your hotel to do their eating."

"The solution to this problem is very simple. Just have a popular priced, a la carte restaurant in connection with your hotel. That keeps them at home. They can eat when they please and pay just as much or as little as they please and pay as they go and know just what it's costing them."

Manager Richards of the Lincoln hotel in Lincoln turned a deficit into a yearly profit of \$500 just by this very means. "We're going to have a profit here, because we are going to furnish good food at popular prices. The waitresses will be colored. There will be a lunch counter and a number of tables, the latter with opalescent glass tops and all the arrangements will be most up to date and strictly sanitary."

The same scheme is being followed with regard to the bar. This is located in the storeroom south from the restaurant. A small door leads directly from the restaurant into the bar.

In the latter place J. Jarvis and T. B. Potter preside among the bottles and decanters and glasses behind the mahogany bar. Here, too, all the appointments are of the latest.

BILLY AND HIS BUTTER BUSY

Fugacious Goat Upsets Policeman and Drives Crowd Out of Market.

A large goat of the type euphemistically known as William was taken into custody by Policeman Fallon of the East 16th street station, New York City, who preferred charges of disorderly conduct, disturbing the peace and resisting arrest.

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The choice of exacting smokers at the Hotel Castle Cigar Stand will be

BEN BEY

(Clear Havana)

MURILE

(Mild Havana Blend)

ROYAL BANNER

(Seed and Havana)

DISTRIBUTED BY

Harle Haas Drug Co. Council Bluffs, Iowa.

The Leading Cigars

at the Castle Hotel Cigar Stand will be:

Flor De Lovera

An all Havana cigar manufactured in bond.

Mozart

A new cigar whose wonderful flavor is the talk of Omaha.

McCORD-BRADY CO. DISTRIBUTORS OMAHA, NEBRASKA

Hotel Castle Cigar Stand

....AT YOUR SERVICE FOR....

High Grade Cigars Newspapers and Periodicals Candies and Novelties

Plains Hotel Cheyenne, Wyo. MISS CLARA FRY Proprietress Cigar Stands Hotel Castle Omaha, Neb.

READ THE BEE

MORNING AND EVENING

ON SALE

"HOTEL CASTLE" CIGAR STAND