

HOTEL DULUTH  
EDITION

# THE DULUTH HERALD

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DULUTH, MINN., THURSDAY, MAY 21, 1925.

**HOTEL DULUTH**  
**FORMAL**  
**OPENING**  **MAY 22<sup>ND</sup> AND 23<sup>RD</sup>**  
**1 · 9 · 2 · 5**



# FORMAL OPENING OF HOTEL DULUTH TO TAKE PLACE NEXT FRIDAY AND SATURDAY

## Two-Day Celebration to Mark Hotel Completion

All Arrangements Made for Formal Dinner-Dances Friday and Saturday; Delegations Coming From Range, Twin Cities, Milwaukee and Chicago.

**F**ORMAL CELEBRATION of the completion of Hotel Duluth, tallest hotel building in the Northwest, will take place tomorrow and Saturday evenings. Sponsored by "those who planned and constructed Hotel Duluth," there will be formal dinner-dances at 8 o'clock on both evenings, more than 400 couples from Duluth, Superior, the range towns, in addition to large delegations from the Twin Cities, Milwaukee and Chicago having made reservations for each evening. These are to be the gayest social affairs in the history of Duluth. Walter Schroeder of Milwaukee, president of the Hotel Duluth company and head of the Schroeder chain of hotels in Wisconsin, will head the delegation coming here on a special train from Milwaukee. There will be two orchestras on the train to play at the dances, including the famous Badger room orchestra of the Hotel Wisconsin at Milwaukee. Prominent hotel men of the Twin Cities have organized large parties to come up in special trains Friday afternoon.

### Duluth Symphony Orchestra

The Duluth Symphony Orchestra, directed by Fred G. Bradbury, will play in the hotel lobby throughout the evening, occupying the east corner off the main entrance.

George Krueger will lead the Badger room orchestra in playing during the dinner-dances, alternating throughout the evening with the new Hotel Duluth orchestra.

The program includes also several vaudeville numbers by prominent entertainers brought here from Chicago.

Arrangements for the celebrations Friday and Saturday evenings are in charge of L. L. Tipple, manager of the hotel, and B. A. Lehnberg, vice president of Chris Schroeder & Son company of Hotel Duluth, company, the latter having made several visits here during the last three months in the preliminary negotiations for the formal opening and later in making the final plans for the affairs.

**Duluthians on Committee.**  
Associated with Mr. Lehnberg on the general program committee are Mrs. Francis Dacey, president of the Chamber of Commerce; M. F. Hanson, James E. Rockwell, George H. Crosby, James H. Harper, Oscar E. Dahlby, A. L. Ordean, B. Murray Peyton, Bentley C. Rice, and M. Woodward. Sam Marshall, Senator L. V. Noyes, A. Silberstein, Henry F. Seitz, Royal D. Alworth and Ward Ames, Jr.

The menu for each evening, arranged by Charles L. Barkoff, caterer, and Lucien M. Bauer, chef, follows:

Assorted Hors-d'Oeuvres Moscovite, hearts of celery, mixed olives, almonds and pecans. Cream of fresh mushroom Chan-tilly, cheese straws. Soupiette, sole marquise, congealed Jellied Aligotade. Roast squab, Bardée, sur Canape, cresson, potatoes Gaufrette, new peas Paysanne. Salad fantaisie, Cumberland dressing. Biscuit Torte, petit Four. Chouembert, Roquefort, toasted crackers, Melba rye toast. Mocha, after-dinner mints.

An attractive souvenir program, the cover printed in several colors

and including a colored sketch of the new hotel, has been prepared by the hotel management "to commemorate the completion of Hotel Duluth." These programs will be distributed to the guests each evening.

**Plan Dances at Hotel.**  
Saturday evening supper-dances will be a feature of the hotel after this week. L. L. Tipple, manager, has engaged the services of local night-club dances and afternoon tea dances are now being made and in all probability these social activities will be inaugurated sometime during the summer.

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**Plastering Work Was All Done by George G. Thill.**

Decorations of the lobby, ballroom and dining rooms of the new Hotel Duluth, which will be opened to guests on Friday, have been accomplished by the application of the finest ornamental plastering in the state.

More than seventy-five tons of gypsum cement plaster were required to provide the basis for this decoration. Plaster molding, paneling, coffering and other ornaments were made from fifty tons of gypsum molding plaster and were set on the walls with ten tons of another variety of gypsum. This work was done by George G. Thill of Duluth,

plastering contractor, under direction of Jacobson Brothers, general contractors.

Walls in the lobby are done in a travertine marble effect, which was produced by the manipulation of a plaster panel which produced both texture and tone, over the base of gypsum plaster. Still another form of gypsum was used to make all the partitions in the building fireproof. They are built of gypsum partition tile, set in a specially prepared mortar of cement and sand. One hundred and twenty-five men were employed by Mr. Thill for the plastering in the hotel building.

The walls of the lobby, the dining room, and the English room are finished off in a beautiful and artistic plaster relief. The plasterer, George G. Thill, of St. Paul, did all modeling for the ornamental plaster used in the lobby construction, while Mr. Thill's plasterers placed them.

Mr. Thill has offices at 312 Builders' Exchange.

# HOTEL DULUTH IS THE MOST COSTLY BUILDING IN THE CITY OF DULUTH

## Hotel Duluth One of Most Beautiful on the Continent

Great Structure Compared With Best in Country; Lobby, Mezzanine Floor and Ballroom Exquisitely Decorated; High Praise Given Walter Schroeder, Contractors and Architects.

**H**OTEL DULUTH is one of the most beautiful hotel buildings on the American continent. Thousands who have viewed the structure since its informal opening Friday evening, May 8, are unanimous in their opinion that nowhere in this country is there a more attractive hotel building, nor a lobby more exquisitely decorated and furnished than that of Hotel Duluth. Hotel Duluth is a creation of modern beauty, built with the credit given to Walter Schroeder, president, and the officers of Hotel Duluth company, Jacobson Brothers and Sons company, architects, and the score or more of decorators, furnishers and supply men who contributed to the beauty of the structure.

Duluth not only has the distinction of being the home of the tallest hotel building in the Northwest, but the most attractive structure of its kind in this section of the country. It is fourteen stories high and cost a total of \$2,400,000. Marshall-Field of Chicago, Albert Pick & Co. of Chicago and French & Bassett of Duluth did the painting, decorating and furnishing of the hotel.

Hotel Duluth has frontage of 175 feet at Third avenue east and Superior street, running back 140 feet to the alley. The hotel is U-shaped, with an additional three-story section at the west end, on which may some day be added another wing. The wings will give the structure the W-shape of the Pennsylvania hotel in New York city.

### ONE OF LEADING CONTRACTORS IN NORTHWEST



JACOB JACOBSON,  
Senior Partner of Jacobson Brothers.

The building is of terra cotta construction on the outside, with a concrete reinforced steel structure, making the building entirely fireproof throughout. The canopy at the front is the first terra cotta canopy of this kind ever built in this part of the country. All solid bronze lanterns hang from each plaster on the outside of the second floor.

There are three entrances at the front of the building with a revolving door in the center. Another entrance is made with a similar type canopy as at the front, is on Third avenue east.

On entering the hotel one immediately recognizes through Italian Renaissance atmosphere in the lobby and on the main floor. There is an all marble floor, with an Italian Verde antique base, and trabeation stones on the walls, suggestive of the type of stone used in the Italian homes. A coffered Italian ceiling is richly polychromed with elaborate plastic relief.

**Philippine Wood Used.**  
All the wood used in the lobby, mezzanine, Spanish dining room and ballroom floor is of genuine Philippine mahogany. The fixtures, all specially made for Hotel Duluth, are all of the old rustic Italian type, polychromed in old gold. The twisted rope columns used as part of the relief also protect the corners on all columns, adding to the Italian effect throughout.

On entering the center door one is greeted by two large stone urns at either side of the foyer. At each of the pilasters is a typically Italian formal plaster chair, carved with Italian Renaissance applique, with red upholstered seats. In the center of the lobby is one large Italian stone table with griffins as supporting legs on all four corners and with a supporting rope twist pedestal leg in the center. This connects with a pedestal around the base of work of four legs. On top of the table is an all Renaissance red velvet applique throw upon which stands a large vase, just received from Europe. On either side of the table are stone benches covered with mohair to harmonize with the wood.

**Italian Setup to Lobby.**  
At both ends of the table are hand-hammered brass and iron Romanesque X-chairs, with rich brocaded mohair upholstered seats. This treatment in the center of the room gives a formal, typically Italian setup, around which the balance of the furniture is grouped.

At either end of the lobby are large Italian Renaissance heavily carved, solid walnut tables on which are richly appliqued table runners and imported Italian marble urns, which also arrived recently from Europe for special use in the hotel.

In front of the table and facing the center of the lobby is a davenport, large, heavily upholstered and richly carved, with two large chairs that match the davenport on each side. A large upholstered chair to match the davenport is at one end with a marble top Renaissance and table, also large, and high arm chairs. Also typically Italian, pull up chairs are around this setup to complete the grouping.

Exactly similar is the arrangement at the opposite end of the lobby, just directly from the entrance to the Spanish dining room.

All the chairs in the lobby face the center, and tying up with the furniture arrangement are four large wing chairs upholstered in an imported French wood. The floor is covered with two massive rugs in colors to harmonize with the decorations and furnishings of the lobby.

**Hotel Desk Faces Center.**  
In an alcove at the right of the lobby is an telephone booth and the telephone desk. Next to this is the hotel desk in Philippine mahogany, with an Italian Verde antique marble top and base. The iron grill work is made to match. Around to the right of the hotel desk is the porters' room, cigar room and public hotel telephones.

At the left of the lobby is the cigar stand, next to which is the entrance to the hotel coffee shop and the two solid bronze passenger elevators. In the center of the elevators is an attractive water fountain with the Minnesota state seal carved into the design.

Directly opposite the main entrance, facing the lobby, is the importers' suite, leading into the Spanish dining room. The entire outside of the dining room suite has an outdoor atmosphere and makes one feel that he is standing on some main street in Spain, instead of in the lobby of Hotel Duluth. On either side of the entrance are two sets of state glass, with wavy panels, in Moorish, richly striped velvet awnings supported in early Moorish fashion by heavy hand-hammered wrought iron spears and ornamental gold work. These awnings are richly decorated with heavy tassels, pendants and fringe. The awnings, windows are two heavy composition stone ferneries. On either side of the imposing stairway are two elaborate hand-hammered iron and copper tassels.

The floor in the dining room is of ceramic tile in Spanish colorings of green and red. At either side of the entrance stand two imposing imported hand-hammered copper and iron urns. The tables and chairs in this room are in keeping with the general design.

Leading off from the dining room is the large kitchen, one of the most completely equipped of its kind in the country. It is light and airy, with a handy distribution of equipment. The walls are finished in hard plaster and white enamel and the floors are of red quarry tile. There are large refrigeration storage boxes, refrigerated mechanically. Alongside the main kitchen is the service kitchen for the coffee shop. The entire kitchen equipment is arranged to accommodate 2,000 persons, including the complete outfit of Hotel

the front are of richly striped dark maroon and tete-de-negre, velvet trimmed across the bottom with heavy silk bullion fringe. The heading of the window has a metal leaf antique brass cornice with a skirt of nine-inch brass curtains with bullion fringe and wood-covered pendants to harmonize with the velvet side drapes. The glass curtains are of mohair casement cloth treated and rigged to draw by means of cords and pulleys.

**Staircase on Walls.**

On both sides of the elevator are wrought iron torchères and at the south side is a high back love-seat, upholstered in striped linen frieze. Beautiful French tapestries are on the east wall and on the wall next to the elevator.

Staircase lead up to the ballroom floor on both the east and west sides of the mezzanine floor.

The ballroom, which has thirteen sliding doors leading into it from a foyer that runs all around, is in front of the building, and is of French renaissance architecture. There are two large and six small French crystal fixtures, with candle sconces, mirror reflectors and drops of crystal on each arm. There are lunettes at each end of the room with state shields.

**Ballroom in Ivory.**

The room is done in old ivory and highlighted with gold and rose colors. The room, which is one of the finest in the country, has white clean white marble specially selected and every board matched. There is no varnish on the floor, only a shellac and wax to make it better for dancing. The room is 45 by 85 feet and can accommodate 500 persons at banquets. It is especially suitable for conventions, as the room is surrounded by the foyer, off which are four private dining rooms of the same design as the ballroom and one special English room, in which can be seated 100 persons. The ballroom has a sliding variety, while there is forced ventilation in all the dining rooms on this floor.

The draperies are of French rose and silver velvet, festooned and cascaded. The lambrequins are silk velvet appliqued in Louis XV design. The same arrangement is on all three windows in the ballroom. The French doors into the foyer are covered with rose silk velvet portières and operatic curtains.

The ballroom chairs are of imported bent wood of the Empire period and finished in French gold.

**Foyer In Promenade.**

The general effect of the foyer is that of a formal French promenade. The foyer floor is covered with a striped silk velvet appliqued in Louis XV pattern, gold and taupe. Hartford Saxony rugs. The furniture of the Empire period, with the window treatment the same as the ballroom.

The foyer fixtures are also of the Louis XV style. French gold metal finish. There are also beaded French candle light torchères and French lamps.

The foyer furniture includes hand-carved and decorated lounging davrices. There are also dining room boudoirs. There are also dining room and several imported. Louis XV carved high back chairs covered in French needle point tapestries. All pilasters in the foyer are hand decorated, console tables harmonizing with the other furniture. The main foyer has two large console tables and mirrors to reflect the window treatment in the ballroom when the French doors are thrown open.

Leading off the east foyer are five dining rooms, four of which is the English dining room, which has been designed for special occasions. The walls have a wainscoting of Elizabethan wood paneling. The floor is pink Tennessee marble with rose and silver silk damask in combination with striped silk damask multicolors for a lambrequin top. The draperies are trimmed with fine silk bullion fringe and tassels. The curtains are made of very fine mohair casement cloth, trimmed with a deep fringe. This room is used for card parties, teas and luncheons.

The formal furniture setup in this room consists of a large Jacobean carved buffet with an antique gold mirror overhanging, a console overhanging, linen panels and in each side of the room two Elizabethan high-back carved chairs. There are also two imported Queen Anne fireside wing chairs, covered in imported wool tapestry and frieze. The floor is of imported English red quarry tile with natural joints and the walls are of quartered oak with wavy panels. The fixtures are of hand-wrought iron in true English fashion. There is a Wilton rug in two-toned black and tan patterns. The English mantel is hand-carved and on the entrance to the mens room, form a sort of fireplace.

The floor of the room is of imported English red quarry tile with natural joints and the walls are of quartered oak with wavy panels. The fixtures are of hand-wrought iron in true English fashion. There is a Wilton rug in two-toned black and tan patterns. The English mantel is hand-carved and on the entrance to the mens room, form a sort of fireplace.

Off this English room is the serving kitchen. Off the serving kitchen is an other serving kitchen for the Chamber of Commerce dining room.

Next to the serving kitchen is the Third avenue east entrance, and ladies' beauty parlor, with five booths all decorated in white enamel, with draw curtains over the entrance to each booth. The foyer floor is of vitrified ceramic tile with a pattern border.

All of the dining rooms on the

east side of the foyer are of the same design as the ballroom, in old antique ivory, with the paneled moldings striped in colors to match the hangings. All the radiators in the ballroom, English dining room and the private dining rooms is hidden and covered with wood seats and covers.

**Private Dining Rooms.**

Private dining room A faces the front of the building. It has paneled walls with gold in rose, harmonizing with the window treatment. The floor is of pink Tennessee marble with rose and silver silk damask in combination with striped silk damask multicolors for a lambrequin top.

The draperies are trimmed with fine silk bullion fringe and tassels. The curtains are made of very fine mohair casement cloth, trimmed with a deep fringe. This room is used for card parties, teas and luncheons.

The floor covering is the same as the foyer, the colorings harmonizing with the room decorations. The chairs are of bent wood, finished with French ivory, harmonizing with the walls and are covered with a rose mohair pile fabric. The fixtures are decorated with French metal gold leaf to harmonize with the general atmosphere of the room.

Room B is similar to A, except that the window draperies are treated with a French blue damask, over which hang rich embroidered linen panels and in each side of the room two Elizabethan high-back carved chairs. There are also two imported Queen Anne fireside wing chairs, covered in imported wool tapestry and frieze. The floor is of imported English red quarry tile with natural joints and the walls are of quartered oak with wavy panels. The fixtures are of hand-wrought iron in true English fashion. There is a Wilton rug in two-toned black and tan patterns. The English mantel is hand-carved and on the entrance to the mens room, form a sort of fireplace.

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### MANAGER OF HOTEL HAS TRAINED IN LEADING LONDON HOSTELRIES



L. L. TIPPLE.

L. L. Tipple, manager of Hotel of the Canadian army for volunteers Duluth, has been in the hotel business "ever since I can remember," beginning his apprenticeship in the hotel.

Born in England, Mr. Tipple worked in London hotels, becoming associated later with the Hotel Cecil and then with the Ritz-Carlton. In 1909 the Ritz-Carlton company sent him over to the United States to the Ritz-Carlton in Pittsburgh, this hotel changing its name to the Schenley.

In 1912 Mr. Tipple went to Cleveland, where he joined the Statler hotel staff and the following year was sent to open the new Statler hotel in Detroit, remaining there for one year.

Shortly after the war broke out in 1914, Mr. Tipple answered the call

in this country and he went overseas the following year, remaining in France until after the armistice. He was wounded twice.

In 1919 Mr. Tipple returned to the United States and joined the Wilton hotel in Cleveland as manager, remaining in this capacity until he accepted the offer of Walter Schroeder to manage the new Hotel Duluth.

Mr. Tipple, accompanied by Mrs. Tipple, motored to Duluth from Cleveland, arriving here about two weeks before the opening. Mr. Tipple supervised all of the interior work incidental to the opening of the hotel and is in charge of arrangements for the formal dinners to be staged next Friday and Saturday evenings.

**Rooms Complete.**  
All the rooms, 150 in number, are finished with selected birch, with full length mirror in molded panel doors. The doors are plastered and the floors in the corridors and rooms are of cement, with a wooden strip imbedded in the floor. The walls are of plastered gypsum, with a skylight giving the room a light, cheery atmosphere. Six private powder and toilet rooms are led off from this main room, built into the floor. The walls are of cement, with a wooden strip imbedded in the floor. The walls are of plastered gypsum, with a skylight giving the room a light, cheery atmosphere. Six private powder and toilet rooms are led off from this main room, built into the floor. The walls are of cement, with a wooden strip imbedded in the floor. The walls are of plastered gypsum, with a skylight giving the room a light, cheery atmosphere. Six private powder and toilet rooms are led off from this main room, built into the floor. The walls are of cement, with a wooden strip imbedded in the floor. 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## 800,000 FEET OF LUMBER AND 1,000 TONS OF REINFORCING STEEL USED

## Well Known Men, Women to Manage Hotel Duluth

Department Heads Chosen for Long Experience in Hotel Business; Aided in Organization.

**E**XPERIENCED hotel executives are associated with L. L. Tipple, manager, in the operation of Hotel Duluth. Every member of the executive staff, selected by Walter Schroeder, president of Hotel Duluth company, and Mr. Tipple, has come to Duluth with a long record of experience in the hotel business. They all arrived here shortly before the opening of May 21. They made the preliminary trials that made it possible for the hotel to open on schedule time.

H. E. Cochran, assistant to Mr. Tipple, was manager of the St. Francis hotel at St. Paul for two years before coming to Duluth. He was assistant manager at the St. Paul Athletic club and was also connected with the Dyckman and Radisson hotels in Minneapolis for several years, being very well known in the Twin Cities.

A. J. Thorpe, assistant manager, started in hotel work at the Fortner hotel, Waverly, Iowa. He was afterward connected with the Ellis hotel, Waterloo, Iowa, and the Davenport hotel, Davenport, Iowa. He was overseas two years with the Knights of Columbus during the war, after which he was owner of the Globe hotel, Manchester, Iowa, and the Churchill hotel, Newton, Iowa. He has been with the Schroeder hotel organization for the last year at the Hotel Northland, Green Bay, Wis., as assistant manager.

Charles L. Barkoff, catering manager, was born in Moscow, Russia, and is now an American citizen. He has been connected with the following well known hotels of New York city: Waldorf Astoria, Astor and Knickerbocker. He was also with the Fred Harvey dining car service from Chicago to Los Angeles and for two years was inspector of the Southern Pacific railroad dining car, match and steamship, with headquarters in San Francisco. Recently he opened Hotel Dale, Coffeyville, Kan., and Hotel Pearson, Chicago, as catering manager. He is the editor of *My Tiny Companion*, culinary publication, and his latest book publication is on salads and salad dressings, a thirty-two-page booklet with illustrations.

Miss C. A. Mills, auditor, worked for a number of years under the Iowa board of control of state institutions. She was one season with the Moraine hotel at Highland Park, Ill., and has been connected with the Schroeder chain of hotels for the last one and one-half years, first at the Hotel Wisconsin, Milwaukee, and then transferred for the openings of Hotel Reeth at Fond du Lac, Wis., and Hotel Northland at Green Bay, Wis.

Mrs. M. Pickford, traveling housekeeper, has been with the Schroeder hotel for twelve years. She was in restaurant business for herself before coming with the hotel. Her father was hotel man. Mrs. Pickford, through her management of the housekeeping department, has made for herself an enviable reputation as a housekeeper of more than usual ability.

Mrs. Rosa Howe, housekeeper, came to this country fifteen years ago from London. She speaks French and German, having been educated in Hanover and Brussels, and has

## EXPERIENCED OFFICIALS ON EXECUTIVE STAFF



a complete, up-to-date branch office in the lobby.

This branch serves the patrons of the hotel, as well as the neighboring business concerns, the Postal having installed a direct Chicago and a direct Minneapolis wire, offering exactly the same telegraphic service as the main office of the Postal company.

In addition to this, the hotel patrons are accommodated with

minute market quotations as desired, a local bond house, operating with the Postal company, furnishing a daily report. Miss Ida Knudsen, formerly with the company at Fargo, N. D., is in charge of the branch.

W. B. Greene, night clerk, is to be congratulated upon this increase of Postal telegraph service in Duluth.

All Set for Radio.

Complete installation for a radio broadcasting station was made by the contractors during the construction of the hotel. It is probable that a station will be operated by the hotel management early next fall. All the wires and conduits are now in.

## Hotel Duluth Flower Shop

Always a fresh stock from our Lester Park greenhouses, "where flowers grow."

Plants  
Cut Flowers  
—and—  
Nursery Stock

Deliveries in Duluth and Superior. Mail orders given prompt attention.

HOTEL DULUTH  
FLOWER SHOP

of Lester Park Greenhouses, Inc.

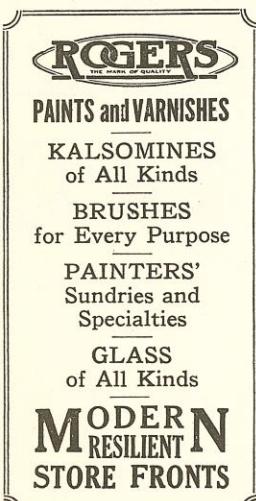
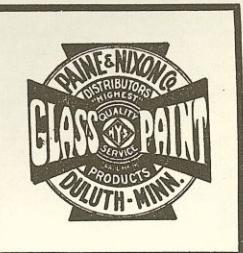
WALTER JAAP, Mgr.



# Paine & Nixon Company

"The House Built on Quality and Service"

—ESTABLISHED 1900—



## FURNISHED AND INSTALLED ALL THE

# GLASS

and

## COPPER STORE FRONT WORK

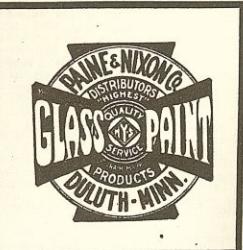
In the Construction of the New Hotel Duluth Bldg.

### REMEMBER:

QUALITY Comes First...We Have It      SERVICE Comes Next....We Give It  
SATISFACTION Is What You Want.....We Guarantee It

PRIVATE TELEPHONE EXCHANGE—MELROSE 2166-2167-2168-2169

Display Room, Office and Warehouse—310-312 West Michigan Street



# Congratulations All Around

To the stockholders who own it; the board who managed it; the architects who designed it, and the men who built it. It has been a pleasure to work on it; it will be an equal pleasure to use it. It is a good-looking building while empty; it will be a beautiful building when filled. We thank the board for its confidence; we thank the architects for their co-operation; we thank our employes and sub-contractors for their interest and service.

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A SUCCESSFUL JOB  
**THE HOTEL  
DULUTH**

CONGRATULATIONS

---

**JACOBSON BROS.**  
GENERAL CONTRACTORS  
408-409-410-411 COLUMBIA BUILDING, DULUTH

# LOBBY OF HOTEL DULUTH ONE OF THE MOST BEAUTIFUL IN THE UNITED STATES

## Hotel Duluth Is Seventh in Big Schroeder Chain

Walter Schroeder Heads Organization Now Among Leading Operators in Country.

**H**OTEL DULUTH is the seventh in a chain of hotels which are controlled and operated by Walter Schroeder. Mr. Schroeder is essentially an insurance and financial man, having been at the head of the Chris Schroeder & Son company of Milwaukee for over twenty years, and is operating not only the largest insurance agency in the state of Wisconsin, but also the biggest first mortgage bond business in the state.

What now constitute the so-called Schroeder chain of hotels had its beginning some eleven years ago, when Mr. Schroeder, as a mortgage bond underwriter, was approached by interests then engaged upon the promotion of the Hotel Wisconsin to underwrite a first mortgage bond for the hotel which the Hotel Wisconsin was part to be financed. This hotel company encountered considerable financial difficulties and its financial structure became so shaky it could not meet its fixed charges, with the consequence that Mr. Schroeder, in order to protect his bondholders, was obliged to step in and assume active control of the property, with the result that in the short space of two years the property became self-sustaining, and not long after he acquired full control.

Finances Another Hotel.

The Hotel Wisconsin was no sooner on a self-sustaining basis when another group of promoters commenced erection of the Hotel Astor at Milwaukee, and again Mr. Schroeder was approached to underwrite a first mortgage bond issue, but before the building was 60 per cent complete it was found that more money was required to finish it than was available, and again Mr. Schroeder was obliged to step in and provide the necessary financing to complete the project.

With the Hotels Wisconsin and Astor thoroughly organized and in operation, Mr. Schroeder unconsciously began to acquire a hotel reputation and it was in due time proposed that he build a hotel at Fond du Lac, but here he departed from the precedents established in the other two properties and instead of financing the Hotel Astor, he did not do so, but rather financed it for the Hotel Wisconsin Realty company, which operates the Hotel Wisconsin and which he now controls.

After the Retlaw at Fond du Lac came the Northland at Green Bay, financed in the same manner and it was followed by the Loraine at Madison, all under the corporate management and control of the Hotel Wisconsin Realty company, which might be styled the parent operating company.

**Non-Prominent Hotel Man.**

All of these hotels represent the very best in modern hotel construction and created favorable comment all over the United States, so that in due time there were about 200 invitations which extended invitations to Schroeder either to become interested or build hotel properties, and the fall of 1923 found him interested in the building of two more hotels, one at Wausau, Wis., and the other in Duluth, which he considers his crowning achievement in the hotel field. It is equally marked because he applied his knowledge and experience gained in the insurance and financial business to the conduct of his hotel properties. The chain of hotels under his control represent the highest type of business institution where everything is thoroughly systematized; accurate cost accounting, central purchasing, central administration and scientific, careful supervision have spelled success for all of the enterprises.

The father of Walter started the ball rolling about 1888, with two sons, Edward and William, as his partners. The latter died and Edward Schroeder withdrew from the agency, some time later in order to establish an agency in Hibbing in Minnesota, of which he still is the head. The father then took Walter into the agency, and the name of the firm as it now exists was adopted, Chris Schroeder & Son company.

**Credited With Business Success.**

The father lived until five years ago, but to the son belongs credit for the gigantic proportions to which the agency has attained. As compared with its present day annual income of \$2,500,000, the agency's total collections were only \$28,000 a year when Walter became the junior partner.

He has been a money-maker on his own account since his early teens. Having finished grammar school at 13, he attained high school for two years and set up his business career when but 15 years old. His first venture was the establishment of a court reporting newspaper dealing with the legal news, such as real estate transfers and the filing of warranty deeds. The paper showed a profit from the beginning. A partnership in his father's agency offered greater possibilities, however, and Walter became the junior member of the firm at the age of 19.

### DULUTH FIRM MADE SURVEYS AND PLATS FOR NEW HOTEL SITE

Surveys and plattings for the Hotel Duluth site were made by the Duluth Engineering company. A large part of the townsite platting of the south and the surrounding country is the work of this firm, which has also been connected with the survey, construction or design of many of the most noted improvements in the town, such as dry docks, coal docks, sawparks, commercial docks and similar structures.

The Duluth Engineering company, located at 612-14 Palladio building, is Duluth's oldest surveying and engineering firm, having been established by W. B. Patton in 1882. As a consequence of its connection with the early history of the city, it possesses an invaluable record of surveys in this locality and thus enabled the government to accurate work in this connection. The partnership is composed of Lyonel Ayres and W. B. Patton, each of whom has had large experience in surveying, municipal engineering and harbor and dock construction and each has held for a series of years the important office of chief engineer of Duluth and county surveyor of St. Louis county. They are both members of the American Society of Civil Engineers and the firm is registered by the state as surveyors and engineers.

Other buildings sites surveyed by this company are the McDougall Terminal, the McDougall-Duluth shipyards, Superior Shipbuilding company, Minnesota Steel company, Amphitheater, Security building and villages on the range.

**Match Boards for Ballroom.**

Every maple board in the large ballroom floor was specially selected and matched. The floor was treated with a shellac and wax, this arrangement making for better dancing. The maple boards are all clear and white.

### Painters and Decorators on the

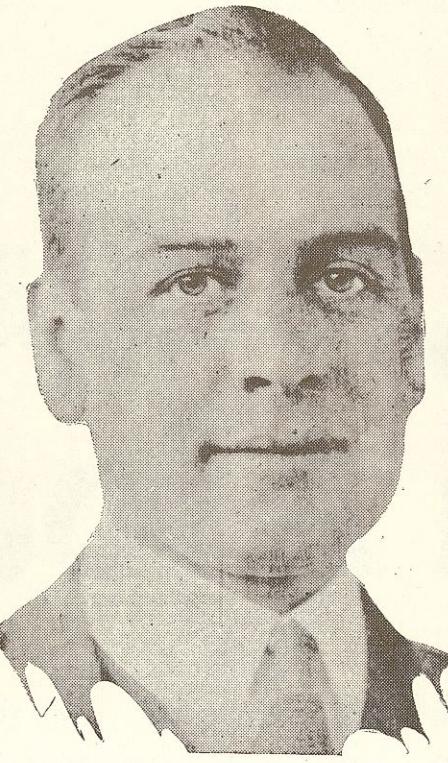
**H. A. Hall and Company**  
DECORATORS

**Fine Residence Work a Specialty**  
922 E. First St. Hemlock 901  
Opposite St. Luke's Hospital

Match Boards for Ballroom.

Every maple board in the large ballroom floor was specially selected and matched. The floor was treated with a shellac and wax, this arrangement making for better dancing. The maple boards are all clear and white.

### NOTED HOTEL ARCHITECT DIRECTED CONSTRUCTION OF HOTEL DULUTH



H. W. TULLGREN.

**Treasurer; Anton Pierson, vice president, and E. O. Pierson, secretary. C. V. Pierson was president of the Builders' Exchange in 1922, and it was under his direction that the first building show was staged that winter. Pierson is a member of the organization again in 1923.**

Many nationally known building supplies used in the construction of Hotel Duluth were furnished by the Duluth Builders' Supply company. In addition, scores of products handled by the local company were used in the building of the hotel, including lime, cement and plaster.

The Duluth Builders' Supply company is one of the largest organizations of its kind in the Northwest, and, together with the large Eastern manufacturers, enabled officers to obtain supplies needed for the building without a single delay during the entire construction period.

This service proved of exceptional value to Jacobson Brothers, contractors, who engaged in the complete structure on schedule time.

**Many Trainloads of Material.**

Many trainloads of material were furnished the hotel contractors, according to Charles V. Pierson, president of the company, including Kelson lime, plastering and masonry work, Keene's cement, metal laths, corner beads and Denison load-bearing tile.

Since its organization in 1913, the Duluth Builders' Supply company has expanded rapidly and is at the present time operating two local warehouses at Fifteenth avenue east and the railroad tracks and the foot of Twenty-first avenue west. The offices are located at 202 South Twenty-first avenue west.

C. V. Pierson is president and

Many Trainloads of Material.

Coal for Hotel Duluth is being furnished by the Carnegie Dock & Fuel company. This is one of the many buildings now being heated by coal furnished by the Carnegie company. Carnegie coal also heats those of Duluth homes. A large fleet of Carnegie trucks are constantly delivering carefully screened coal to any part of the city.

**Carnegie Coal Used.**

Coal for Hotel Duluth is being furnished by the Carnegie Dock & Fuel company. This is one of the many buildings now being heated by coal furnished by the Carnegie company. Carnegie coal also heats those of Duluth homes. A large fleet of Carnegie trucks are constantly delivering carefully screened coal to any part of the city.

**Specialties for All**

**Steam Heating and Power Plants**

**1901-7 S. Western Avenue CHICAGO**

**Has Furnished All the Specialties for :: This Hotel ::**

### TWIN CITY MEN FIRST OUT-OF-TOWN GUESTS TO REGISTER AT HOTEL

**REGISTER AT HOTEL**

**John F. Scott of St. Paul, president of the Minnesota Building & Loan association, was the first out-of-town guest to register at the hotel when it was opened at 6 o'clock Friday evening, May 8. He was assigned to room 1003. The first traveling salesman was H. W. Arbury, representative of a school textbook company of Minneapolis.**

**Hotel Duluth, were R. M. Allison, specifications: C. A. Henning, chief draftsman; Oscar Olsfot, construction engineer; William Young and Charles Smith, engineers; Emil Grossman, general superintendent; William Mitterhofer, detailer.**

**Among the hotels which were designed and built by the Tullgren company are the Astor at Milwaukee, Loraine at Madison; Northland, Green Bay, Reddin, Fox du Lac, and the Stratford Arms hotel at Milwaukee. The company is now erecting the Millerand, Ardmore and Shore Crest family hotels, all in Milwaukee.**

**Clough Company Equipment Used.**

**Equipment in excavating for Hotel Duluth was furnished by D. H. Clough & Co., Duluth contractors.**

**The large steam shovels of the company kept a steady stream of trucks moving with large loads of dirt and rock.**

**Garage Duluth has a floor space of 2,800 square feet, with a capacity of 200 cars.**

**Texaco products of the Northern**

### GARAGE DULUTH ACROSS STREET

**Official Hotel Garage Now Opened to Serve Guests; Complete Station.**

**Garage Duluth, Third avenue east and First street, the official hotel garage, is just across the street from Hotel Duluth. Purchase of the lease of the old garage garage building at the corner of Third and First east and First street was announced recently by Moss Goldberg, formerly head of the Zenith Sales stores.**

**Mr. Goldberg also announced the appointment of Asa Lyons as manager.**

**Garage Duluth was opened at the same time as the hotel.**

**There are uniformed attendants and expert mechanics in the garage both night and day, giving an "all time service."**

**The garage is**

**located along the line of well-known garages in Chicago and Eastern cities.**

**One of the features is the cleaning out and the filling of every car with water each night, while persons arriving at the hotel can inform an attendant there, who will drive the machine to the garage first of all.**

**Garage Duluth has a floor space of 2,800 square feet, with a capacity of 200 cars.**

**Texaco products of the Northern**

**Oil company are handled at the garage. Two Wayne gas pumps with a storage capacity of 500 gallons each has been installed so that a car can be served every minute. There are also air and water stations. Leo Shapiro, manager, has arranged for the installation of the latest style of acid gas machines next week. The gas burner of the company can be used by motorists in the purchase of supplies or for rental in the garage.**

**Mr. Goldberg recently disposed of the Zenith stations, which he operated here for seventeen years. He is one of the best-known dealers in this section of the country, having sold more than 1,000 horses a year during the earlier years of the business.**

**MISS ROSE WILL OPERATE BEAUTY SHOP IN HOTEL**

**Miss Margaret A. Rose is opening up a new hair dressing and beauty parlor in Hotel Duluth to be known as the Harper shop.**

**Miss Rose is well known as the proprietor of the Horrigan Hair shop in the Sherman building, which has been operated by her for a number of years and which she plans to continue in the future, following out the same policy as in the past.**

**The new Harper shop in the hotel will be located on the third floor, just off the stairway, and at the head of the third avenue east entrance.**

**The ballroom and private dining rooms of the hotel are all on the third floor.**

## Greetings! Salutations!

### THE ANDROY

**Superior's New Hotel—extends to the HOTEL DULUTH the glad hand of good fellowship, and bids its beautiful new competitor and neighbor—welcome, thrice welcome to Hoteldom, which now occupies fourth place in the galaxy of this country's great industries, and withal commands the best business brains of the land.**

**The HOTEL DULUTH is outfitted elegantly and with great good taste; together with its architectural beauty would adorn any city—regardless of size!**

**To Mr. Walter Schroeder, and associates, we extend our cordial best wishes.**

**Yours, for Better Hotels,**

### THE ANDROY HOTEL OPERATING CO.

**ANDREW M. DORAN, Pres.  
ROY J. QUIGLEY, Sec.-Treas.**

**THE ANDROY HOTEL, Hibbing, Minn., under same management.**

### Marshall-Wells Best Quality Paints, Varnishes and Enamels

**More than one carload, 4,000 gallons, of Marshall-Wells Best Quality Paints, Varnishes and Enamels Were Used for the Interior Decoration of New Hotel Duluth.**

**Manufactured at MARSHALL-WELLS, Duluth Paint and Varnish Factory**

### MARSHALL-WELLS CO.

**Duluth  
Billings  
Winnipeg**

**Minneapolis  
Great Falls  
Edmonton**

**Portland  
Spokane  
Vancouver**

**—FOR SALE BY THESE DEALERS—**

**DULUTH**  
Power Hardware  
114 West First Street  
Carlson Hardware  
4025 Woodland Avenue  
Berg Hardware  
2014 West Third Street  
Molver Hardware Co.  
4024 West Third Street  
Oscar Peterson  
5721 Grand Avenue  
Standard Hardware  
10 South 63rd Avenue West  
Tom Radovich  
1315 Commonwealth Avenue  
U. C. Tower  
219 Commonwealth Avenue

**SUPERIOR, WIS.**  
Larson Bros.  
5913 Tower Avenue  
United Superior Supply Co.  
2105 Tower Avenue

**Remington Lumber Co., Hibbing, Minn.**  
Anton Mahne  
Chisholm, Minn.  
Minckler Hardware  
Buhl, Minn.

**Pelto & Koski  
Virginia, Minn.**  
Range Hdwe. & Furniture Co.  
Eveleth, Minn.

**John Knutl  
Aurora, Minn.**  
City Hdwe.  
Ely, Minn.  
Floodwood Mercantile Co.  
Floodwood, Minn.



**LARGEST PLUMBING AND HEATING CONTRACT IN DULUTH**GUY R. ROBIE,  
Secretary.JOHN T. STACK,  
President.FRANK J. DOLAN,  
Superintendent.**Health—Comfort—Sanitation**

Our Part in the Building of

**The Hotel Duluth**

Stack Bros. & Company have brought to the construction of Duluth's finest hotel the priceless and essential gifts of health, sanitation and comfort. Our work on the Hotel Duluth included the installation of all HEATING, PLUMBING, VENTILATING EQUIPMENT, TEMPERATURE REGULATION, BOILER, STOKER AND HIGH-PRESSURE STEAM INSTALLATION. We are proud of our selection for this work, particularly because the specifications called for the highest quality of materials and workmanship.

(At Any Time and Without Obligation Our Experts Will Consult With You)  
Regarding Your Plumbing, Heating, Ventilation, or Automatic Sprinkler Problems)

**Stack Bros. & Company**

Plumbing—Heating—Ventilating

217 East First Street—Duluth—Melrose 983

## DREAM OF TEN YEARS OF DULUTH'S PIONEERS NOW REALIZED WITH NEW HOTEL

ALL CREAMERY  
SUPPLIES FROM  
DULUTH CONCERN

Bridgeman-Russell Co.  
Furnishes Milk, Butter,  
Eggs and Ice Cream.

Milk, butter, eggs, ice cream and other products of the Bridgeman-Russell company are all used in the dining rooms and coffee shop at Hotel Duluth.

The Bridgeman-Russell company has grown and prospered as the dairy country tributary to Duluth has been developed. The business was started in 1888 with practically no capital. A lumber cruiser from a little town in Northern Michigan immigrated to Duluth after having worked as a cook on a boat in the Duluth harbor, purchased a horse and a wagon and started a milk route. About a year later a young man left his father's farm near Rush City to seek his fortune in Duluth. His assets consisted of good health and a knowledge of the trade. He also started a milk route. These two men, the late Henry Bridgeman and N. F. Russell, joined interests and formed the partnership of Bridgeman & Russell. They expanded the routes, increased the volume of business and a few years later they opened up a small retail store at 15 West First street, handling poultry, eggs and other produce. About this time a hand-operated churn to make butter was installed. In 1897 a power churn was purchased and the beginning of packaged butter that was needed for their expanding trade. In 1903, 50,000 pounds of butter were churned, which was considered a large volume of business at that time. At this time the company churns this amount every day in one of their three factories during the height of the butter season.

Great Growth Made.  
The growth of the business has been on a par with the development of this region. In 1908 nearly 2,000,000 pounds of butter were churned and in 1913 nearly 10,000,000 pounds. At the present time there are churning plants at Duluth and Crookston, Minn.; Grand Forks and Jamestown, N. D.; Sioux Falls, S. D.; Hancock, Mich., and Buffalo, N. Y.

The Duluth plant is modern in every respect and has a capacity of about 5,000,000 pounds of butter annually. The milk routes cover every part of the city, selling thousands of gallons of pasteurized milk daily. Ice cream is also manufactured in large quantities for the trade in Duluth, Superior and on the iron ranges. Eggs and poultry are also handled in wholesale quantities.

Within the last three decades the company has expanded from a two-man organization to a number employing more than 600 people. The record was made during the period when dairying was just getting a foothold in the Northwest, when only a small percentage of the land

## FIRST PAGE OF HOTEL REGISTER

## HOTEL DULUTH

FIREPROOF HOTELS

DULUTH, MINN.  
Hotel, Jewelry and Vehicles Must be Deposited in the Office Safe. Otherwise the Proprietor Will Not be Responsible for any Loss.

GUESTS WITHOUT BAGGAGE ARE REQUIRED TO PAY IN ADVANCE.

HOTEL DULUTH

REGULAR HOTEL

KEEPING STEP WITH THE PROGRESS OF DULUTH

# GARAGE DULUTH

302 to 308 EAST FIRST STREET

Official Hotel Duluth Garage.

Cars Called For and Delivered to Hotel Free

## Our Courtesy Boys

ASA LYONS, Manager  
GEO. BAHR, Day Manager  
WILLIAM JACKSON, Night Mgr.  
WILLIAM ZUCK, Tire Repair Mgr

Washing, Storage, Tire Repairing  
Gas and Oil

Open Day and Night



Capacity 200 Cars

Melrose 956

60 Feet From Hotel Duluth

## Satisfactory Service Being the Paramount Thought With Each and Every Employe

When you drive into this station you are assured of receiving the most prompt, efficient, courteous service that is possible for ordinary human beings to render.

We have all the very latest, modern equipment that it is possible to obtain, and each and every piece of this equipment has been installed with but one thought in mind—that of rendering better service to our many patrons.

We have installed a set of WAYNE CLEAR VISION GASOLINE PUMPS which are connected to a 1,000-gallon storage tank for Texaco Common Gasoline and a 600-gallon tank for Texaco High Test. These pumps enable us to serve a car every minute. The gasoline is in plain sight, which allows you to see just the kind of gasoline you are getting and the exact amount you are paying for. These pumps are absolutely accurate and have been passed by the State Inspector of Weights and Measures.



## Convenient Curb Air and Water Service

For the convenience of those who wish water and air service, we have installed at the curb one of the new WAYNE AIR AND WATER SERVICE STANDS, and—like everything connected with the station—it was put there solely for your convenience and we urge you to make use of it.

With TEXACO There Are No Grades. Try It Once—We Know You Will Continue to Use It.

# GARAGE DULUTH

302 to 308 EAST FIRST STREET

MOSES GOLDBERG, Proprietor  
References: Northern National Bank and all good citizens.

## Service, Safety, Reliability

With us, service means all that it can mean. For instance, it means that any articles you may leave in a car stored with us are as safe as they would be in a bank vault.

## Northern Oil Texaco

Coupon Books good for gasoline, oil, greases, storage and washing at this garage.

April the twenty-eighth,  
1925

Mr. B. A. Lehnberg,  
c/o Chris. Schroeder and Son Company  
86 Michigan Street,  
Milwaukee, Wis.

Dear Mr. Lehnberg:

Enclosed please find page ad of Garage Duluth that ran in our paper of Saturday, April twenty-fifth.

Note line which states, "Autos called for and delivered to Hotel Duluth free."

You could not have better neighbors. Mr. Goldberg, the proprietor, I have known personally for fifteen years. He is a man of highest honor and integrity and a consistent booster for the progress of Duluth. Any affiliations your hotel may have with the Garage Duluth or Mr. Goldberg you can always depend upon it as having a most favorable reaction.

Yours sincerely,  
THE DULUTH HERALD  
(Signed) R. S. FORGY.

## Texaco Gasoline and Oil Prove Their Worth and Reliability

When you buy TEXACO Gasoline and Oil you are buying more than mere gasoline and oil—you are buying the experience, science and knowledge of the Texas Company's large corps of laboratory experts—plus a guarantee of service which holds good until the last drop of Texaco Gasoline and Oil has been utilized.

Your car will start easier—get away quicker—accelerate more smoothly—develop a greater speed, greater power and greater mileage with Texaco Gasoline and Oil. Fill up with Texaco Gasoline and Oil here and get real power.

# 14-STORY HOTEL COMPLETED MORE THAN THREE WEEKS AHEAD OF SCHEDULE

## Story of Hotel Campaign Reads Like Real Romance

Struggles Told of Duluthians in Stock-Selling Drive and in Early Negotiations.

**N**OW it can be told—How the location of a new hotel in Duluth depended upon the collection of \$40,000 in one day, how several Duluthians came to the rescue during the last few hours and how the committee overcame the many obstacles that confronted them throughout the original negotiations, the public stock sale and later developments, is all a matter of history and yet is known to only a few men. But the story of Hotel Duluth reads like a romance, and now that the structure is actually in operation, it can be told.

In the fall of 1923 Whitney Wall and a few Duluthians started on a campaign to create sentiment for a new hotel. The public was responsive to the idea and before long the movement gained considerable headway, even to the selection of sites, one at Ninth avenue east and Superior street, across from the Kitchi Gammie club, and another at Twelfth avenue east and London road.

About that time a committee was organized, composed of H. C. Crosby, Mr. R. M. McAllister, Whitney Wall and George H. Crosby, to visit Walter Schroeder at Milwaukee and present the proposition to him. He expressed an interest in the project and agreed to come to Duluth and inspect the sites. He did come up later and favored the Twelfth avenue east site.

Shortly after at a meeting of prominent citizens Mr. Crosby was selected as chairman to conduct the stock selling campaign to sell \$350,000 in hotel stock. Mr. Schroeder having agreed to furnish the rest of the money to erect the building.

Opposed Twelfth Avenue Site. A little later Mr. Schroeder came up here again and this time he was not in favor of the Twelfth avenue east site, where the Amphitheater is now located, and declared that a site must be selected nearer the center of the city.

"Unless you can get a more favorable site, I'm through," he told Mr. Crosby and the members of the committee.

He was then shown the sites at Fourth avenue west and Second street, Eighth avenue east and Superior street and Third avenue east and London road. He favored the last named site and Mr. Crosby then started negotiations for the property. If it could be secured, Mr. Schroeder expressed his willingness to go ahead with the project.

Carroll Hartley was consulted relative to 175 feet held by the Hartley estate and he gave the committee a favorable proposition. Howard Abbott, owner of the west fifty feet, also agreed to sell and an option was taken on the 225 feet by the committee. Because of the option on the latter property the committee was compelled to pay the holders \$10,500. Mr. Crosby furnishing the money until the negotiations were completed.

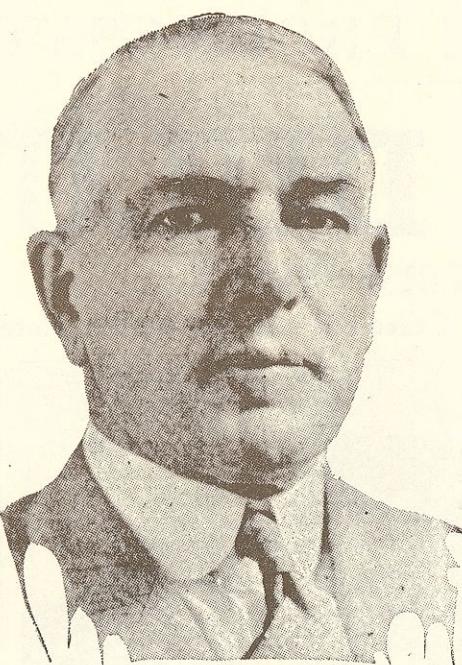
Plans Are Started. Martin Tullgren & Sons company then started work on the plans and the Duluth committee began the stock subscription sale throughout the city. Some stock sold for the old site had to be resold again by the committee.

Mr. Crosby directed the entire campaign, securing subscriptions totaling \$350,000. Toward the end of the drive about \$40,000 was needed by certain date, after which Mr. Schroeder announced he would drop the money if the drive was not up to his mark. Mr. Crosby went to several prominent Duluthians and between 10 a.m. and 2 p.m. on the final day raised the money with the aid of A. L. Ordean, A. M. Marshall, Carroll Hartley and others. He found Mr. Schroeder that the full amount was raised and the word came that the deal was on. The drive started Nov. 8, 1923, and lasted until the following February.

Mr. Schroeder came up here with J. M. Egeman, his personal representative, who had participated in the earlier negotiations, and they met with members of the committee and several additional Duluthians. It was then that Mr. Schroeder agreed to erect a \$1,500,000 hotel. Later many changes were made in the plans and the present total cost is placed at \$2,400,000. The number of rooms was increased from 350 to 450, while the structure itself was enlarged from ten to fourteen stories.

No Expense to Drive. The campaign was conducted without the expense of a dollar. Mr. Crosby announced after it was over, Duluthians all contributing their services gratis. Similar drives for hotels, hospitals or public buildings and funds in other cities usually cost from 3 to 7 per cent of the

## "FATHER OF HOTEL DULUTH"



GEORGE H. CROSBY.  
Chairman, Citizens' Hotel Committee.

## E. R. LADE OPERATES COMPLETE BARBER SHOP IN NEW HOTEL

One of the most attractive and complete barber shops in the country has been equipped at Hotel Duluth by Ernest R. Lade who was ready for business the first day the hotel opened.

The Hotel Duluth barber shop is the last word in up-to-date tonsorial parlors. There is everything there for service and cleanliness. Six Koken hydraulic chairs have been installed which revolve, recline, raise and lower. Seats of all kinds are available, finished throughout with porcelain enamel and nickel plate.

The upholstery is genuine brown leather. There are two manicuring tables with expert operators. The shop is located in the southeast corner of the hotel, with a view through the lobby to the mezzanine floor. The shop faces Superior street and overlooks Lake Superior. The ceiling and walls are of white enamel with brown marble trimmings around the walls and ceiling. The shop is filled with the elaborate furnishing and homelike atmosphere of Hotel Duluth.

Mr. Lade needs no introduction to the citizens of the Twin Cities. For the past twenty years he has been identified with the Wolvin building barber shop and has won the reputation of giving unexcelled service. He now takes over this additional shop and has spared no expense to make the Hotel Duluth barber shop one of the finest and most modern in the west.

## LIBERTY GARAGE IS BACK OF HOTEL

Guests at the Hotel Duluth are offered storage and repairing service at the Liberty garage at 214 and 216 East First street, with an alley entrance just back of the hotel building.

The Liberty garage has storage space for forty cars, with a competent crew to hand to wash and grease cars, in addition to making quick repairs. The garage, formerly located at 229 East Michigan street, is owned by S. E. Flinman and W. Sindler. Increased business in recent months made it necessary for the owners to seek larger quarters.

## MUSIC

FOR THE

Formal Opening  
—of—  
Hotel Duluth  
—BY—

Lyceum Ballroom Orchestra

These musicians are the highest class artists in the West.



## DULUTH ENGINEERING COMPANY

611-12-13-14 Palladio Building, Duluth, Minn.

Registered Engineers and Surveyors  
LYONEL AYRES, MANAGER  
Member American Society of Civil Engineers

Special attention paid to lot surveys, land surveying, townsite plattings, court cases and engineering for contractors and builders.

Publishers of Realtors' Atlas of City of Duluth and Map of Duluth.

## WE MOVE THE EARTH

AND FILL  
IT WITH  
CONCRETE

D. H. CLOUGH  
& CO.

405 PALLADIO BLDG.

## DRUG STORE TO OPEN ON JUNE 1

George Kermott and A. L.  
Malmo Form Duluth  
Pharmacy Co.

The Duluth Pharmacy company will operate the drug store in the new hotel building, occupying the corner store.

George Kermott and A. L. Malmo announced this week that the drug store would open about June 1.

Gray E. Garbrick of Minneapolis

will be associated with Mr. Kermott and Mr. Malmo, and will be in

charge of the new store. Mr. Garbrick has been with the company for

years. Minnesota representative for

Burroughs, Welcome & Co., an English pharmaceutical house. Prior to

that time he was connected with the Liggett Drug company, having man-

aged stores for them in various cities.

Mr. Kermott and Mr. Malmo are

well known in Duluth, as they have

been for the past six years operating

the Fidelity prescription pharmacy in the Fidelity building.

All the fixtures in the hotel drug store will be of mahogany, and the very latest type soda fountain will be installed. The prescription department will be conveniently ar-

ranged with ample space for the compounding of physicians prescrip-

The cigar and candy departments

will be near the front entrance, the

soda fountain running along the west

side of the room, and along the east

side will be located toilet articles,

soaps, cosmetics and medicines.

The prescription department will be located in the rear, with plenty of daylight from the windows on the side.

## ELKHORN SCREENINGS USED TO HEAT HOTEL

Hundreds of tons of Elkhorn screenings from the Consolidation Coal company mines are used in heating Hotel Duluth.

The Elkhorn screenings are also

used by the Schroeder interests for

their other hotels in Milwaukee and

Madison. The coal is handled ex-

clusively by the Western Eastern

Fuel company, agents for the

Consolidation company's "clean

coals," all well known and nationally

advertised.

## —The— Hotel Duluth Serves



Pullman Rolls  
French Bread  
Sandwich Bread  
Doughnuts



Baked by

by  
Zinsmaster  
Master of Good Baking

## Sani-Stone Products Co. Inc.

## Terrazzo Floors and Stairs

In this wonderful hotel  
furnished and installed  
by

## Sani-Stone Products Co. Inc.

DULUTH, MINNESOTA

We Were Awarded the Contracts for  
the Tile and Marble Work in the  
Duluth Hotel Because of Our Proven  
Qualifications in Service, Financial  
Strength and Workmanship.

As Citizens We Are Proud of the  
New Hotel Duluth; as Contractors  
We Are Proud of Our Work in  
Connection With It.

## THOMSON- WILLIAMS COMPANY

—Contractors in—

### TILE—MARBLE SPECIAL FLOORINGS

114 Lake Avenue North

Melrose 1998—Melrose 1999

Other large installations:

### HOTELS

Androy Hotel, Superior, Wis.  
Breen Hotel, St. Cloud, Minn.  
Eau Claire Hotel, Eau Claire, Wis.  
Wolverine Hotel, Detroit, Mich.

### HOSPITALS

St. Mary's Hospital, Duluth, Minn.  
St. Luke's Hospital, Duluth, Minn.  
Nopeming Sanatorium, Nopeming, Minn.

### SCHOOLS

Buhl School, Buhl, Minn.  
Ely School, Ely, Minn.  
Gilbert School, Gilbert, Minn.  
Virginia High School, Virginia, Minn.  
Biwabik High School, Biwabik, Minn.

## FOR THE COAL THAT'S ALL COAL

—and for—

## 100% EFFICIENCY IN SERVICE

CALL THE

## CARNEGIE DOCK & FUEL COMPANY

Torrey Building

316 West Superior Street

Melrose 980

We Handle—  
CARNEGIE  
ANTHRACITE

Carnegie Thin Vein Youghiogheny  
West Virginia Pocahontas

West Virginia Splint

Blue Diamond Kentucky

Ohio Hocking

Zenith Coke

Stott and Berwind Briquets

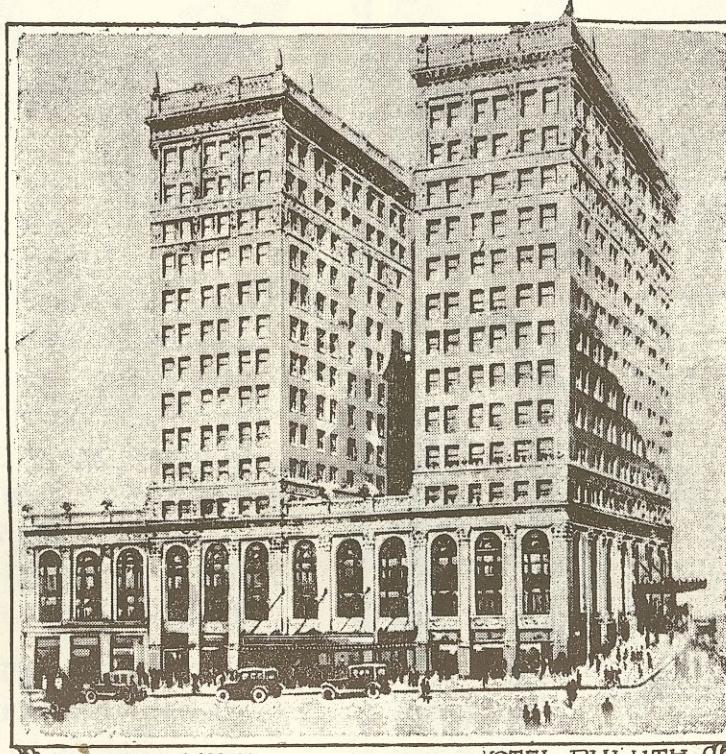
WHOLESALE AND RETAIL

# SCHROEDER HOTELS

**"SLEEP IN SAFETY"**

EXECUTIVE OFFICES  
182-184 Third Street, Milwaukee  
WALTER SCHROEDER, President

The Schroeder Hotels dedicate this page to the people of Duluth and Minnesota in commemoration of the completion of Hotel Duluth—which forms another fitting link in the famous Schroeder chain of hosteries.



DULUTH, MINN.

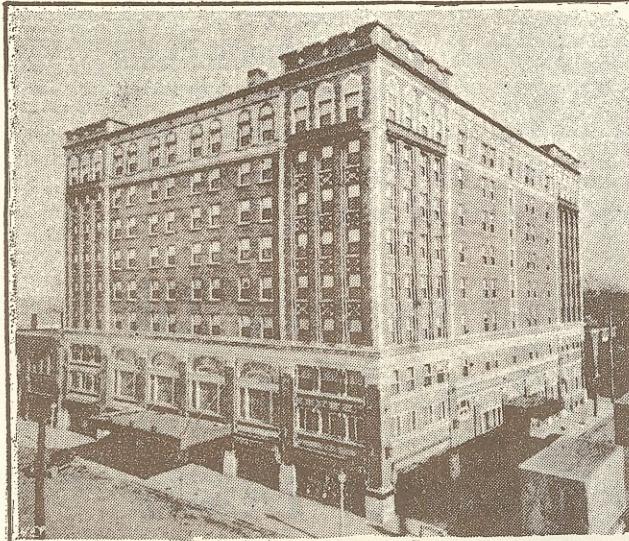
HOTEL DULUTH

Service and Comfort  
for the  
Commercial Traveler  
and Visiting Tourist

European Plan

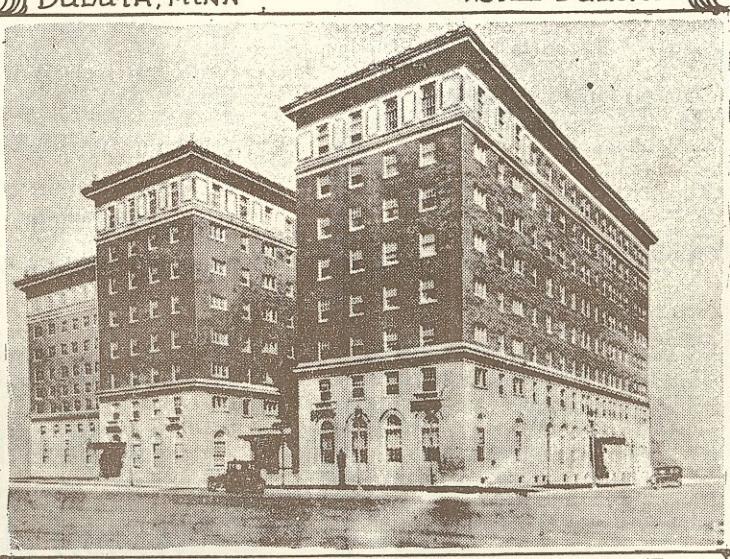
Modern and Fireproof

Garage in Connection



GREEN BAY, WIS.

HOTEL NORTHLAND



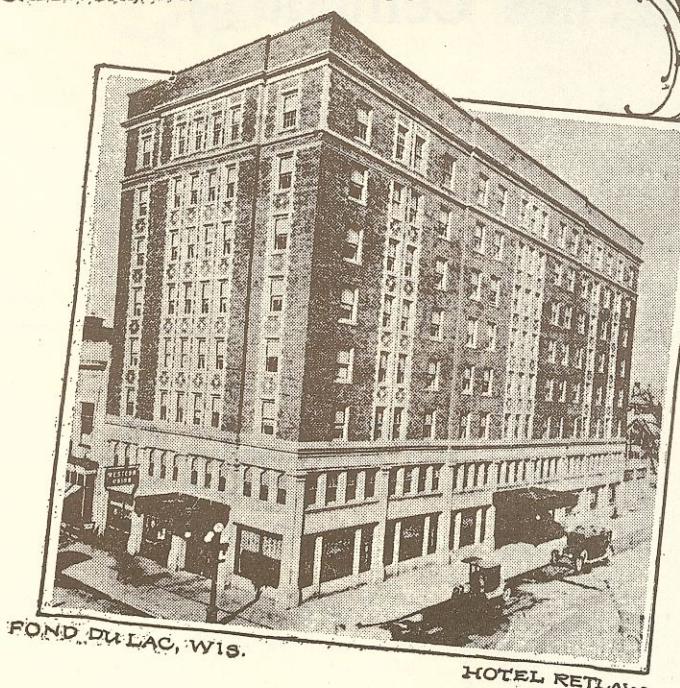
MILWAUKEE, WIS.

HOTEL ASTOR



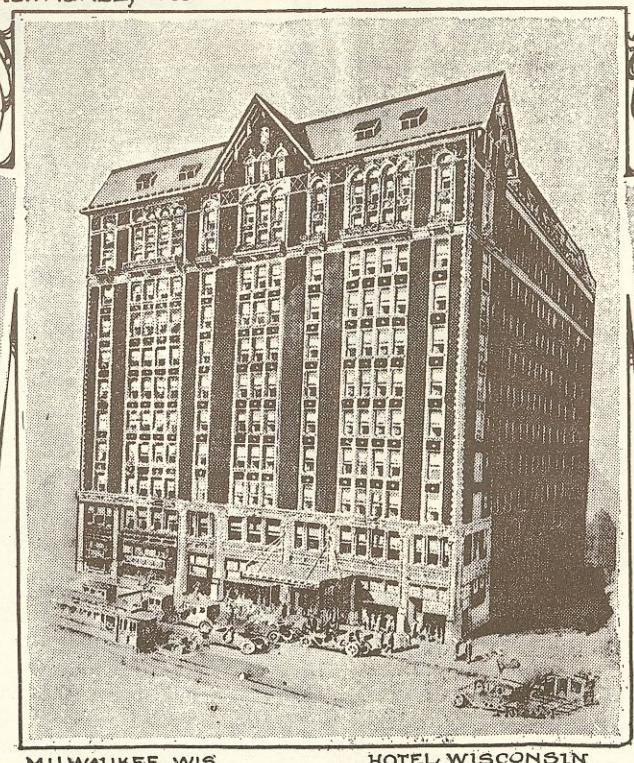
WAUSAU, WIS.

HOTEL WAUSAU



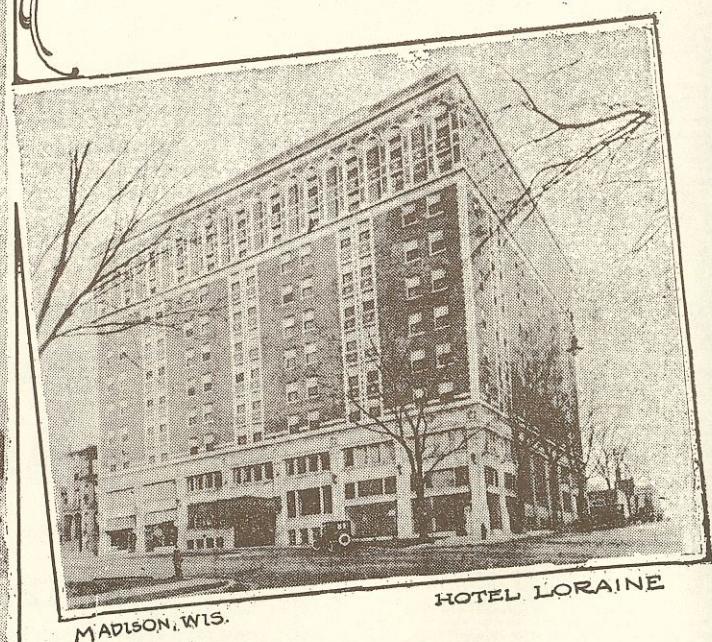
FOND DU LAC, WIS.

HOTEL RETLAW



MILWAUKEE, WIS.

HOTEL WISCONSIN



MADISON, WIS.

HOTEL LORRAINE

## CHAMBER OF COMMERCE HOME IS ONE OF MOST BEAUTIFUL IN COUNTRY

WALKER JAMAR  
COMPANY AIDS IN  
CONSTRUCTION

Duluth Firm Handled All  
Roofing and Sheet  
Metal Work.

All the roofing as well as the general sheet metal work in connection with the construction of Hotel Duluth was furnished and installed by the Walker Jamar company, which specializes in the larger types of covering for the roofing of industrial and public buildings.

The roofing is of the asphalt built-up type, where laid on the concrete decks, has a two-inch layer of cork board insulation under it to prevent the condensation and the loss of heat through the roof slab.

All of the roof copings and roofing outlets are of sheet copper. The sheet copper, with its painting on the front elevation, the third-floor windows greatly add to the dignity of the building, as well as the handsome paneling of both canopy ceilings and store fronts. The entire canopy on Third avenue east is constructed of ornamental sheet copper, manufactured in the company's shop in Duluth.

Made Copper Lanterns.

Of unusual interest are the copper lanterns made by this company and installed on the parapet walls of the roof. These lanterns are something slightly over eleven feet in height and greatly add to the beauty of the appearance of the building.

In all, something over six tons of sheet copper was used in the ornamental work.

The entire sheet metal work on the ventilating system, consisting of all of the ducts, was installed by the Walker Jamar company, which makes a specialty of the larger type of ventilation work. In addition to individual ventilation for every bath and toilet room in the building, all of the private dining rooms and banqueting hall and kitchens have an unusually large ventilation provision, guaranteeing fresh and pure air throughout all portions of the building at all times. Over 125,000 pounds of galvanized sheets were used in this work.

The metal toilet and shower partitions in the employees' quarters and service quarters were all manufactured in the company's shop at Duluth, being made of a combination of heavy sheet steel, with pipe supports and brackets, and present a very substantial, and at the same time, neat appearance.

Over all the ranges and steam tables in the kitchen are large black polished steel canopies with nickel-plated trimmings, all manufactured in Duluth by the same company.

Throughout the entire basement all of the openings are protected with the underwriters' labeled fire-proof doors, and all of the doorways on the closed fire escape are also of the metal-clad type, all manufactured by the Walker Jamar company of Duluth. The interior main staircase, as well as the exterior fire escape and the inside doors to the inclosed fire escape, are known as the kalamine type door, being very handsome paneled doors, covered with kalamine iron and grained to match the other doors throughout the corridor, furnished and erected by this firm.

**MARSHALL-WELLS  
FURNISHED MOST  
HARDWARE, PAINT**

Duluth Wholesale House  
Supplied Large Amount  
of Material.

Most of the hardware and paint used in the construction of Hotel Duluth was furnished by the Marshall-Wells company, largest wholesale hardware house in the world.

It is of double interest to know that the paints, varnishes, stains and enamels used for the interior decoration of Hotel Duluth were manufactured in Duluth by Marshall-Wells company.

There probably has never been a time when people are as interested in painting, varnishing and enameling as they are at present. This is due, to a great extent, to the education, realization that to paint or varnish is an economy, is an application of thrift. People realize that well-painted property is more valuable, is more attractive, and the lumber or surface painted is better protected and will last longer. Hence the expression, "Save the surface and you save all," which has become a national household expression. The amount of money invested in properties certainly warrants a good protection of the surface.

Of course, it will be of interest to the layman to know something of the facts surrounding the manufacture of best quality paints and varnishes, and the care which is exercised in the paint and varnish materials used in the factories of Marshall-Wells company. In the first place, paint or varnish is for surface protection. There is just as much difference in the quality of paints and varnishes as there is in the quality of any other product. One can have poor paint, a medium quality paint, or one can have a best quality paint, but paint and varnish should be of good quality.

The necessary requirements for a good paint or varnish are: First, it must contain the right proportion of materials. The next step is a proper analysis of these raw materials before they are placed in the warehouse, subject to the withdrawals for the manufacturing process. These raw materials must be carefully mixed and ground under the supervision of skilled paint or varnish chemists to assure a quality product. After all the mechanical processes, and tinting to the desired shade if it is a tinted product, there must be that final check before the product is sent to the consumer.

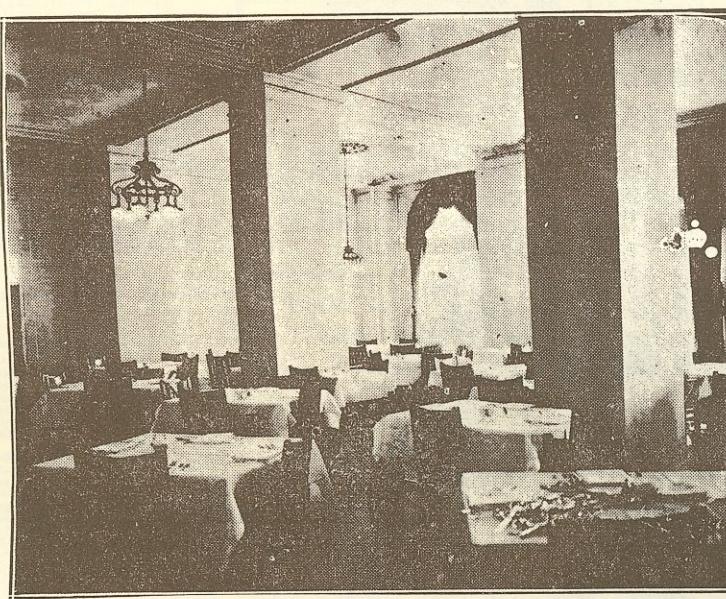
When one sees these raw materials imported from all parts of the world, such as China, Japan, Russia, Argentina, all parts of Europe, Canada and from all sections of the United States, sees them submitted to the right tests, go through various mechanical steps, again tested and submitted as a finished material for the consumer, he is impressed by the romance of paint and varnish-making. It is with this knowledge that one realizes that to disregard one or two steps, not to safeguard each operation step by step, is to sacrifice quality.

So many people think that all

## ATTRACTIVE CHAMBER QUARTERS IN HOTEL



LOUNGE ROOM AND LIBRARY.



DINING ROOM FOR CHAMBER MEMBERS.

Chamber Home One of Most  
Attractive in the Country

Entire West Wing of Hotel Occupied By  
Organization; All New Furniture and  
Equipment.

panels, and drapes of salmon blue. An attractive lighting system adds to the beauty of the room.

## Old Staff at Chamber.

The service in the chamber dining room will be for members only, the meals being prepared by the Hotel Duluth staff, but served by the former chamber waitresses. They will be the envy of the hotel, however, including John McDonald, steward, and Mrs. Anne Moe, head waitress.

The dining room will accommodate 175 persons, while parties and dances for chamber members will be staged in the hotel banquet hall.

In the lounge and library there are attractive leather armchairs with crimson overdrapes. The Spanish type of furniture is used, with large overstuffed davenport and high-back Jacobean chairs, finished in old English tapestry. Large colonial lamps stand in each corner, with small reading lamps conveniently placed about the room.

The card room is large and well ventilated and lighted.

A terrazzo floor runs throughout the chamber quarters, with the exception of the lounge, where a large carpet adds to the beauty and comfort of the room. Blue stone carpeting runs through the halls on both floors.

In the offices of Secretary Saxby there are ecru mohair curtain drapes and in this room the directors will also hold their luncheons and meetings. New desks and bookcases have been placed in the traffic bureau and steel cabinets in the business office and convention and tourist bureau.

traffic bureau and industrial promotion committee are in room 4. There are washrooms and toilets on this floor, as well as on the third floor.

The chamber dining room on the third floor has large French doors leading from the private stairway.

It is furnished in antique ivory, with

one of the most important materials in the manufacture of paint, lead.

must be used in its proper place.

When paint and varnishes leave

the factory for the consumer, they

are ready for use according to di-

rections. So many users make a

mistake nowadays of not properly fol-

lowing the directions. In many in-

stances there is a failure to thor-

oughly stir the contents of the can.

This is carefully described on one

of the cans explained in detail.

People should always make it a point

to discuss these factors with the

dealer and learn how to do the job

right.

Another failing of the public now-

adays is to try and economize by us-

ing cheaper paints because they do

not realize that two-thirds of the

cost of any job is labor and one-third

material. They do not realize that

the slight saving they can make in

the cost per gallon will be more than

offset by the extra amount of paint

that will be required to do the job

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right.

Another failing of the public now-

adays is to try and economize

# 500,000 FACE BRICK USED IN THE CONSTRUCTION OF HOTEL DULUTH

## Tallest Hotel in the West; Is Built on Solid Rock

Building Is Fourteen Stories High; Total Cost of Site, Structure and Furnishings \$2,400,000.

**H**OTEL DULUTH, which will be formally opened to the public at dinner-dances next Friday and Saturday evenings, is the tallest hotel building in the Northwest and the most costly structure in Duluth. Built on solid rock, the hotel, for which the bill of fare with a basement, forty-eight feet deep, costing altogether for the site, building and furnishings approximately \$2,400,000. The St. Paul hotel is thirteen stories high, while the Radisson hotel in Minneapolis is twelve stories.

On Feb. 11, 1924, Jacobson Bros., who had been awarded the contracts for excavation work, foundation and general construction, broke the ground for the new hotel building, operating almost continuously until the structure was completed and opened to the public Friday evening, May 8, more than three weeks ahead of schedule.

Hotel Duluth has a frontage of 176 feet, extending west along Superior street from Third avenue east, with a depth of 140 feet to the alley. The Duluth Hotel company owns a total frontage of 225 feet, the intention of the officers being to erect another wing on the hotel, giving it a "W" instead of a "U" shape. With the addition, Hotel Duluth will resemble the Hotel Peabody of New York in general appearance.

From Feb. 11 to March 24, 1924, the contractors dug out all the dirt and on the latter date started blasting the solid rock, requiring exactly three months to take out the 14,000 cubic yards of rock necessary before the foundation could be laid. The rock was carried to the lakeshore and there dumped into the water with huge cranes.

An average of 250 men worked on the hotel, the total reaching the maximum of 400 at one time.

While the site cost \$180,000, a record price for property in that end of the city, some of the figures just released by Jacobson Bros., head of Jacobson Brothers, give an idea of the size of the building, the financial outlay involved and the speed with which the men worked in order to have the structure finished ahead of schedule, an unusual thing in hotel building construction.

The excavation alone cost \$100,000; general construction, excluding all the painting, elevator installation and decorating, \$1,000,000; plumbing and heating, \$350,000; electrical work, not including fixtures, \$50,000.

The plastering cost \$110,000; marble and tile, \$85,000; ornamental iron and structural steel, \$50,000; finishing hardware, \$18,000; glass, \$16,000; roofing and sheet metal work, \$21,000; millwork, \$60,000; terra cotta, \$60,000; terrazzo work, \$8,000.

A total of 500,000 face brick were used in the building, 60,000 yards of concrete, 800,000 feet of steel, 1,000 tons of reinforcing steel, 4,000 tons of clay and gypsum tile. There are 145,000 square feet of cement floors in the building.

The original contract made by Jacobson Brothers with Walter Schroeder, president of the hotel company, called for the completion of the building, all ready to receive guests, by June 1. John Jacobson, member of the firm, superintended the entire construction work, while Martin Tulgren & Sons company of Milwaukee architects, were represented here by Joseph Ehrman, superintendent, and E. J. Craig of Milwaukee represented Mr. Schroeder.

## SPECIALTIES FOR HEATING SUPPLIED BY CHICAGO FIRM

The firm of McAlear Manufacturing company of Chicago, manufacturers of specialties for all steam heating and power plants, furnished the vacuum traps, pressure-reducing valves, steam traps, automatic stop and check valves and relief valves in the Hotel Duluth. These heating specialties were installed by the firm of Stack Bros. & Co., local heating and plumbing firm. The firm of McAlear Manufacturing company therefore had no small part in the construction of the new hotel, as these specialties were of vital consequence in making the heating and plumbing system function efficiently.

The McAlear Manufacturing company is located at 1901-7 South Western avenue, Chicago.

**20,000 Pieces of Linen.**  
Hotel Duluth has a supply of 20,000 pieces of linen, including face towels, bath towels, table cloths, napkins, guestroom linen and kitchen towels. This entire supply can be handled in the hotel laundry in one day's washing.

**Hotel Has Additional Space.**  
The Hotel Duluth company owns an additional fifty feet adjoining the hotel where a third wing will be erected at some future date. The hotel has a frontage of 175 feet.

## FRENCH & BASSETT TOOK BIG PART IN FURNISHING HOTEL

Duluth Firm Also Had Charge of Equipping Chamber Quarters.

French & Bassett company, Duluth's newest and oldest furniture firm, participated extensively in the furnishing of the new Hotel Duluth and is directly responsible for the fine decorative furnishings scheme carried out in the new Chamber of Commerce lounge quarters, for which this organization installed all furniture and draperies.

Furniture for a majority of the guest rooms of the new hotel was

installed by French & Bassett company. Most guest rooms are American walnut, adhering to the general furnishings scheme of the hotel, which is developed largely in this fine and popular cabinet wood. A number of choice guest rooms, however, carried out in a more colorful tone, in which a combination of soft green and Pompeian red was selected. The window shades for the entire building were made and installed by French & Bassett company as were all lace and scrim curtains in the guest rooms and additional alcoves. Curtains in the

furnishings in which it is carried out are both of the highest character and representative of the viewpoint of service. The keynote of the furnishings scheme is struck in the fine wool tapestries, antique in effect, which cover the luxurious down-cushioned davenport, the barber shop were also done by them, likewise the installation there of a group of special walnut finished chairs in a design originally made famous by its extensive use in the

French & Bassett company installed all new furniture and draperies in the beautiful Chamber of Commerce lounge quarters. The decorative scheme, and the actual

furniture in lacquer red are used with the draperies.

Other furniture in the lounge includes a fine, large antique walnut Spanish console and mirror appropriately finished, a variety of comfortable occasional arm chairs and occasional tables, all of which were furnished by the French & Bassett company.

The

large windows of the dining room of the Chamber of Commerce are treated with draperies of the same design as those in the lounge, but both the draperies and the lambrequins here are of a blue and gold brocade damask. The windows in the section of the Chamber of Commerce offices are curtains in a specially selected, fine mohair casement cloth in a new tan color.

It is noteworthy that the local firm of French & Bassett company participated to such a great extent in the furnishing of both the hotel and the Chamber of Commerce, and it is indicative of the scope, broadness

## GUS RICHARDSON SCRAPED FLOOR IN HOTEL BALLROOM

Gus Richardson scraped and sanded the floor of the beautiful ballroom on the third floor.

Great care was taken by the contractor to remove every board in the floor and to Mr. Richardson was given the task of making the floor smooth and even throughout.

Mr. Richardson also sanded the floors in the Lyceum and Garrick ballrooms and just last week completed the work in the new sections of the Amphitheater. He has been in this business for twenty years, having come to Duluth from New York state. While in the East several years ago he finished the floors in the post graduate building at Princeton university.

Mr. Richardson is located at 321 East Superior street.

## FLOWER SHOP WAS FIRST TENANT IN NEW HOTEL DULUTH

One of the first tenants in the hotel is the Hotel Duluth Flower shop, entrance to which is on the left of the lobby.

The flower shop is owned by William Jaap, proprietor of the Lester Park greenhouse. The shop is especially fitted with a large display icebox and shelves made for the display of the home-grown cut flowers, plants and nursery stocks.

Mr. Jaap has been engaged in the flower business at Lester Park for the last seventeen years. Walter F. Jaap, manager of the greenhouses and Miss Gretchen Jaap is secretary-treasurer.

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## EMPLOYEES ORGANIZED FOR HOTEL OPENING; MEN WAITERS ARRIVE

Hotel Duluth now has a completely organized staff of employees throughout the large

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**Schonz**

Mel. 4393. Location E, Hotel Duluth

Importer and Designer of Ladies' Wearing Apparel

To Order and Made-up Models.

Formerly at 405 East Superior St.

We Furnished the  
Heavy Hardware

IN THE NEW  
HOTEL DULUTH

Karon Hardware Co.

Wholesale Builders Hardware

802 W. Railroad St. Melrose 4230

BY MAAS

The Guests were in the English Room eating bread and honey. Craftsmen in the Lobby were counting up their money. The task had been completed and praises had been sung. But now the Inn was opened and you never saw such fun. The pie was on the table - A Surprise for all the Guests. The King sat in his favorite chair and opened up his vest. When the pie was opened the till began to ring. Now wasn't that a lovely dish to set before the King.

Martin Tullgren and Sons Co.

Architects



Melrose

# Millwork and Lumber in Duluth



## From Tree to Finished Product

The Birch Millwork in The Hotel Duluth is Typical of This Service. The Mahogany, Oak and Other Woods Are Typical of the Variety in Our Stocks That You Have to Select From

**“MIRACLE DOORS” ARE INSTALLED IN THE HOTEL DULUTH**

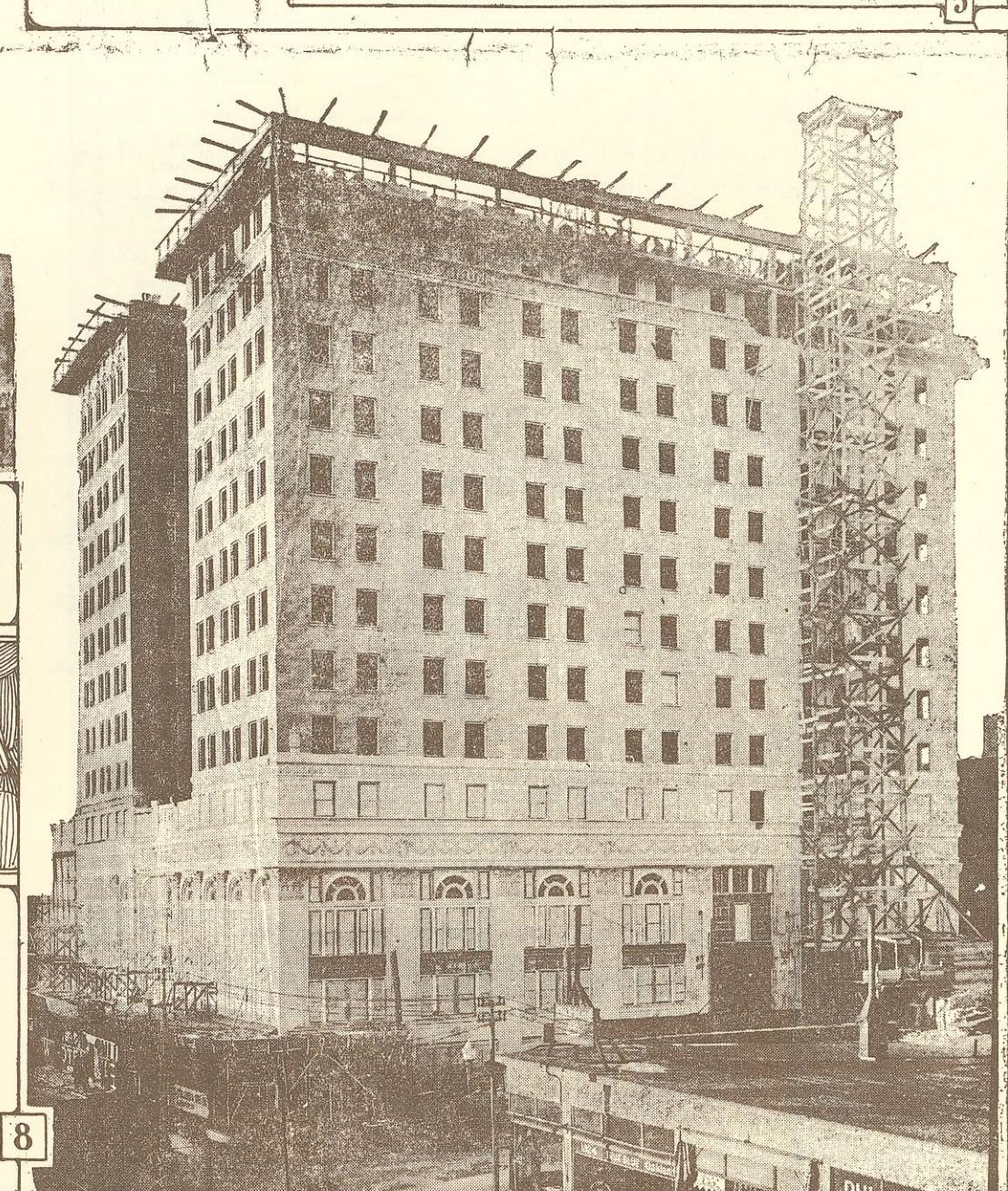
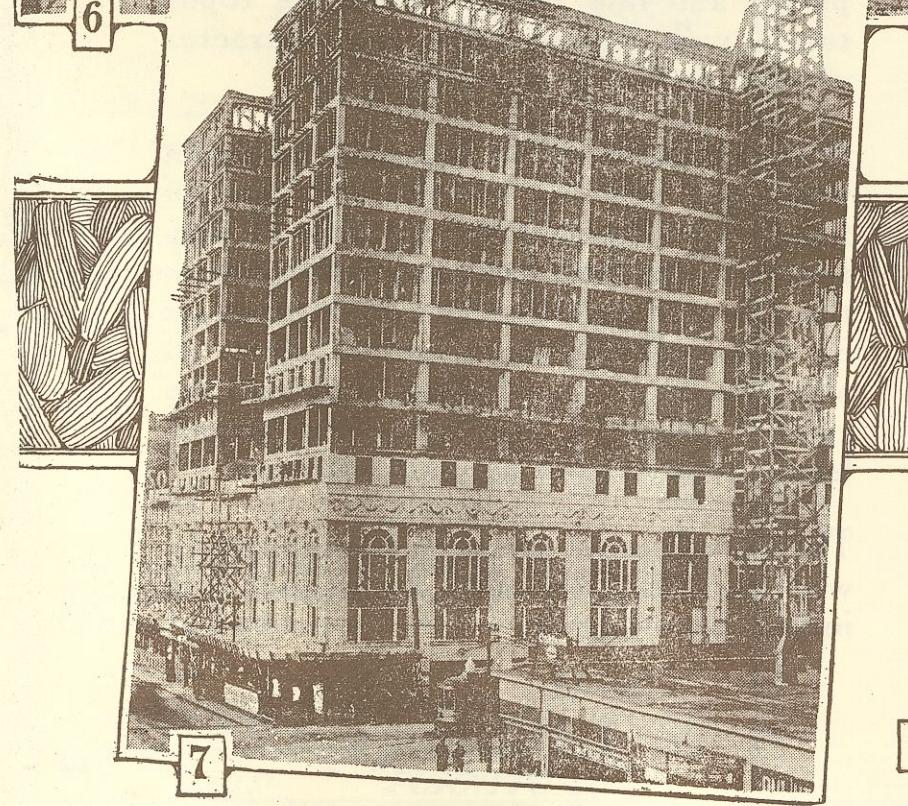
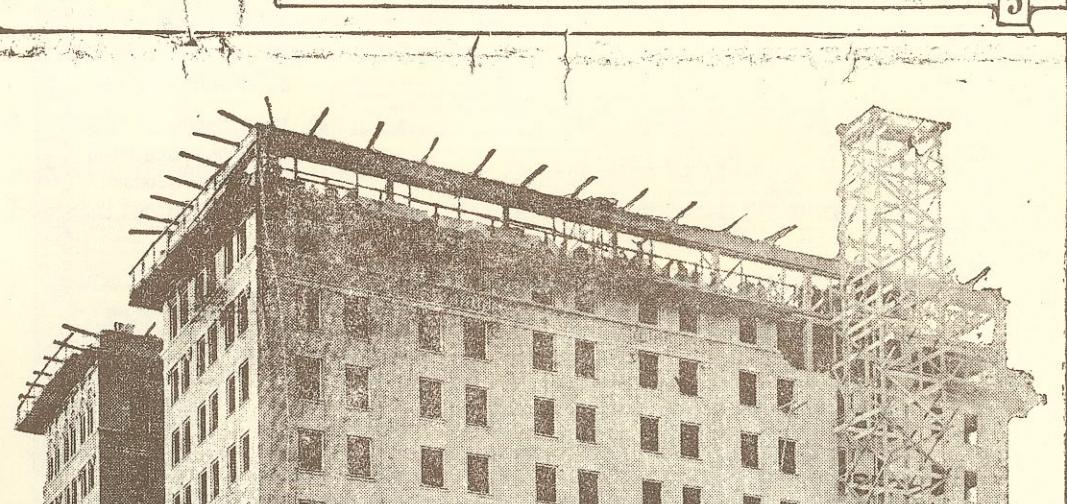
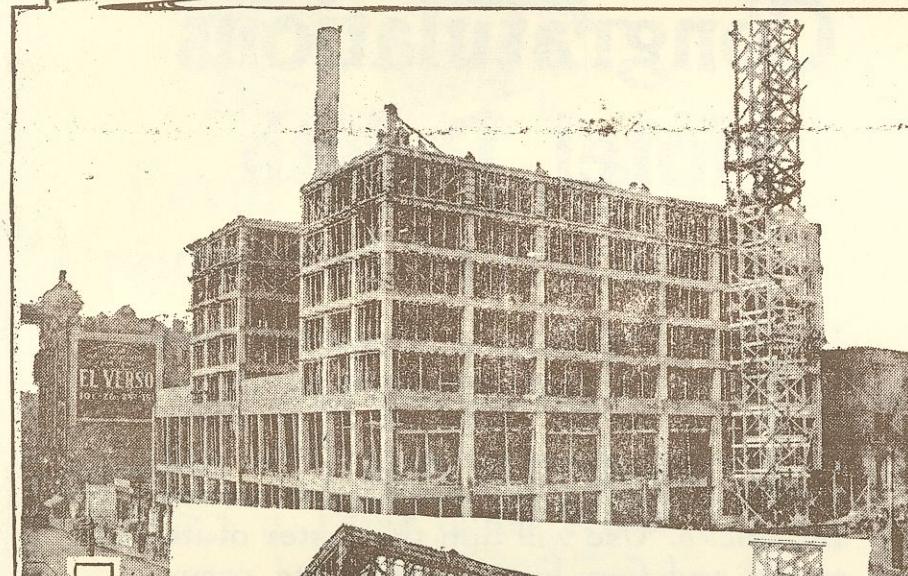
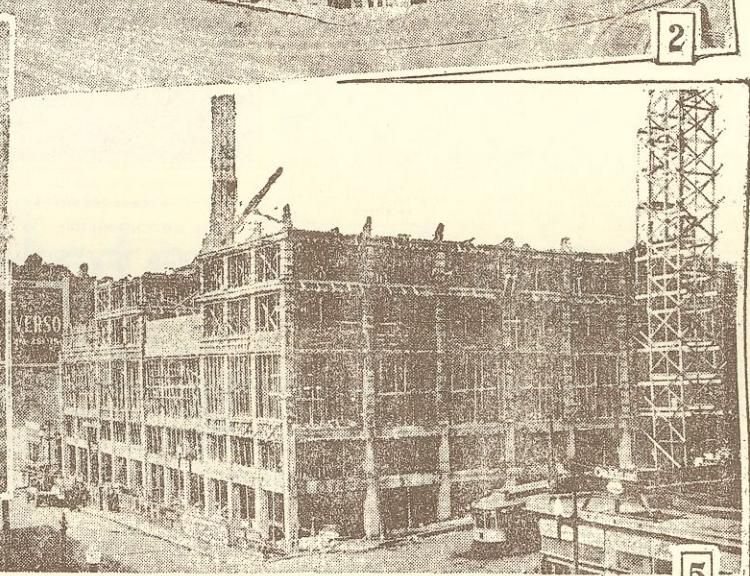
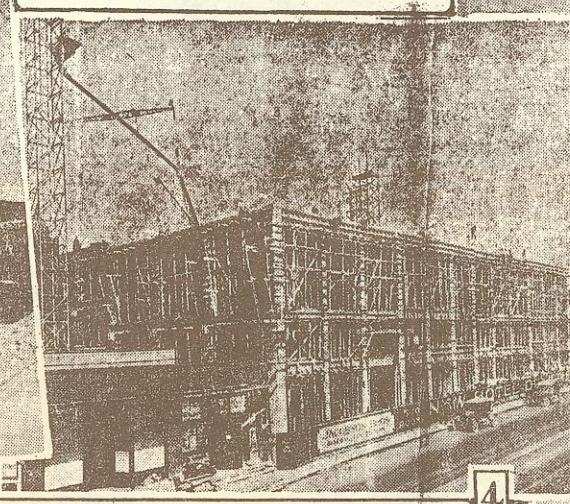
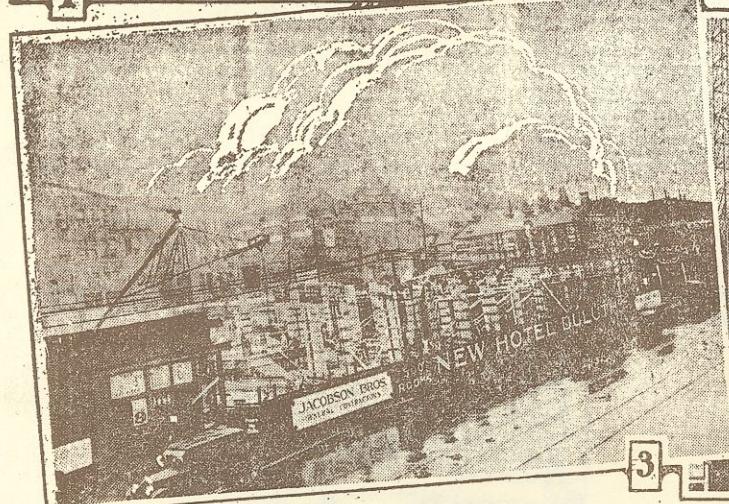
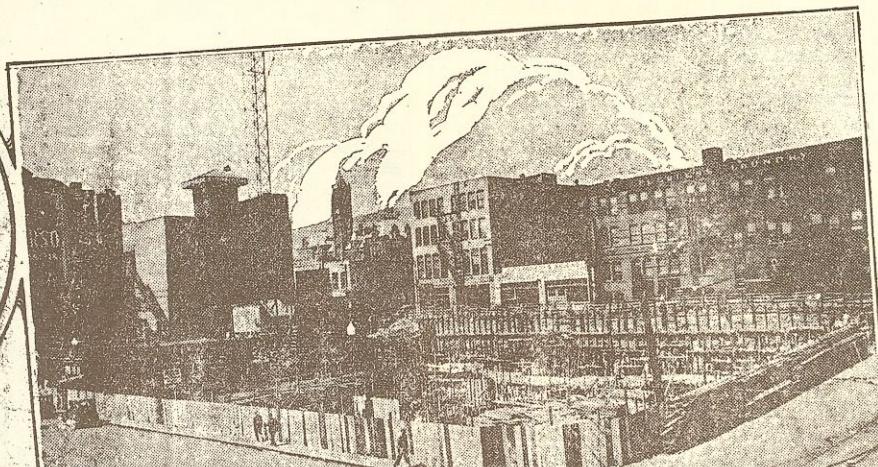
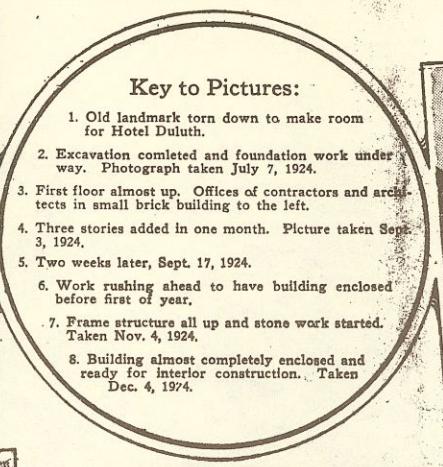
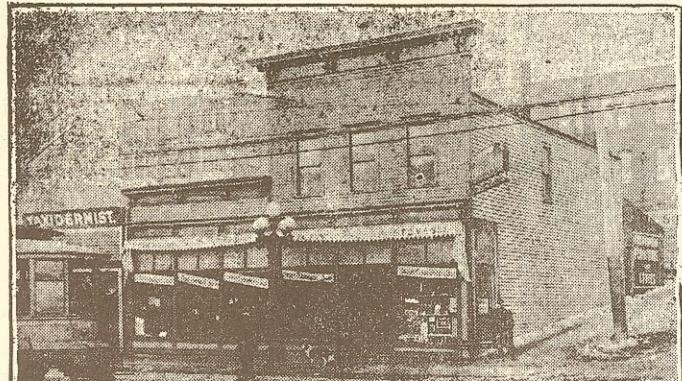
# Scott-Graff Lumber Co.

Twenty-Fourth Avenue West and Michigan Street

Established 1880

Melrose 3180

# From Old Landmark to Modern Hotel Skyscraper



# NEW \$2,400,000 HOTEL ANOTHER STEP IN DULUTH'S TRIUMPHAL MARCH AHEAD

## Hotel Duluth Is Praised By Leading Business Men

Tribute Paid to Walter Schroeder, Associates and Contractors.

Building Compared Favorably With Best Known Hotels on Continent.

Bright Future Seen by Duluthians in Statements to Herald.

Duluth's leading business executives and public officials characterize the new Hotel Duluth as one of the greatest additions to the development of the city in many years.

In the completion of the hotel building, Duluthians see one of the concrete signs of the growth of the city and the gradual establishment of Duluth as a great trade center, lake port, summer resort and gateway to the Minnesota Arrowhead country.

**Hotel Officials Praised.**

Walter Schroeder, president of the Hotel Duluth company, and the officers of the hotel, together with the contractors and those who participated in the construction of the \$2,400,000 hotel, are highly praised by Duluth business men in statements given to The Herald. They are all unanimous in declaring that Hotel Duluth is one of the most beautiful of its kind on the American continent and compares favorably with the leading hotels of the United States and Canada.

Among some of the indorsements given this great project by Duluthians are the following:

**Mayor S. F. Snively:** "The building of the new hotel is a visible expression of our ability as a people to work, we believe, to the best advantage to bring about any certain accomplishment. It is also expressive of the faith we, as well as others, have in the immediate future of our city. It marks as well an advance step or goal to which we will want to measure and will be the incentive for the building of other structures in keeping with it. A few more buildings of like magnitude constructed here and there in our city will establish in the mind of the visiting world the nature and kind of a city we are to be."

**George H. McConaughay:** "Chairman of the committee 'Hotel Duluth,' in my opinion, means the beginning of a new era in the social and business life of Duluth. It will broaden the business district and attract many people to Duluth, and the stimulate their patronage of the extent that a third wing will be added in the near future, and other new hotels will be built to take care of the ever increasing influx of people. All hotels in Duluth are going to prosper because of the condition created by the building of Hotel Duluth."

**Hotel Great Asset.**

**F. A. Patrick, president, F. A. Patrick & Co.:** "I have visited the new Hotel Duluth several times within the past few days, and am greatly pleased with it, and think that every Duluthian should be very proud of it. To an old-timer like myself it is a great satisfaction to see this new hotel, and particularly to see the interest taken in making known to our country at large the attractions of the Northwest city. This is undoubtedly one of Duluth's greatest assets, and there is no doubt that we shall see a constantly increasing number of tourists visiting this interesting country each summer, and the new hotel will greatly assist in bringing and holding these visitors."

**W. A. McGonagle, president, D. M. & N. railroad:** "I stop frequently in the best hotels in this country of ours from ocean to ocean and in none have I ever been more comfortably received, better food or better service than I now find in our new Hotel Duluth. This splendid structure reflects great credit on the founders of the hotel, and shows an abiding faith on their part in the opportunities of the developing Northwest. This will give to an enterprise that is first class in every respect and one that is operated for the comfort, convenience and safety of the people."

**A. L. Ordan, president of First National bank:** "The beautiful new Hotel Duluth is a realization of a long developed hope and of outstanding importance to the city."

**Marks New Era.**

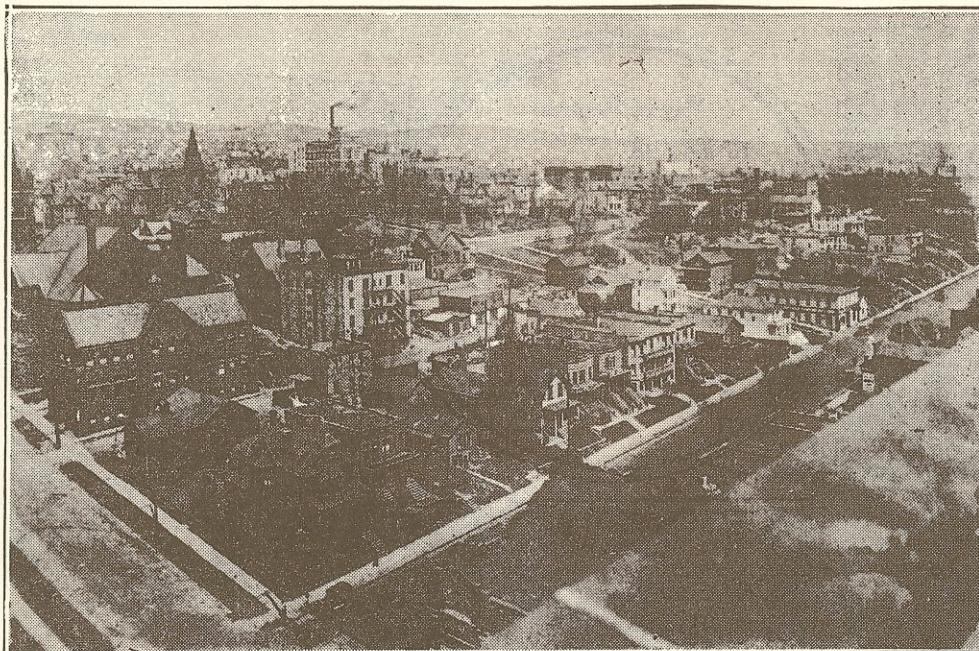
**Bentley P. Neff, president, Duluth Glass Block company:** "The new Hotel Duluth marks a new era in the development of Duluth. Those who have watched the growth of our city and its ever increasing prominence in industrial affairs, the opening of the new hotel is something much more significant and important than just a building for the house of a hotel, carrying on of the usual hotel activities."

"It epitomizes the hopes, the aspirations of our people, and is the fruition of the ambition of those citizens of Duluth who have worked unceasingly that this city might advance to a point where we could extend the hand of welcome to the world and say, 'Come see what we have to offer—stay with us and study the splendid investment opportunities Duluth possesses—see what a fine city there has already been established at the head of the Great Lakes—meet our people—share with us the beauty of this playground of America and enjoy the invigorating, health-giving benefits this climate affords.'

"The Hotel Duluth gives us the opportunity of entertaining our guests with that dignity, pleasure and comfort that is bound to react to the welfare of Duluth. It is one of the very finest hotels in this country. The men and visitors will be well pleased, and will go away and tell their friends about Duluth and its attractive hotel. Each season will see a larger number of high grade people coming here, and this is bound to mean additional interests and investments, because there are keen minds that will be quick to grasp the opportunities this city affords for manufacturing and distribution."

"All credit to Mr. Schroeder and his associates, to the contractors, architects and workmen, and to the people of Duluth who have worked hard for this new hotel, and who have given their best to the enterprise. This investment of over \$2,000,000 is in itself an expression of confidence of keen men in the present and in the future of Duluth. Duluth has indeed come into its own, and the opening of the Hotel Duluth is but another evidence of

## VIEW OF RESIDENTIAL DISTRICT FROM HOTEL TOP



### SOME HOTEL FIGURES.

Construction work started Feb. 11, 1924, when ground was broken.

Building stands on solid rock, 14,000 cubic yards having been blasted out before foundation was laid.

Hotel Duluth is fourteen stories high, the tallest hotel in the Northwest. The St. Paul hotel is thirteen stories and the Radisson in Minneapolis is twelve stories.

The total cost, including site, construction and furnishings is \$2,400,000.

One-half million face brick used in construction and 1,000 tons of reinforcing steel.

There are 145,000 square feet of cement floors in the building.

About 250 men were em- ployed all the time, the total reaching 400 at one time.

The hotel site cost \$186,000.

Hotel constructed more than three weeks ahead of schedule, the contract calling for its completion by June 1, and guests were received and meals served for the first time Friday evening, May 8.

More than 90 per cent of the work, decorating and furnish-

the pride of Duluth. Coupled with

the city's natural advantages and beauty, with its rugged evergreen hills, its rustic parks and grand boulevards, overlooking the greatest lake on earth; the picture is complete.

At the base of the city, with its forests, lakes, streams and waterfalls, and with it all, its most delightful climate; it should, and no doubt will, put Duluth on the map as it were, as the convention city par-excellence, and the mecca of summer tourists.

George W. Atmore, Sr., superin-

intendent, Union depot—"Hotel Duluth has added one of the greatest assets for Duluth's future, in furnish-

ing facilities necessary to take care of the development which faces us. As an advertising feature, Duluth is

now in a position to put itself on the map as the convention city of the United States. We have spread the propaganda as to its climatic condition as a convention city. To this we can now add the Hotel Duluth, to be a great addition to the facilities of Duluthians should be proud of their hotel and give expression to this fact by their undivided support."

### SIX MORE HOTELS ARE INCLUDED IN SCHROEDER GROUP

### All New, Modern, Fire-Proof Buildings Scattered Throughout Wisconsin.

my opinion, therefore fills a long felt want that will enable the hotels of the city adequately to care for the tourists and other transients who in the past have, to some extent at least, avoided Duluth because of the uncertainty of obtaining accommodations upon their arrival.

I believe there is enough business that has heretofore avoided Duluth that will now make it a point to come to this city, not only to provide the new hotel with a capacity business, but that the existing hotel will continue to do well, which state of things as they have had in the past.

A city is known by its hotels and, if the accommodations are insufficient at frequent intervals, it is a great drawback in the promotion of that growth and development of the excellent location of this city de- served.

**Hotel Pride of Duluth.**

J. H. Ingwersen, vice president, J. O. Lenning, vice president, Gowan-Lenning-Brown company—"Hotel Duluth would be a credit to any city and should be

leading commercial hotel in Milwaukee, situated on Third street, north of Grand avenue, the business center of the city, convenient to railroad, interurban, boat terminals, theaters and retail stores. The Hotel Wis-

consin has 500 guest rooms, several dining rooms, including the famous Badger room and its incomparable orchestra.

The Hotel Northland at Green Bay is in the oldest settlement in Wisconsin, visited by Nicollet in 1839. The Hotel Northland, completed in March, 1924, at Pine and Adam streets, near the business section of Green Bay, is operated on the European plan, has 250 guest rooms,

## MESSAGES OF CONGRATULATION ARE COMING DAILY; HOTEL TO AID BUSINESS

Messages of congratulation to Walter Schroeder and predictions that business generally in Duluth will be benefited through the construction of Hotel Duluth, whose formal opening will take place tomorrow and Saturday, have poured into the city during the past few days.

That Mr. Schroeder and his associates are entitled to the commendation of every Duluthian in meeting the need for better hotel accommodations is the general tone of the expressions which come from bankers, wholesalers, realtors, transportation experts, manufacturers, automotive executives, advertising experts, public officials, educators and contractors.

While many make no definite statements to the effect that their own business will be helped, others point out that the effect of the new hotel will be to help all lines of business. Conventions which now go elsewhere will come to Duluth, where accommodations are assured for delegates. Duluth will be better advertised through the medium of this new hotel. The general appearance of the downtown section will be improved.

walking distance of the downtown district, containing 125 two, three and four-room suites and 125 large transient rooms, all with private baths. The room charge is one of the most popular places to dine in Milwaukee. Social activities of the city center around the Astor. Automobile tourists will find the Hotel Astor especially comfortable and convenient. The hotel operates a large private garage, convenient for its guests.

The Hotel Retlaw at Fond du Lac, on Lake Winnebago, the largest fresh water lake in the United States, is sixty miles north of Milwaukee on concrete Highway No. 15, the "Main Street" of Wisconsin, and also on Highway No. 55, an important north-south artery. The Hotel Retlaw is attractively and comfortably furnished with every convenience and excellent cuisine. It is situated at North Main and East Division streets.

### Hotel Northland.

The Hotel Northland at Green Bay is in the oldest settlement in Wisconsin, visited by Nicollet in 1839. The Hotel Northland, completed in March, 1924, at Pine and Adam streets, near the business section of Green Bay, is operated on the European plan, has 250 guest rooms,

two dining rooms and a commodious garage nearby.

The Hotel Loraine at Madison, the capital of Wisconsin, lies in an attractive residential area between Lakes Mendota, Monona and Wisconsin and near Lakes Wabesa and Kegonsa. Tourists are well cared for at the Hotel Loraine, where every comfort and need of the traveler is to be had at a moderate price.

The Hotel Wisconsin, situated on the Wisconsin river at the southern edge of the Land of Lakes, is located in the north central part of Wisconsin, 180 miles northwest of Milwaukee. The Hotel Wisconsin, modern in every detail, will be completed June 1. It will be operated on the European plan, having two dining rooms and 250 guest rooms.

During the 1924 calendar year, 70,613 travelers and returning residents, excluding immigrants, entered Palestine, according to a bulletin of the Palestine government. This figure, it is added, surpasses those of previous years. The number of immigrants, the overwhelming majority of whom were Jewish, was more than 15,000 in 1924.

# Congratulations Hotel Duluth

The Hotel Duluth is but the lengthened shadow of community growth become a reality—a worthy structure fit to grace the honored name it bears. Time will mellow its bricks, and weather its stones and sticks. Use will dim the luster of its purple and fine linens. Then its reputation will depend upon the character of the service it has rendered.

If the stranger within its portal has been welcomed with the warmth and glow of friendship—there will be a host of new friends. If its food has been flavored with the savor of gracious service, a place at its table will be much sought after. If sleep under its roof indeed "knits up the ravel'd sleeve of care" then will countless travelers seek its quiet comfort.

That it will meet all these requirements, with such an auspicious beginning, it is impossible to doubt.

(Contributed by one who has been a believer in Duluth for more than 40 years.)



### Men's Apparel

New Stock  
Exclusive Patterns

WE SPECIALIZE IN

Golf Hoses and Sweaters, also Knickers

The quality of our merchandise is unexcelled and must give perfect satisfaction. Prices appealing, moderate.

**HAROLD A. BERGQUIST**  
MEN'S APPAREL  
HOTEL DULUTH

# NEW HOTEL BUILDING REFLECTS PRESENT GREAT GROWTH OF CITY OF DULUTH

## Building Record Made By Jacobson Brothers

Duluth Contractors Turn Over Completed Building Three Weeks Ahead of Time;

Opened on May 8.

**J**ACOBSON BROS. Duluth contractors, made one of the best records in building construction in the country by completing the Hotel Duluth building more than three weeks ahead of schedule time. With the original contract calling for the completion of the building, all ready to receive guests, by June 1 of this year, Jacobson Bros. finished the building for the informal opening Friday evening, May 8, when the first meals were served and more than 200 guests were registered.

For three months were required to blast out 14,000 cubic yards of solid rock, on which the hotel building now stands. This did not delay the contractors, who rushed work throughout the fall and winter months, adding one floor every three weeks during the early period of construction. The entire building was inclosed by Jan. 1, so that the men were able to work inside during the cold winter months. It was during the fall and early winter months that construction record was actually made.

Jacobson Brothers is one of the largest contracting firms in the Northwest. The construction of Hotel Duluth is the second largest of buildings erected in this part of the country since the partnership was formed nearly twenty-five years ago. The members of the firm are Jacob, John and Victor Jacobson and Harold D. Crassweller.

Jacob and John Jacobson formed the partnership in 1903, adding their brother, Victor, to the firm in 1909, when came home from Hancock, Mich., where he had lived a number of years after coming to this country

theater in Duluth and the Lord Fisher garage at West Duluth.

At the present Jacobson Brothers are building the Holgate-Bolton-Swain garage near Seventh avenue east, which ground was broken last week for the Duluth Auto Exchange, directly across the street from Hotel Duluth. This building will be of terra cotta, similar to the hotel, of two stories and will cost \$65,000. It is scheduled for completion July 15.

## LYCEUM BALLROOM ORCHESTRA TO PLAY

Frank Mainella and his famous Lyceum ballroom orchestra will furnish music for the dancers at the formal opening of Hotel Duluth tomorrow and Saturday evenings.

The Mainella musicians are well known throughout Duluth and the surrounding country. They are well known and are rated with the leading dance orchestras in the Northwest. The Mainella orchestra, which plays at the Lyceum ballroom daily, will work jointly with the famous Badger Inn orchestra of Milwaukee and the Duluth Symphony orchestra.

**J. J. SCHONZ LOCATED IN HOTEL DULUTH**

J. J. Schonz, importer and designer of ladies' wearing apparel, is one of the last tenants to move into Hotel Duluth.

Mr. Schonz, who was located at 405 East Superior street, found his present quarters too small for his business, making it necessary for him to seek more room. Besides conducting a made-to-order business, he plans to carry a full line of made up models in gowns, suits and top coats for women of discriminating taste.

**750,000 Face Bricks Used.**

Three-quarters of a million face bricks were used in the construction of the hotel and 8,000 yards of concrete for the superstructure.

## CITY'S LARGEST PLUMBING JOB AT NEW HOTEL

All Work Done by Stack Bros. in Record Time; Total Cost \$325,000.

Stack Bros. had a crew of sixty-five men constantly on the job. Installed by the company in the hotel are 325 bath tubs, 434 lavatories, three marble urinals, 850 wall closets, forty-six sinks, 144 showers and nine urinals, totaling 1,321 separate plumbing articles. The total weight of these is \$10,000 pounds.

Stack Bros. & Co. did all the plumbing, heating and ventilating work in Hotel Duluth, this contract alone entailing a total expenditure of \$325,000, the largest single plumbing and heating job in Duluth.

Starting work in August, 1924, the

plumbing company had heat in the building for the workmen in December.

Practically all the supplies and equipment used in the work was purchased by Stack Bros. from Duluth business houses. In addition, throughout the construction of the hotel, Jacobson Brothers, general contractors, or any of the other contractors, were ever forced to wait on the plumbing company, which had completed its work far ahead of the regular schedule.

### Crew of Sixty-five Men.

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In the direction radiation, 732 radiators were installed, weighing 226,600 pounds, while there is 33,744 square feet of indirect radiation. For tempering the fresh air supply in the ventilating system, 35,000 square feet of indirect radiation was used.

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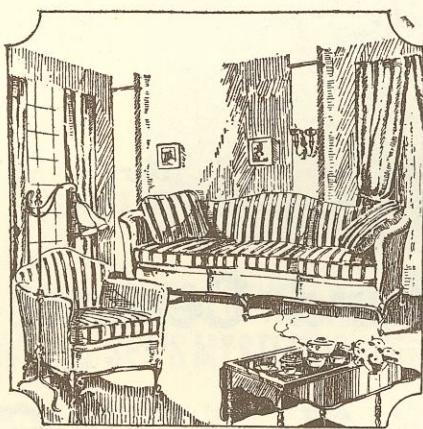
In 1917 the Duluth company was incorporated and Mr. Stack was elected president and treasurer, and G. E. Roberts, secretary. Mr. Roberts joined the company fourteen years ago and F. J. Dolan, superintendent of construction, eighteen years ago. The company has been at its present location for fourteen years. They employ a regular crew of about fifty men.

Some of the big plumbing and heating jobs of the company include Model city at Morgan Park, the Washington manual training school, Nashawauk and Keewatin grade schools, vocational school at Virginia, new Hibbing high school, Franklin school at Eveleth, power plant at St. Mary's hospital, Ely Memorial school, Crystal Inn at Crystal Falls, Mich. Builders' Exchange building, telephone building, and a number of schools and office buildings in Duluth.

Duluth business, both retaining the old name of Stack Brothers.

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## Levin Guaranteed Upholstered Furniture

Widely Used in Leading Hotels and Institutions

Representative Levin Complete or Partial Installations

HOTEL DULUTH  
Duluth, Minn.

NICOLLET HOTEL  
Minneapolis, Minn.

RADISSON HOTEL  
Minneapolis, Minn.

DYCKMAN HOTEL  
Minneapolis, Minn.

RITZ HOTEL  
Minneapolis, Minn.

ANDROY HOTEL  
Superior, Wis.

JEFFERSON HOTEL  
Dallas, Tex.

GOWMAN HOTEL  
Seattle, Wash.

FINLEN HOTEL  
Butte, Mont.

MCCABE HOTEL  
North Platte, Neb.

KOehler HOTEL  
Grand Island, Neb.

## That Is a Conclusive Proof of Its Worth-

FOR upholstered furniture there is no test so severely exacting as usage in popular public hotels. Not merely an exacting test of coverings, but supreme test of the entire construction: the frames, the springs, the fillings, the workmanship. A rigid test of the principles and methods adhered to by the manufacturer. Levin Guaranteed Upholstered Furniture has met this supreme test for many years and is specified more and more by hotel organizations each year.

## Buy Levin Guaranteed Furniture for Your Home!

WHAT better assurance that Levin Guaranteed Upholstered Furniture will amply meet the much less trying tests of home usage and give you an unusual measure of money's worth in comfort and durability. There are Levin designs for every home—within the reach of every home budget. There are Levin pieces ideally suited to YOUR home. Come, see them here tomorrow and let us show you the sound principles of construction which make Levin furniture so dependable and durable.

We Feature Levin Upholstered Furniture and Executed Its Installation in the New Hotel Duluth and Chamber of Commerce Quarters!

**French & Bassett Co.**  
GOOD FURNITURE

# French & Bassett Co.

congratulates our city and the Arrowhead country on the acquisition of the magnificent

## New Hotel Duluth

and acknowledges, with appreciation, the opportunity (through participation in its furnishing) of sharing in the creative activities which have contributed to the successful opening of this new and splendid hostelry. - - - - -

French & Bassett Co. Furnished and Installed in the new Hotel Duluth - - - - -

Furniture for the majority of the guest rooms, including a large number of luxurious Coxwell chairs (of the well-known Levin make) in fine mohairs; and box springs and hair mattresses of superlative quality.

While American Walnut predominates in these rooms, as well as in the entire furnishings scheme, a goodly number of choice rooms are more colorfully furnished in a decorative scheme of soft green and Pompeian red.

All lace and scrim curtainings for the guest rooms and for the adjoining hallways.

All window shades used in the building, made and hung by French & Bassett Co.

All drapes and curtainings in the Barber Shop, (owned and operated by Mr. Ernest Lade) as well as a group of Bank of England type of substantial and comfortable arm chairs in combination of Walnut finish and Spanish leather.

French & Bassett Co. Furnished and Installed in Chamber of Commerce Quarters -

The fine lounge room complete: The luxurious, down-cushioned davenport, the inviting club chairs and the beautiful formal chairs (all of well-known Levin make) covered in choice wool tapestries, and which establish the keynote for the beautifully developed furnishings scheme of the lounge. These fine club furnishings identify these quarters as of the finest of this type to be seen anywhere in this country.

All tables, consoles, occasional tables, chairs and arm chairs which supplement the main furnishings scheme of the lounge.

All decorative draperies in the lounge and dining room especially designed and made by the French & Bassett Co.

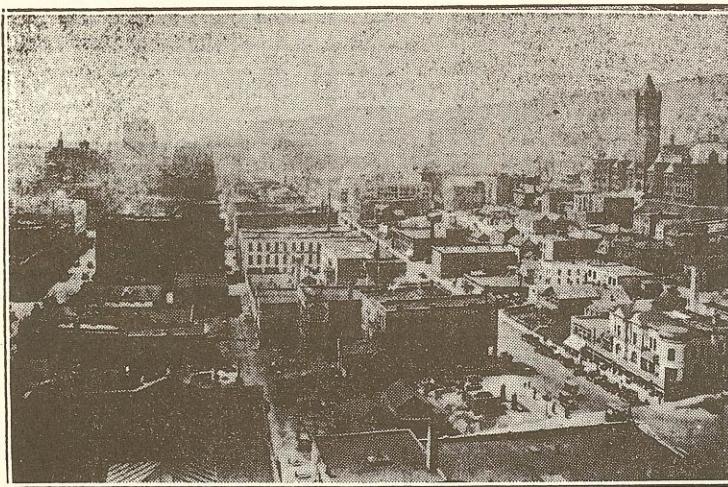
All window shades in the Chamber of Commerce quarters and all curtainings in the series of Chamber of Commerce offices.

**French & Bassett Co.**  
GOOD FURNITURE

DULUTH - - - First Street at Third Avenue West - - - MINN.

# HOTEL DULUTH WILL MAKE CITY MECCA FOR THOUSANDS OF TOURISTS ANNUALLY

## VIEW OF CITY FROM TOP OF NEW HOTEL



## POWER AND LIGHT IS FURNISHED BY DULUTH COMPANY

### Big Corporation Now Covers Entire Area in Northern Minnesota.

All the power and light used in Hotel Duluth are furnished by the Minnesota Power & Light company, which also co-operated with the contractors during the construction of the building in furnishing electricity for lighting and heavy work.

All the officers of the company were re-elected at the annual meeting of the directors last week. The officers follow: C. E. Groesbeck, president; A. W. Hartman, vice president; W. S. Robertson, vice president and general manager, and W. S. Hodgson, secretary-treasurer.

The new members of the board are: George H. Crosby, A. C. Weiss and W. M. Marshall, all of Duluth, and H. C. Hornby, president of the Cloquet Lumber company.

Old Directors Re-elected.

The following old directors were re-elected for another year: A. W.

vision, after the meeting. Installation of new equipment is also planned at the Fifteenth avenue west station this summer.

### Cover Entire Area.

The purchase of the Little Falls and Cuyuna plants now gives the Minnesota Power & Light company the entire territory in Northern Minnesota.

It is the aim of the company, Mr. Robertson said, to bring together the power from the St. Louis, Mississippi and Kawishiwi rivers. Under this plan the company will be assured light and power at all times of the year and particularly when one or two of the rivers may be low.

"No two of these rivers are low at the same time," he said, "and there is certain to be sufficient power for all sections of Northern Minnesota every month of the year."

Included in the new program are the construction of several more reservoirs along St. Louis river to harness the spring waters, as is now being done by the plant on the Whitefish river, which has already been placed in operation late last spring.

This reservoir is on the Vermilion trail, about forty-two miles from Duluth. Surveyors and engineers are now in a general survey of the territory to find the best location for these reservoirs.

**Dam Finished Last Year.**

Last summer the Fond du Lac power development project, the largest of its kind in the Northwest, was completed.

In addition, the new power line

from the Thomson plant to Nashwauk was placed in operation in

## FIRST RESERVATIONS FOR HOTEL DULUTH MADE LAST JANUARY

First reservations for the new Hotel Duluth were received last January.

Seventy-five rooms were reserved by one of the Minneapolis delegations for the Knights of Columbus, to be held here Aug. 4, 5 and 6.

More than 2,500 delegates and visitors are expected here for the three-day gathering.

## BOSTON MUSIC CO. FURNISHED HOTEL WITH BALDWIN PIANO

The Baldwin piano in use at Hotel Duluth was furnished by the Boston Music company.

This piano, specially adapted for radio broadcasting, will be used in the station planned for the roof of the hotel next fall. All the conduits and wiring for broadcasting were installed by the contractors.

The Boston Music company is the Northwest distributor for the Baldwin pianos. The Duluth company is the oldest music house in Duluth, having been incorporated in 1912. L. C. Coffin is president and treasurer and R. G. Booth is vice president and manager. The company is located at 101 East Superior street.

Baldwin pianos have been furnished by the company for the Denfeld high school, state teachers college, Bradbury School of Music, Lachmund studios, Lyceum theater, Superior high school and Superior broadcasting station.

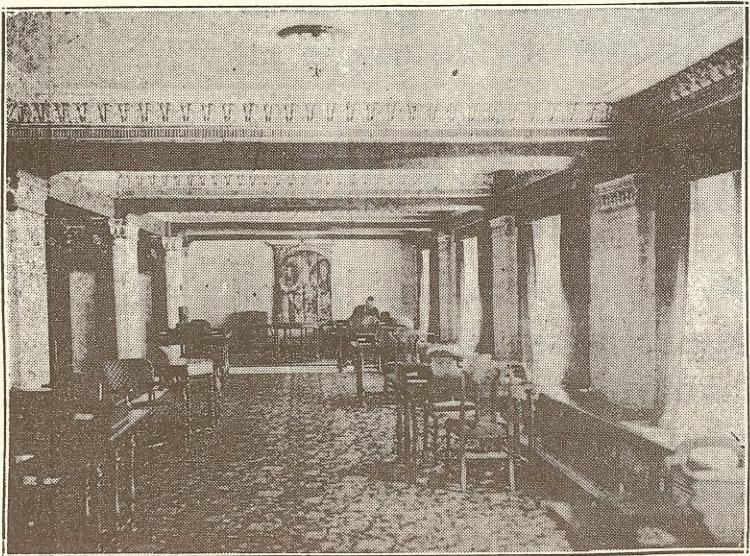
### 100,000 Glasses in Hotel.

There are 100,000 glasses of various kinds throughout the hotel, including the kitchens, dining rooms, ballroom, Chamber of Commerce and the 500 guest rooms.

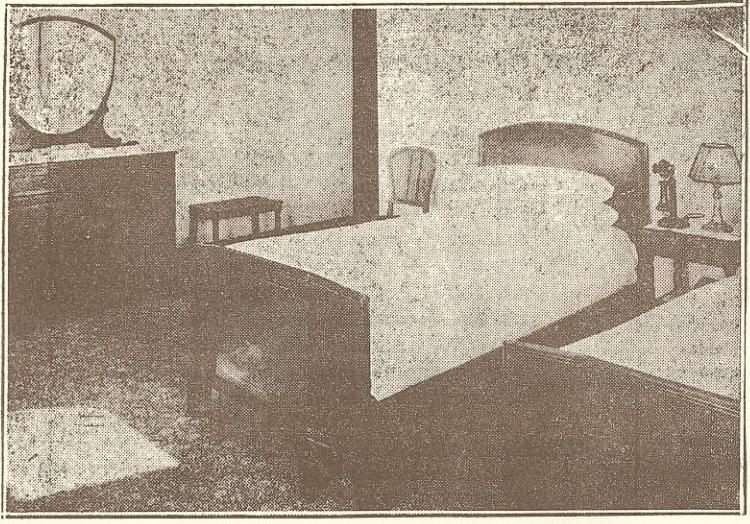
### Chamber Has Large Space.

The Chamber of Commerce has a total of 10,000 square feet of floor space in the new hotel. The chamber occupies the entire west wing on the mezzanine and third floors, with a private stairway for the members.

## SCENE ON MEZZANINE FLOOR



## ONE OF THE GUEST ROOMS



## DULUTH CONCERN FURNISHED ALL CEMENT, BRICKS

### Standard Salt and Cement Company Aided in Making Building Record.

Construction of large buildings of this type is possible only by the united co-operation of such contractors as Jacobson Brothers, and material dealers such as the Standard Salt & Cement company, who are in position to give the required services in furnishing large quantities of building materials on short notice.

Another Duluth product which was used extensively in the hotel was alkagel, furnished by this company.

This is a high grade waterproofing material manufactured by the American Alkagel Products company at their plant in West Duluth. As the basement and sub-basement are many feet below the street level, it was necessary to waterproof the foundation walls and basement floors. Alkagel was the product chosen for this purpose. It was mixed in with the concrete to make a water tight wall.

The face and common brick were also furnished by the Standard Salt & Cement company. The design of the brick selected for the hotel is a cord, rough texture brick. As a large job of this kind requires prompt shipments of quantities of brick when needed, the selection was made from a factory which has a reputation for dependable service. Hotel brick were furnished by the Standard Salt & Cement company, who represent the Hydraulic Press Brick company, the largest manufacturers of face brick in the world, having over twenty plants at many strategic points in the United States.

Wrenshall Brick Used.

The common brick were supplied from the plants of the Wrenshall company through their representatives, the Standard company. This company has three common brick plants in active operation, located at Warba, Wrenshall and Winona, Minn. Brick for the hotel were supplied from all three yards.

Marlony materials for the heating plant installation were also supplied by the Standard company. The fire

large quantity of all materials required in the construction of fire-proof buildings in stock in their Duluth yard, so that they are in position to make prompt deliveries in case of additions or alterations in the plant. Many shipments direct from plants are delayed in transit.

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brick were the Hy-Brand Flint brick from the St. Louis plant of this company.

The Standard Salt & Cement company has handled the general line of building materials for thirty years, and has a large stock on hand so that their warehouses include nearly everything the progressive builder needs. They are in position to give immediate delivery anywhere in Duluth and surrounding country, through a fleet of trucks maintained for this purpose.

Whether a building to be constructed is a small summer cottage at the lake, a modest residence, an office building, church or an immense structure, like the hotel building, the service which they are able to offer never fails to fit into the buyer's best interests.

BURGHER-WILLIAMS SUPPLIED CHAIRS, FILING EQUIPMENT

More than 1,100 Milwaukee chairs and steel filing equipment were furnished to the Wrenshall company by the Burgher-Williams company.

This company, which was established in Duluth last fall, is the exclusive sales agent here for the Milwaukee chairs and the Shaw-Walker filing and safes. The Milwaukee chairs are rising more than 5,000 of these chairs at the present time. The Shaw-Walker steel filing equipment, counter height files and steel supply files were furnished to the Chamber of Commerce.

The Burgher-Williams company was established on the range twelve years ago, opening a Duluth branch on the second floor of the Garrick building last fall. They operate stores also at Hibbing and Virginia.

The company handles a complete stock of all office furniture, equipment, supplies, in addition to school supplies.

## STANDARD SALT & CEMENT CO.

A  
Made-in-Duluth  
Product



For  
Duluth  
Builders

Present-Day Construction Demands the Use of Fire-Safe, Durable Materials.  
One of These Is Concrete—Low in First Cost and Low in Upkeep

## Universal Portland Cement

DISTRIBUTED IN DULUTH BY

## Standard Salt & Cement Co.

Universal cement for concrete  
Concrete for permanence

## Common Brick

Used in the new Hotel Duluth, furnished by the

Standard Salt & Cement Co.

REPRESENTING THE

## Wrenshall Brick Co.

MANUFACTURERS OF

Sand Mould and Wire-Cut  
Common Brick

Operating Three Modern, Up-to-Date Plants

—at—

Wrenshall, Minn.

Wingate, Minn.

Warba, Minn.

Capacity—200,000 Bricks Per Day

EXCELLENT SHIPPING FACILITIES  
Via Northern Pacific, Great Northern, C. M. & St. P. Ry.

Other Standard Building Products in the New Hotel Duluth:

MASON CITY HOLLOW BUILDING TILE  
HIGH GRADE FIRE BRICK AND REFRACRY MATERIALS

Cement Lime  
Common Brick  
Face Brick  
Plaster Lime

STANDARD  
SALT & CEMENT CO.

Insulating Materials  
Mortar Colors  
Sewer Pipe  
Gravel Sand

Building Materials—Contractors' Equipment  
Office, Warehouse and Dock, 237 to 249 SOUTH LAKE AVE., DULUTH

Of Course—the  
Face Brick

In the New Hotel Duluth  
Were furnished by the

Standard Salt & Cement Co.

Distributors of high grade Facing Brick—every color and texture known to the clayworkers' art. Representing 30 plants, with annual capacity over 500 million face brick.

Foundation Concrete Walls in the New Hotel Duluth Are Waterpoofed With

Alkagel

"THE ABSOLUTE WATERPROOFER"

Made in Duluth by American Algin Products Co.

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## LADIES' POUDRE ROOM MOST UNUSUAL OF ITS KIND IN PUBLIC BUILDING

## HENKEL &amp; BEST FURNISHED ALL HOTEL FIXTURES

## Chicago Company Carried Out Attractive Decorat-ing Scheme.

Contributing to the beauty and attractiveness of Hotel Duluth are the many unusual fixtures built especially for the hostelry by Henkel & Best company of Chicago, known among the leading designers and manufacturers of artistic lighting fixtures in this country.

The company has been associated before with Walter Schroeder in supplying the Schroeder hotels with fixtures and those installed at Hotel Duluth have won considerable comment from the thousands who have visited the building since the opening, May 1.

The fixtures in the lobby and mezzanine floor carry out the Italian Renaissance atmosphere, while those in the Spanish dining room are in keeping with the motif of that large room. The same is true in the decorative scheme of the ballroom, English dining room and the private dining room, as well as the many smaller fixtures throughout the building.

## Fixtures Carry Out Effect.

The fixtures in the lobby are of old rusty iron, carrying out the Italian effect. These are everywhere in old gold. There are ten bracket lights in the columns, of heavy wrought iron, the many candle lights harmonizing with the four large fixtures in the lobby ceiling. There are sixty-three lights in each one of the octagonal fixtures, elaborate hammered iron and copper cornices are at the entrance to the dining room. Iron Spanish fixtures abound in the dining room.

In the large ballroom are two large and six small French crystal fixtures of the French Renaissance type. In addition, there are candle brackets with mirror reflectors and drops to chrystral on each arm. The drops of crystal on each arm. The style, with French gold metal leaf finish. The fixtures in the English room are of wrought iron in true old English fashion. In the other private dining rooms the fixtures are in keeping with the designs in the ballroom and carry out the old antique ivory coloring. The fixtures are decorated in French metal gold leaf.

Henkel & Best company is located at 122 South Michigan boulevard in Chicago. A special representative directed the fixture installation here, assisted by a staff of expert workers. The company has a branch office at 87 South Tenth street, while the general factory is located at 53-59 East Illinois street, Chicago.

## TEN-PENNY NAILS AND THEIR ORIGIN

Clarkburg Telegram: The term "ten-penny nail" is familiar to all of us, but it is safe to say that if you ask 100 people why the size of nails is measured in pennies, ninety-nine will say that they do not know.

The reason is simple, but it is not custom. One of these is that in the early days of nail making, 1,000 nails of a certain size weighed ten pounds, and that these were called "ten-penny" nails, or if a thousand weighed five pounds, they were called "five-penny" nails.

Another explanation, which seems more satisfactory, is that in the early days nails were sold by the hundred and that the name was regulated by the price. The size which sold for 10 pence a hundred was called "ten-penny" and those selling for 5 pence became known as "five-penny" nails.

Sizes for nails began at one-inch length for the two-penny and increased by quarter inches. The three-penny size was one and one-quarter inches long, the four-penny size one and one-half, and so on.

## FLOATING LABORATORY DRAWS BROMIDE FROM SEA

Popular Science Monthly: The strangest ship that ever sailed the seas left Milwaukee, Wisconsin, recently on one of the strangest voyages that ever a ship sailed. This ship, called the Ethyl, is in reality a great floating chemical laboratory, equipped to extract the element bromine from sea water.

Bromine is a raw material useful in medicine, photography, motion pictures, and in the manufacture of the ethyl fluid used in motor fuel. Through the last use of the world's supply the chemical has become greatly depleted, and the voyage of the Ethyl is the first step in an elaborate plan to find other sources of supply.

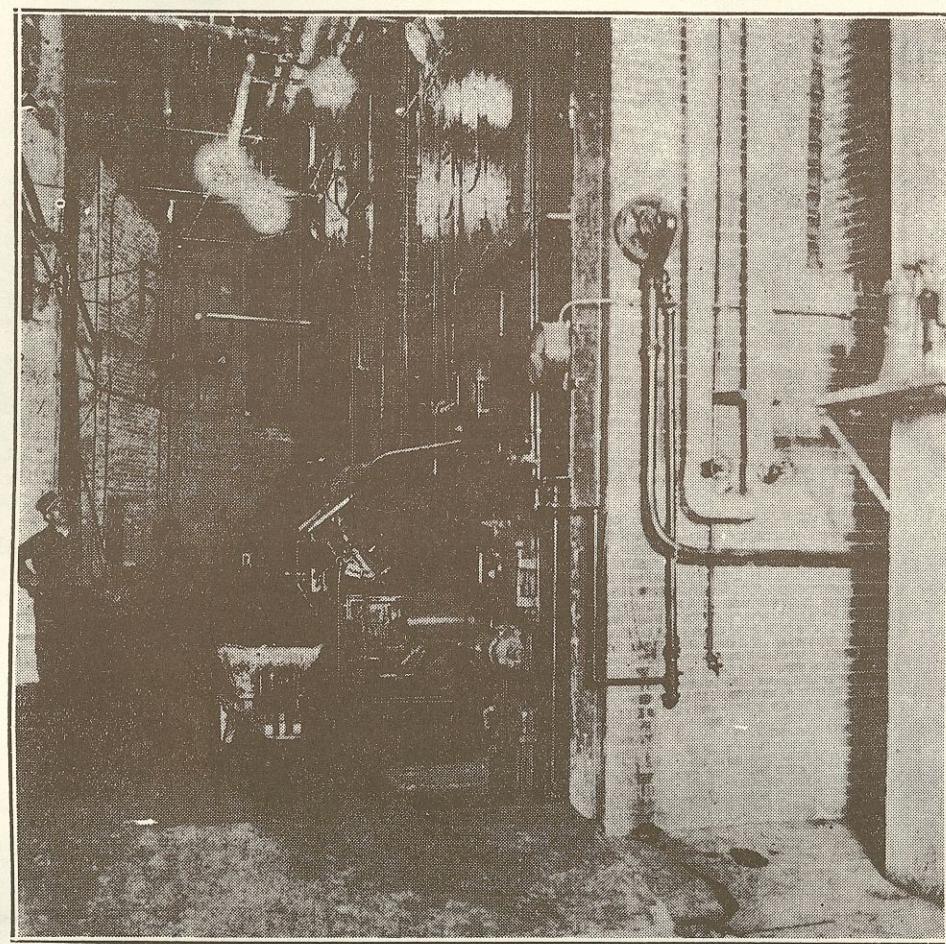
MACHINE FINDS METAL THIEF. Popular Science Monthly: A valuable metal habit of a thief disappeared from a German factory until a clever mechanical thief-detector was rigged up by physicists employed in the factory. At the end of each day's work each employee was required to remove his knife and all other metal personal possessions from his pockets and pass through a specially constructed gateway. He was so wired that any concealed metal being carried away illicitly would make itself known by inducing an electric current in a device that sounded a loud warning signal for the guard's benefit.

## GUSTAV RICHARDSON SCRAPED AND SANDED THE BALLROOM FLOOR IN THE HOTEL DULUTH

Contractor for scraping and sanding of all kinds of hardwood floors and finishing.

321 East Superior Street

## TWO MONSTER BOILERS HEAT ENTIRE BUILDING



## CAMERA REVEALS SEA'S MYSTERIES

## Invention Takes Pictures Almost Half Mile Under Surface.

Popular Science Monthly: Within a few months we may see in motion pictures views of magnificent ruins and treasures that have been buried since the dawn of history at the bottom of the sea. This is the latest of these wonders of a vanished civilization may be brought before our eyes as a result of the invention of a remarkable motor-driven submarine camera, which takes both still and motion pictures at depths as low as 2,000 feet.

This camera is to be used for the first time in a scientific expedition setting forth from the United States this spring. American, French and English scientists, under the leadership of Count Byron Kuhn de Prorok, a French archeologist, best known as the excavator of ancient Carthage, are going to the coast of North Africa, where they intend to photograph a sunken Roman city recently discovered at the bottom of the sea. They also expect to salvage treasures of tremendous value. The clearness of the water in the Mediterranean, where in many places it is possible to distinguish objects 100 feet below the surface, makes it ideal for taking submarine pictures.

Dr. Hans Hartman, inventor of the automatic camera, an electrical engineer of New York city, and an expert in submarine research, will supervise the filming of the ruins. The photographic apparatus consists, essentially, of three parts, one above the other, suspended from a

ship by a steel cable. The operator rides in the middle of the apparatus on a saddle and uses a cylinder thirty-two inches in diameter. Small portholes, closed with heavy lenses, enable him to observe the water surroundings. An oxygen device renews the air within the cylinder, electric heaters keep the operator warm, and switches and pushbuttons control every part of the apparatus selectively. The camera is contained in a small watertight compartment outside the operating cylinder. A powerful light above illuminates the object to be photographed, and a chemical fluid, filtered into the water, reflects this artificial light and supplies a "background." A motor-driven propeller controls the position and direction of the cylinder.

## AUTO APART IN 14 MINUTES.

Popular Science Monthly: From Poland come reports of an astonishing new type of automobile designed to bring about the utmost simplicity and speed in making repairs and replacing parts. At a recent public test of the car, in which two mechanics and helpers took down the front and rear axles, the car was completely reassembled in thirty-six minutes more. The automobile has a six-cylinder motor, develops forty-five horsepower and is said to be capable of a speed of more than a mile a minute.

NIGHT PLOW HAS HEADLIGHT. Popular Science Monthly: Plowing the fields by night as well as in the daytime is now possible thanks to the invention of an unusual new type of farm tractor by J. O. Heinz, formerly chief automotive engineer of the General Motors corporation. A single automobile headlight at the front supplies sufficient illumination for the driver.

The two front wheels are arranged close together in such a way that they occupy approximately the same space as a horse's hoofs between rows when the tractor is used for plowing.

SPONGE SAVES AUTO FINISH. Popular Science Monthly: To protect police officers from bullets fired by desperadoes, an eight-foot portable steel shield has been devised by Capt. Plummer of the Los Angeles police department. The shield is mounted on rollers and can be transported easily to places where bandits have taken refuge.

## SHIELDS PROTECT POLICE.

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POPULAR SCIENCE MONTHLY: To drive out "death-watch beetles," tiny insects that attack the timbers of old buildings, the architect in charge of repairing the \$50,000 damage done to historic Peterborough cathedral in England, recently made use of electric vacuum machines equipped with special nozzles. He found that these removed the insects and their deposits from places impossible for men to reach with brushes.

## VACUUM CLEANS OUT PESTS.

Popular Science Monthly: Danger from falling or jumping from moving street cars has been eliminated, it is claimed, by a new type of automatic safety exit doors just put into service in Chicago. A passenger

wishing to leave the car steps on a large steel plate back of the exit.

As soon as the car stops, but not before, his weight automatically opens the door. When his weight is removed, the door closes.

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STRATEGIC CAR GATES.

# HOTEL DULUTH IS SEVENTH IN FAST GROWING CHAIN OF SCHROEDER HOTELS

## HOTEL DULUTH FIRST OPENED FRIDAY, MAY 8

Thousands Visited Hotel During Evening; Many at Dinner Parties.

DOORS OPENED 6 P. M.

George H. Crosby First Person to Sign Hotel Register.

Hotel Duluth was opened to the public at 6 p. m. Friday, May 8.

Promptly on the hour, L. L. Tipple, manager of the hotel, received a signal from Walter Schroeder of Milwaukee, president of the Duluth company, and the doors of the institution were opened to the public for the first time. Thousands of Duluth men and women thronged the hotel throughout the evening, the line of visitors continuing until nearly midnight, while the inspection by the police was more continuous all the next day.

Office Force Marches In.

Just a few minutes before the doors were opened, the room clerks, office staff, bellboys, porters and waitresses all marched into the lobby and signed in to their respective stations. The hotel register was opened and Hotel Duluth was ready for business.

George H. Crosby, chairman of the Duluth citizens committee that directed the campaign for subscriptions during 1923 and who conducted the original negotiations with Mr. Schroeder and his associates, was given the honor of being the first person to register at the new hotel.

Mr. Schroeder registered next and following him came H. W. Tullgren of Martin Tullgren & Sons of Milwaukee, president of the hotel; A. Lehner, vice president of Chris Schroeder & Sons company, operators of the Schroeder hotels throughout Wisconsin; Joseph Ehrman, general superintendent for the Tullgren company; Jack Lessman, representative of Albert Beck & Sons, Jacobi dealers and furnishers; Jacobi Jacobson, president of Jacobson Brothers, contractors, who erected the hotel; Francis J. Dacey, president, and S. V. Saxby, secretary of the Chamber of Commerce, and a number of contractors, furnishing men and professionals of Duluthians, who filled the first page.

First Out-of-Town Guest.

John F. Scott of St. Paul, president of the Minnesota Building & Loan association, was the first out-of-town guest to register at the hotel, and he was assisted to room 303. The first traveling salesman was H. W. Arbury, representative of a school textbook company of Minneapolis.

Mr. Schroeder entertained at a dinner party in the English room in honor of the opening, among the guests being the hotel executives, architects, Duluth contractors, decorators, furniture men and his associates.

In the large Spanish dining room many Duluthians entertained at dinner parties in honor of the hotel opening.

Mr. Schroeder, who expressed himself as well pleased with the work done by the contractors and furnishing men in having the hotel ready for the opening with time, said that Hotel Duluth will compare with the best in the American West.

Most Beautiful Hotel Lobby.

"This is the most beautiful hotel lobby in the country and Duluthians should be proud of this institution," he said. "The hotel is a great civic project and should have the support of every man and woman in the city. The people here have been clamoring for a new hotel for many years and now they have an institution that compares with the best in the nation."

From the large attractive canopy over the entrance to the roof, where the large lanterns were in place and lit for the occasion, the entire hotel was ready for the opening night.

The grill room and coffee shop opened promptly at 6 o'clock and began serving meals immediately after. About 300 guests occupied rooms at the hotel the first night.

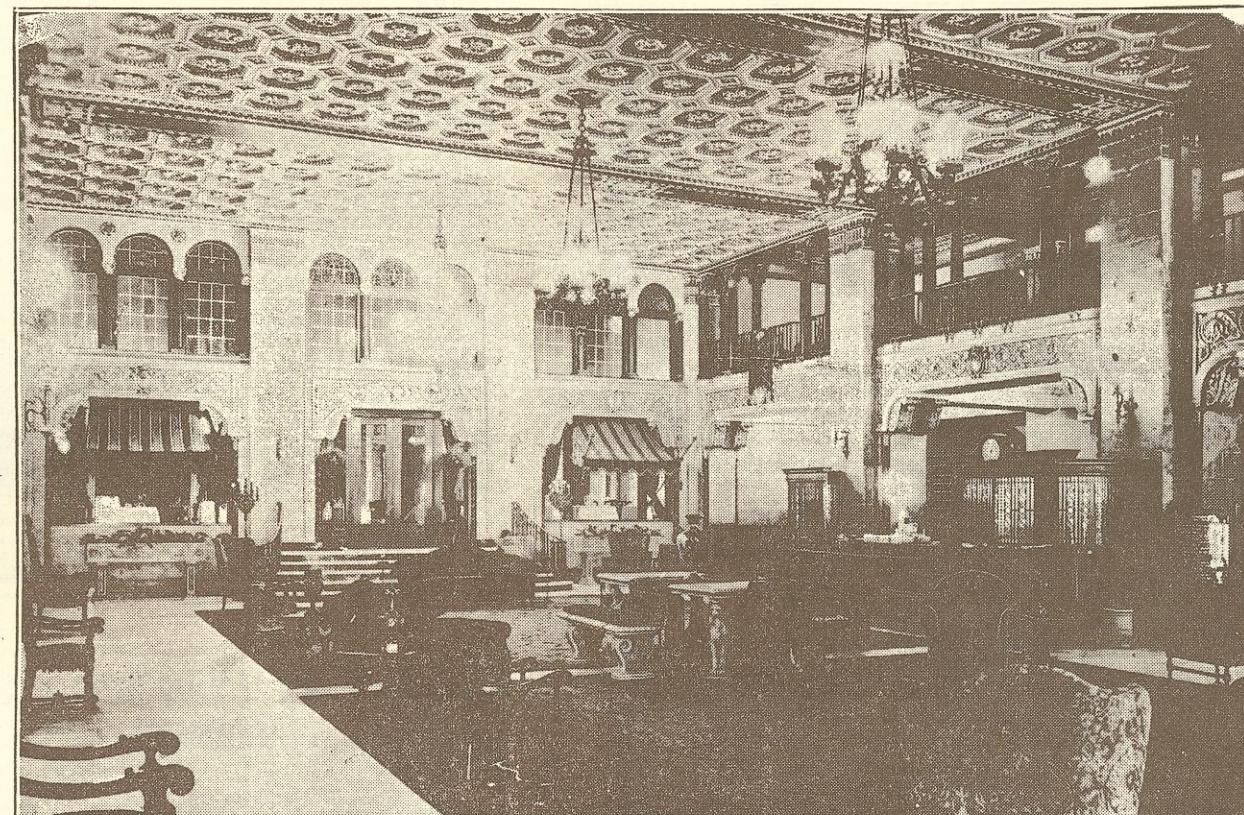
OFFICE FURNITURE  
IN CHAMBER FROM  
FRITZ-CROSS STORE

Office furniture in the new Chamber of Commerce quarters was furnished by the Fritz-Cross company.

The equipment included steel files, desks and chairs in the office chamber. The Fritz-Cross company carries a complete line of office furniture, besides being Northwest agents for fireproof steel office equipment manufactured by the General Fireproofing company, B. & B. marble chairs, Leopold desks and the Samson company Tatum & Co. looseleaf devices.

A. J. Cook is manager of the Duluth branch of the company.

## BEAUTIFUL LOBBY, SHOWING DINING ROOM ENTRANCE AT REAR



## DE WIT-SEITZ PRODUCTS USED IN NEW HOTEL

Dewco Hair Mattresses  
and Sanomade Box  
Springs at Hotel.

Hundreds of Dewco hair mattresses and Sanomade box springs, all manufactured at the De Wit-Seitz company factory on Lake avenue south, are in use at Hotel Duluth.

The De Wit-Seitz company was organized here about twenty years ago. Henry F. Seitz is the president and general manager. This firm also carries a full line of furniture and floor coverings, as well as mattresses. The De Wit-Seitz building is an eight-story structure, where are located the offices, salesrooms, factory and warehouse.

The sanomade mattresses were furnished at the St. Luke's and St. Mary's hospitals in Duluth, the Sault Ste. Marie hospital, Nopeming sanatorium, and the Red hospital at Hibbing.

"We believe we have one of the best-equipped and most sanitary mattress factories in the Northwest," said Mr. Seitz. "We are anxious to furnish all new, clean materials. We never use any second-hand materials.

"We make all grades of mattresses, such as excelsior, combination cotton and wool, all cotton felt, Nachman spring, Kapok and hair. In fact, we manufacture a mattress for any purpose and no matter what the grade, the material in it is the best obtainable.

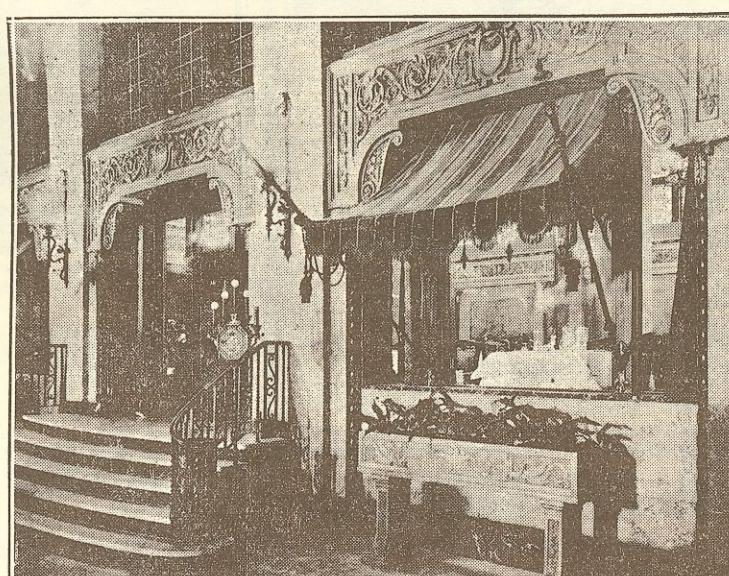
"We use hand stitching on our mattresses in many places where other mattress manufacturers use machine stitching. By doing this, the mattress is of much neater appearance and the stitches last longer.

Each one of our mattresses bears a label stating the kind of filling used in the mattress, complying with the state laws of Minnesota. We have tried to build up our business by making quality mattresses and give the customers exactly what they order and what they pay for."

A decrease of \$66,000,000 in the farm value of dairy products produced in 1924, as compared with 1923, is shown in estimates of the United States department of agriculture, which placed the 1924 value at \$2,652,419,000 in 1923. The decrease is attributed to lower prices for all farm dairy products except buttermilk, whey and skim milk.

The milkman at Nome, Alaska, does not worry about spilling his milk. He calls from house to house and delivers a block of frozen reindeer milk or cream equal to a pint or a quart. A white cord frozen into the block of milk serves as a handle to facilitate delivering. The blocks of milk and cream are wrapped in oil paper and look like ice cream. As long as it remains frozen there is no deterioration in the quantity or quality.

## ENTRANCE TO SPANISH DINING ROOM



## ALL THE WINDOWS IN THE HOTEL DULUTH

WERE CLEANED BY THE

## National Window Cleaning Co.

"The Red, White and Blue Ladders"

114 West First Street Melrose 1253

"Excellent Service at Any Hour"

This Company Is Covered by Compensation, Liability and Property Damage Insurance

We Take the Risk

When You Dance

IN THE BALLROOM

AT THE

HOTEL DULUTH

You will be dancing on selected white maple flooring, the finest in the Northwest, furnished by

Heimbach Lumber Co.

DULUTH

THE DAILY CIRCULATION OF THLY PAID CIRCULATION OVER 40,000

several thousand yards of material within a thirty-six hour period. Any dealer with less equipment and smaller capacity would have been unable to have handled this large order.

Other recent jobs are the new Soo ore dock at Ashland and the Bradley building.

This company, which was organized in 1889, is engaged in the general marine contracting business and in the production of sand and gravel. Their operations in the contracting business include construction of docks, bridges and all types of waterfront work. They also maintain complete equipment for marine wrecking and salvaging. Their

equipment, which is one of the most complete of its kind on the Great Lakes, includes a fleet of tugs, derrick barges, floating concrete plants and special wrecking scows.

In their sand and gravel department they operate a large fleet for transporting material, also screening and crushing plants for the proper cleaning and sizing of gravel and sand.

Distributing yards are maintained in Duluth and Superior and delivery is made by truck, rail and water. Their offices are located in the Alworth building in Duluth and at First and Baxter in Superior.

## WE WELCOME TO DULUTH THIS MOST MAGNIFICENT NEW HOTEL DULUTH

To have such an imposing edifice rear its proud heights above the skyline of our fair city has given us genuine pleasure. To realize that this beauty of architecture, the spaciousness of the public rooms, and the sumptuousness of the glorious furnishings are possible entirely through the civic co-operation of the citizens of Duluth, who financed this modern hotel, makes us proud of the city in which we live.

MAY THE FAME OF HOTEL DULUTH  
SPREAD THROUGHOUT THE WORLD

Duluth Marine Supply Co.  
SIMON CLARK, Mgr.

PHONE MELROSE 5313

## LIBERTY GARAGE

(Rear of Hotel Duluth)

REPAIRING STORAGE WASHING  
S. E. FINMAN W. SPINDLER  
"Friendly Service"

214-216 East First Street (Rear Entrance)

For Dependable  
Service  
Call  
Hemlock

3

East End Dry Cleaners

918 East Superior Street



Our Contracts on  
The New Hotel Duluth  
Included:

125,000 Pounds Galvanized Steel Ducts  
12,000 Pounds Ornamental Sheet Copper Work  
52,800 Feet Pipe Covering  
20,000 Pounds Insulating Cement  
21,100 Square Feet Cork Board Insulation  
22,700 Pounds Asphalt Felt  
33,500 Pounds Asphalt  
All Skylights, Fireproof Sash  
Fire and Kalamine Doors  
Metal Toilet and Shower Partitions  
Asphalt Floors  
Kitchen Range Canopies



Walker Jamar Company  
INCORPORATED  
ROOFING AND SHEET METAL  
CONTRACTORS  
ASBESTOS PRODUCTS



# POWER



## Electricity, the Handmaid of Hospitality

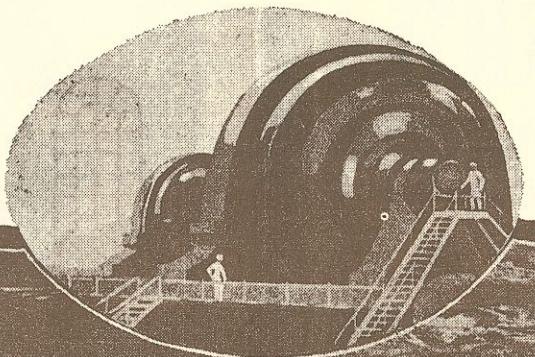
FLOODED with subdued light and equipped throughout with every modern convenience, our splendid new hotel exemplifies the phrase that "Electricity is the handmaid of hospitality."

Silent electric motors, at the touch of a button, operate the elevators which have made possible great structures of this type.

THEY also provide the ventilation and refrigeration and perform the many other services which make for the comfort and convenience of the guest.

We take great pride in the fact that electric energy generated by the water power resources of this Arrowhead country has become the great servant which will so helpfully contribute to the hospitality of this beautiful new hotel.

## MINNESOTA POWER & LIGHT COMPANY



# FIVE PRIVATE DINING ROOMS ON BALLROOM FLOOR FOR SPECIAL OCCASIONS

## PAINE & NIXON INSTALLED GLASS FOR NEW HOTEL

### Record Amount of Glazing Done by Duluth Concern.

All the glass and copper store front work in Hotel Duluth was furnished and installed by Paine & Nixon, company, pioneer Duluth glass and paint house.

Hotel Duluth contains more square feet of glass than any building erected in Duluth for a number of years. It is interesting to note that on the day the company was notified that the building was to receive the glass a carload was delivered and work started at once to glaze it, thus keeping to the pace with the record-breaking time made in the construction of the building.

Paine & Nixon company was established in 1900, F. J. Nixon being president and C. S. Nixon treasurer. The offices and warehouse are located at 310-312 West Michigan street.

#### Many Buildings Glazed.

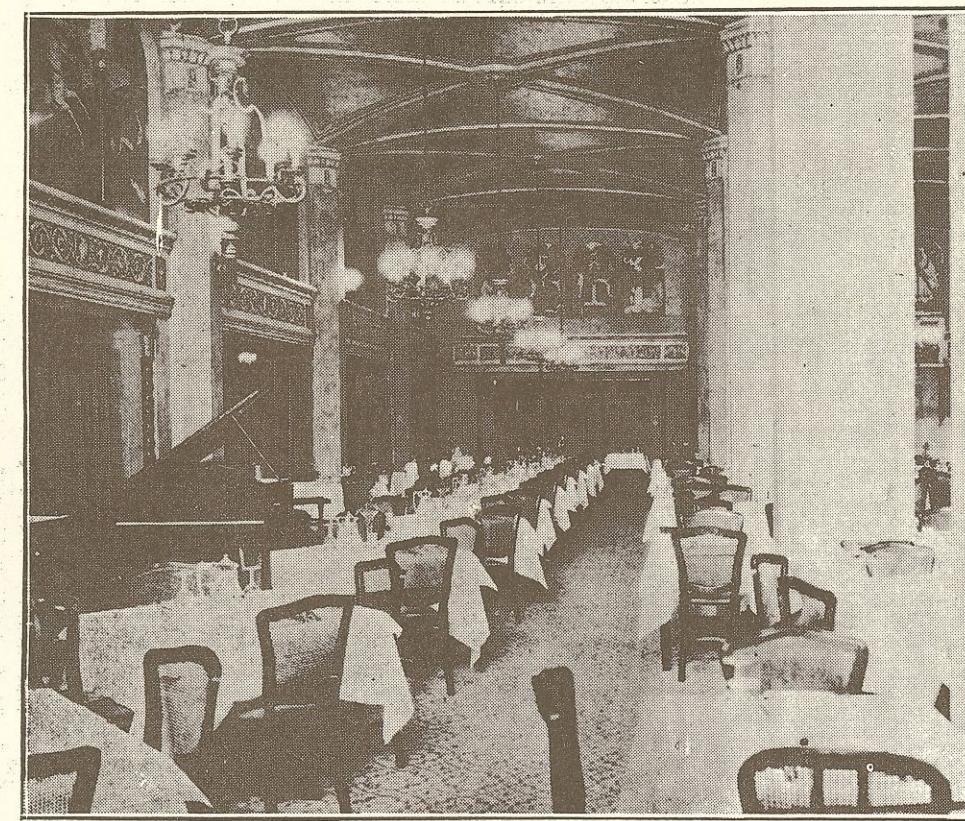
Among the buildings glazed by this company in recent years are the McDougall terminal, Hibbing high school, St. Luke's hospital, Ely Memorial high school, Buhl high school, Kinney grade school, Webster school, Superior; East End high school, Hayfield; Emerson school, Duluth; Duluth Builders' Exchange, St. Louis county courthouse, Elks' lodge building, Duluth; Masonic temple building, Hibbing; range district courthouse, Hibbing; Elks' lodge building, Eveleth, new high school, Hibbing; Eveleth high school, Hibbing; Mountain Iron high school, Mountain Iron high school, Hibbing; Duluth Central school, Hibbing; Glass Block store, L. Farnum store, Klearfix Rug company, Gowan-Lanning-Brown building, board of trade, McDougall-Duluth company shops, Riverside; Oak Hall store, Alworth building, Lyceum building, Henderson building, Duluth, Missabe & Northern shops, Greck's store, Minnesota Light & Power building, First Street Department store, Leiser & Co., Alpenberg.

### DULUTH VAN COMPANY MOVED SUPPLIES AND EQUIPMENT TO HOTEL

"We move anything from bobbins to boilers," is the claim of the Duluth Van & Storage company, which handled the moving of considerable of the equipment and supplies used in the construction and furnishing of Hotel Duluth.

The statement made by the company is not idle boast, but one of fact, describing just what the vans are doing daily in serving the people of Duluth.

Thirty-two years ago and before the automobile and motor truck came into play, back in the horse and wagon days, the Duluth Van & Storage company was serving the people of Duluth and environs with safe and economical baggage transfer and freight and storage service. Times have changed, modes of travel have changed, and the horse and wagon, and the hack, have given



## BEAUTIFUL SPANISH DINING ROOM

## ANNOUNCE RATES FOR NEW HOTEL

### Pamphlets Advertising City and Hotel Duluth in Circulation.

Rates for Hotel Duluth, similar to the tariffs charged in all the Schroeder hotels, are now in effect. These range from \$2 per day for a single room without bath to \$12 for a suite, including parlor, bedroom and bath. The charges for a double room without bath will be \$2.50 per day; single room with bath, \$3; double room with bath, \$5, and room

with twin beds and bath, \$6.

The rates are included in pamphlets advertising the Schroeder chain of hotels and which include Duluth in "the summer playground of America."

Duluth is listed with all the Schroeder hotels in the pamphlets, thousands of which are now being distributed throughout the United States. They are being placed in northern hotels, in railroad offices and in tourist bureaus of the larger cities.

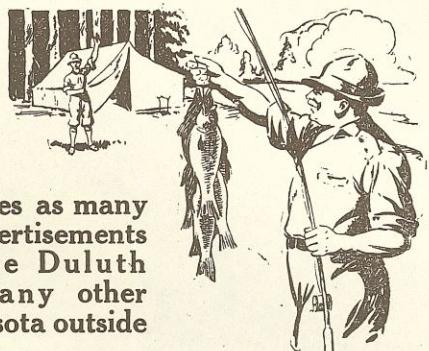
The other hotels listed are the Astor and Wisconsin at Milwaukee, Astor at Fond du Lac, Loraine at Madison, Northland at Green Bay and Wausau at Wausau, Wis. In referring to the Hotel Duluth, a sketch of which accompanies the article, the pamphlet states:

"At the head of the Great Lakes is Duluth, a most interesting city of more than 100,000 population, commanding an immense ore, grain, coal and lumber shipping business. It is an important distributing point for the Northwest and is the principal gateway to the northern fishing and hunting grounds. A beautiful scenic country with wonderful automobile roads extending into Canada along the north shore of Lake Superior. The Hotel Duluth will be opened to the public June 1, 1925."

## OTHER HOTELS ALL SEND GREETINGS

Leading Duluth and Superior hotels have all sent greetings to the management of Hotel Duluth.

The greetings came from the Spalding and Holland hotels of Duluth and the new Androy hotel of Superior. Prominent hotel men of Duluth, Superior, the mining towns of the Twin Cities, Milwaukee and Chicago are coming to the formal opening of Hotel Duluth tomorrow and Saturday evenings.



Over three times as many  
Outdoor Advertisements  
appear in The Duluth  
Herald as in any other  
paper in Minnesota outside  
the Twin Cities—

## Another Good Reason Why The Duluth Herald Leads

When you want to fill up your resorts or know where to go, write us. Booklets of all resorts, road maps and accurate information gladly furnished to all tourists. Two outing pages published every Thursday until Sept. 3. Look for them.

way to the alert truck driver, but the character and reliability that enabled this company to become the largest of its kind in Duluth has been constant since the pioneer days.

The mechanical equipment of the company is of the very latest type and design. They maintain a fleet of large high-speed delivery vans for the service of household goods to any point within 300 miles of Duluth and a fleet of motor trucks for lighter baggage within the city limits. In addition to their equipment they can also boast of a force of men who have been with the company for many years and are experienced and experts in their own particular lines.

### SOME FACTS ABOUT AMERICAN TELEPHONES

Telephone Press Service: There are more telephones in the United States than there are people in Turkey. Over 1,750,000 telephone calls a day are made in Los Angeles. The greatest number of calls a minute occur between 4:45 and 5:10 p.m.

Automatic telephones are popular in the United States. The number of automatic telephones in use amounts to 20,000.

As many as 1,600 girls are employed in Milwaukee as telephone operators by the Wisconsin Telephone company. They handle an av-

erage of 500,000 originating local messages each day.

Atlanta, Ga., had a total of 49,337 telephones at the close of 1924, of which approximately 5,100 were added during the year 1924.

In 1910 there were 25,535 telephones in operation in the city of Buffalo. At the close of 1924 there were 91,783 or an increase of 261 per cent in fourteen years.

Omaha, Neb., has more telephones in use than any city in England, with the exception of London. It has four times as many per capita as London.

ANOTHER OCCUPATION.

Indianapolis News: Stenographers out of jobs in Munich, Germany, have found a source of revenue in the local cemeteries. It is their custom to attend all funerals and take down the words of the officiating

clergyman. These they transcribe neatly on mourning paper with a black border and then offer their work to the relatives of the persons buried. In almost every case the relatives buy not only the first transcript but often order a considerable number of carbon copies.

### A GOOD HABIT

Read Duluth Herald to Rent  
Want Ads. It means better  
homes for less money. Read  
them every day.

## Compensation

—AND—

## Accident

## INSURANCE

—ON—

## HOTEL DULUTH

Placed With

## ZURICH

GENERAL ACCIDENT &  
LIABILITY INSURANCE  
COMPANY, Limited

### OFFICIAL CAB SERVICE

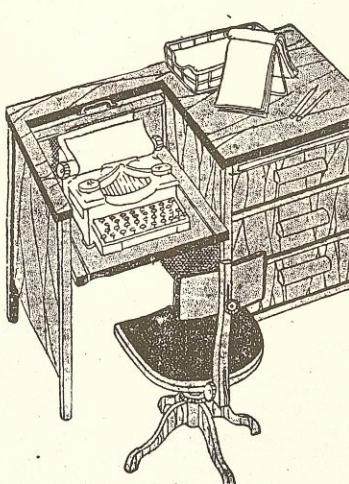
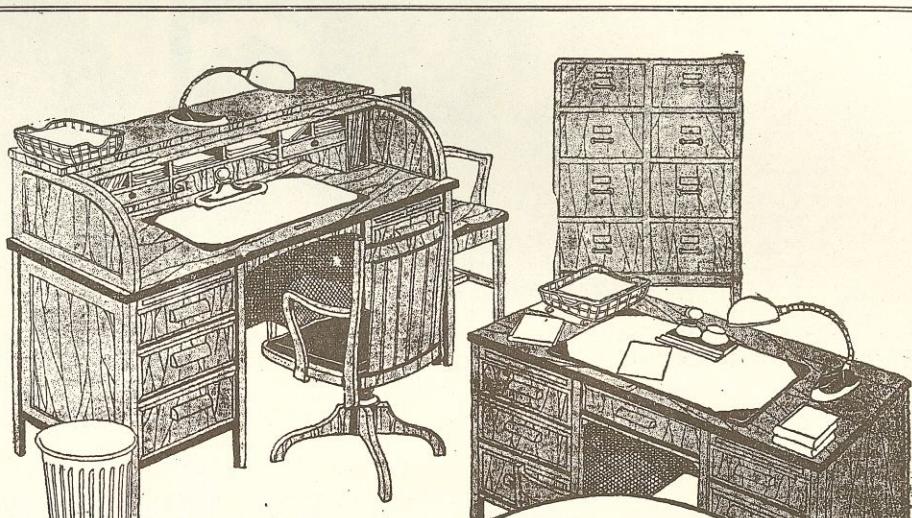
FOR

Hotel Duluth

Yellow Cabs always at hotel entrance for service of guests.

MELROSE 2700

INSURANCE EXCHANGE  
CHICAGO, ILL.



## More Than 1,100 Milwaukee Chairs

are used in the Hotel Duluth, while the various Schroeder hotels are using more than 5,000 Milwaukee chairs.

Quality Plus—the reason

ALSO

## SHAW-WALKER

Steel Filing Equipment

was sold the Duluth Commercial Club for their new home at the Hotel Duluth, by

## BURGHER-WILLIAMS CO.

COMPLETE OFFICE AND SCHOOL OUTFITTERS  
128 WEST FIRST STREET  
(Second Floor)

Virginia  
311 Chestnut St. DULUTH  
Melrose 649 215 Howard St.  
Exclusive Sales Agents for Both Milwaukee Chairs and  
Shaw-Walker Files and Safes.

# HOTEL DULUTH IS THE TALLEST HOTEL BUILDING IN THE NORTHWEST

## HOTEL DULUTH TO HOUSE K. C. MEET HERE IN AUGUST

One of Biggest Conventions in City's History This Year.

One of the largest conventions in the history of Duluth will be held at Hotel Duluth, Aug. 4, 5 and 6, when the Knights of Columbus will gather here for their annual national meeting.

Word of the selection of Duluth as the 1925 convention city of the international order was received here Jan. 12 by Dennis Donovan, state deputy in charge of Minnesota, from Dr. E. W. Fahey, supreme physician, former city health director of Duluth.

The general officers selected Duluth from a large number of cities at a special meeting in New York Jan. 11th.

By naming Duluth this year, recognition is given this city as a national convention city, officers of the Chamber of Commerce declared, pointing out that many similar gatherings may be expected here in the future. The Knights of Columbus convention will be held at Hotel Duluth, which has been designated as the headquarters for the three-day meeting.

### Expect 2,500 Visitors.

There will be 700 official delegates to the meeting from every state in the Union, from Alaska, American territories and possessions, Mexico and South America. It is expected that the gathering will bring an additional 1,500 visitors here, making nearly 2,500 men and women may be here for the three-day convention.

"This puts Duluth in the real national convention class, and with Hotel Duluth in operation, we may look forward to many similar gatherings in the future," said S. V. Sash, secretary of the chamber.

Early last winter the Chamber of Commerce joined the Duluth chapter of the Knights of Columbus in extending the invitation to the supreme council to meet here next summer.

### "KING" BUSINESS STILL HAS ATTRACTIVE WAGE

The best-paid king in the world is the king of Siam, according to a republican propaganda pamphlet issued in Germany. Next comes Victor Emanuel of Italy; King George of England ranks third, with a baggage of \$2,900,000 a year for spending money. After all the leading business is still almost as good as in America, if the German compiler is right, for these are the salaries and civil lists accorded:

The king of Siam, \$3,500,000; king of Italy, \$3,200,000; king of England, \$3,000,000; emperor of Japan, \$2,250,000; king of Spain, \$1,775,000; king of the Belgians, \$1,075,000; king of the Serbs, Croats and Slovenes, \$655,500; king of Roumania, \$500,000; king of Sweden, \$43,600; king of Bulgaria, \$400,000; king of Greece, \$300,000; king of Norway, \$244,000.

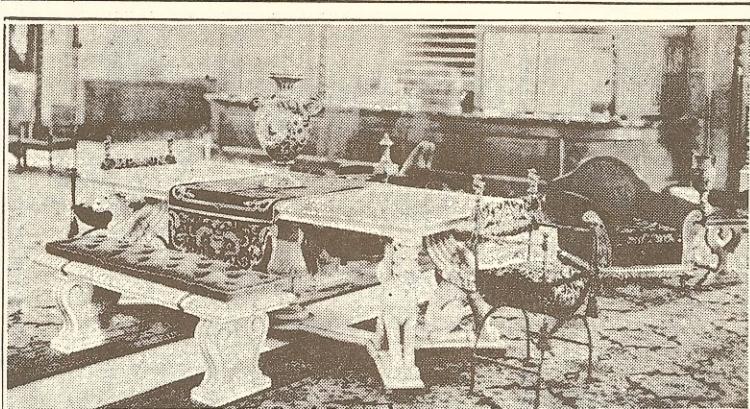
If Europe spends millions of dollars each year on her kings, she can at least claim that she has cut her bill more than in half. The Kaiser used to dispose of some \$5,000,000 a year. Franz Joseph of Austria had slightly more, and the czar, \$8,000,000, and they all are gone. It is possible, however, that with all her new republics Europe today spends as much on republican pomp and flunkey as the old regimes invested in the tinsel of royalty.

**WILL VACCINATE PLANTS.** Popular Science Monthly: Experiments to make trees and plants immune from diseases by vaccination, and reduce the cost of food production are to be tried soon under the direction of Prof. Robert A. Harper of Columbia university. A plant clinic will be established for the experimental control of diseases by serums.

### FRONT ENTRANCE TO NEW HOTEL



### ATTRACTIVE SETUP IN CENTER OF LOBBY



### FINEST CUISINE OFFERED PUBLIC AT HOTEL DULUTH

More Than 1,800 Persons Can Be Fed at One Time.

Palates of more than 1,800 persons may be pleased at one time in the new Hotel Duluth.

A main dining room, a grand ballroom, an English dining room, four dining rooms, Chamber of Commerce dining room, and a coffee shop will combine to give Duluth's newest hospitality every facility for caring for patrons.

Added to these facilities are kitchens complete and modern to the last word in charge of experts secured from the finest eating houses in the world—or enough to satisfy the discerning connoisseur of gustatory novelties.

**No Expenses Spared.**

No expense has been spared in giving to the new hotel every possible convenience to the guest who dines there. The chefs, drivers, waiters, thousands of dollars a year have been employed. Copper utensils costing into other thousands line the shelves above the gas ranges. Waiters trained in their duties will serve dinner, luncheon and most expensive meals. China and silver with a luster befitting its purity, all have been secured for the joy of the one who eats in the Hotel Duluth.

On the street level is a coffee shop where food may be obtained at popular prices, although all food will be prepared in the main kitchen of the hotel.

Over this maze of eating places will preside Charles L. Barkoff, catering manager, and Lucien M. Bauer, chef.

### HOTEL DULUTH IS METROPOLITAN; HAS TYPICAL ATMOSPHERE OF EAST

If one were to seek for a descriptive word which would sum up in an expressiveness of meaning embracing the outstanding features of Hotel Duluth, that word would be m-e-t-r-o-p-o-l-i-t-a-n.

Hotel Duluth is in truth metropolitan in every respect. It is a being of New York transplanted to the Northwest, and from the moment one enters from Superior street and wanders through the spacious public rooms and then ascends to the upper floors and the guest rooms that impression is increased with every step. From floor to the fourteenth floor Hotel Duluth is essentially metropolitan.

In architecture, interior decoration, furnishings and appointments the new hotel is typical of the ultra modern hotels of the East. About it are many features reminiscent of the Hotel Commodore, the Pennsylvania and the Roosevelt in New York and the Blackstone in Chicago.

### WORLD'S OLDEST TREE HAS SEEN 6,000 YEARS

New York Herald Tribune: Jean Henri Fabre, the great French naturalist, filled the bitter middle years of his life writing 70 or 80 popular books on science, which finally made it possible for him to return to Senegal and live with the savages that made him famous. French children have loved these books for a half century; the American publishers are gradually discovering them. In one of the latest to be published here, "The Wonder Book of Plant Life," issued by Lippincott, Fabre tells of a 6,000-year-old baobab tree in Senegal.

We are accustomed to having the largest of everything. Is a mere African tree to outlive our redwoods? The baobab, to be sure, does not grow to one-twentieth of the height of our tallest big trees—a mere fifteen feet before it is 300—but its trunk is 25 to 30 feet through, which compares favorably with the California giants. In height, an Australian eucalyptus, which towers into the sky for 400 feet or so, outdoes the sequoia, but that eucalyptus is a stupendous giant, and its growth is in a matter of a few months, whereas the redwood takes in time. John Muir once spent a day with an ax studying the age of a King's valley redwood, cutting away the scarred surface, and counting the

annual rings. "I counted over 4,000 rings," he reported, "which showed that this tree was in its prime, swaying in the Sierra winds, when Christ walked the earth." No tree in the world, as far as I know, has looked down on so many centuries as the sequoia."

The baobab, if Fabre be right, was an old tree when Rameses built his tomb in Egypt, and our redwoods were swaying saplings. Well, they have lived enough; some of them may have looked down upon the last mastodon that lumbered through California, and have seen things that would help solve the riddle of Indian civilization.

#### WAR ON MITE.

Indianapolis News: Botanic experts at the University of Pennsylvania are being drafted to assist in the destruction of a mite which annually causes hundreds of thousands of dollars' damage to the cyclamen, a widely used Christmas flower in America. At the government experiment station near Philadelphia, representatives of the United States department of agriculture have long investigated the destruction wrought by the mite. The mite, of the spider family, so small as to be virtually invisible, causes a streaking and distortion of the leaves and flowers on the cyclamen plant.

### FOSTER MORE GOOD WILL WITH MEXICO

Baltimore Sun: When the College of William and Mary opens a summer school at the University of Mexico in June of this year, the second oldest institution of learning in the United States will make an effort to promote better understanding and friendship between the two nations by studying the civilization of Mexico at its hub, the oldest university in North and South America. It will be the first instance of mutual recognition between the University of Mexico and an American college. officials have declared. The agreement with the Mexican university was obtained in line with the policy of William and Mary to enlarge its foreign summer school idea. A grant of \$10,000 will be given to the college by the Mexican government. C. E. Castaneda of the Spanish department of the college will spend six weeks in Mexico City. Regular courses in English subjects will be offered by four members of the William and Mary faculty, but the students may avail themselves of any of the branches of study offered by the University of Mexico.

**PROVE SAFETY IN FLIGHT.** Popular Science Monthly: Persons who are afraid of flying in airplanes might well examine recently issued statistics of the army air service. Between the fall of 1922 and the spring of this year, army flyers have covered almost 700,000 miles over the modern airways system, without a single death, and the passengers have been carried in 60,000 pounds of express matter. There have been fifteen crashes in this period, but only one man has been injured.

**KNOCKS PHOTOGRAPHED.** Popular Science Monthly: Photographic records of the knock in an automobile engine can be made with a new instrument called the "stroboscope," recently invented in England. Through its use the inventor hopes to determine the exact nature and cause of engine knock.

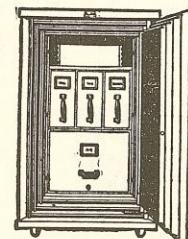
## 32 Years' Experience Has Taught Us How!

Experience is a great teacher—and for over 32 years we have been learning the ins-and-outs of the moving business. Experience has taught us that conscientious service, intelligently and courteously given, is what the public wants—and it has always been our aim to give this kind of service. The knowledge and skill we have acquired is at your service for

Hauling  
Storage Packing Shipping  
Baggage Transfer  
Long Distance Moving

**Duluth Van & Storage Co.**

MELROSE 491



Can You Afford  
Less Protection  
than This?

The GF Allsteel Safe gives you maximum protection for your business records. It has passed the most severe fire and fall tests of the Underwriters' Laboratories and has won their Class A Label—the highest award for fire protection.

Once destroyed, your records cannot be replaced. The cost of this GF Allsteel Safe is extremely low compared to the protection it affords.

Come in and see this safe. It is made in a wide range of sizes to meet every business need.

**GF Allsteel**  
The Complete Line of Office Equipment

**FRITZ-CROSS  
COMPANY**

Bank and Office Outfitters  
323 West Superior St.  
Melrose 594

No Other Is  
"Just as Good"

The Hotel Duluth, which everybody is so proud of, is trimmed with—

**American Terra Cotta**

**American Terra Cotta  
& Ceramic Company**

1701 Prairie Avenue

Chicago, Ill.

# THREE ORCHESTRAS TO PLAY FOR FORMAL OPENING FRIDAY AND SATURDAY

## BEAUTY OF HOTEL IS CREDITED TO PICK & COMPANY

Noted Chicago Concern Decorated and Outfitted Complete Hostelry.

Credit for making Hotel Duluth one of the most beautiful hostelleries in America is due Albert Pick & Co., of Chicago.

In addition, the Chicago concern installed most of the service equipment, besides supplying the furniture, rugs, draperies and decorations.

Carrying out the general architectural scheme of H. W. Tullgren of Martin Tullgren & Sons company, architects, Albert Pick & Co. designed the arrangement of furniture and decorations in the lobby, mezzanine floor, ballroom and the private dining rooms, as well as the general arrangement in all the guest rooms at the hotel.

### Representative Supervised Work.

Jack Lassman, representative of the company, directed the work here for several weeks before the opening, assisted by a large corps of men. Mr. Lassman is prominent as an interior decorator and has supervised similar work in the leading hotels, clubs and fashionable homes throughout the country.

An English殖民地 atmosphere is carried throughout the lobby and mezzanine floor, Albert Pick & Co. outfitting the hotel with all the furniture, rugs, draperies, curtains, tapestries and hangings used in the decorative arrangement. The placing of the furniture and hangings was directed by Mr. Lassman. The Spanish effect is evident in the dining room in both the decorating and furnishing arrangement, as was done in the English dining room, the ballroom and private dining rooms.

Mr. Lassman also supervised the decorating and furnishing of the presidential suite on the top floor.

In the selection and arrangement of the color schemes throughout the hotel, Mr. Lassman was assisted by Decorating experts from the Marshall Field company and Duluth painters.

Leading Hotel Outfitters.

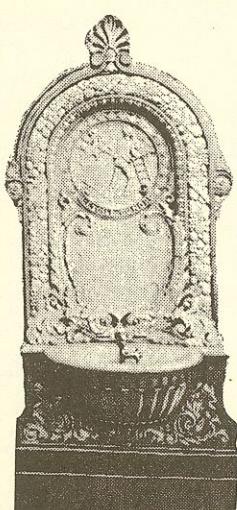
Albert Pick & Co. is known as America's leading hotel outfitters, having furnished and equipped every leading hotel in the country.

The company supplies everything a hotel needs, including kitchen equipment, linens, glassware, china, bed-sheets, furniture, draperies and rugs.

The company has furnished the following Schroeder hotels in the last few years: Wausau at Wausau, Loraine at Madison, Northland at Green Bay, Wisconsin at Milwaukee, Retlaw at Fond du Lac and Astor at Milwaukee.

MINNESOTA STATE SEAL IN FOUNTAIN

HOTEL ARCHITECTS OFFICIALLY TURN OVER KEY; SEND GREETINGS TO PUBLIC



H. W. TULLGREN  
S. M. TULLGREN

Martin Tullgren and Sons  
Architects

First National Bank Building  
Milwaukee

May 21st, 1925

To the Public of the City of Duluth  
Duluth, Minnesota.

Simultaneous with the formal opening tomorrow of the Hotel Duluth, we, as architects, turn over to the Stockholders and the Management of the Hotel Duluth the Key to the Building.

We are glad the building is successfully completed and feel that it is one of the finest structures of its size and kind in the Country, but at the same time we regret that we are through, for the immediate present, doing business in the City of Duluth. It has been a great pleasure to do business with the Stockholders of the Hotel as well as with all the Contractors, ninety-five percent of which were Duluth contractors. In our experience we have never had a more reliable, enthusiastic and competent list of contractors under our supervision. The co-operative spirit has been wonderful from the beginning until the last nail had been driven.

The architectural design for the interior as well as the exterior of the building has come up to our every expectation and that has been made possible only because the contractors have followed the true intent of the drawings and specifications in every detail and have given to the Hotel Company, a building that is as near perfect in workmanship as is physically possible.

Congratulations, too, to the Duluth men who worked so hard to get this hotel, and to the contractors and builders whose diligence and good faith made it possible to open the new hotel even ahead of the promised date.

The hotel is very welcome. Duluth has long needed it. For a long time it wasn't possible to ask large gatherings to come here because hotel facilities were not great enough.

Now, with the other good hotels already in operation, Duluth is admirably supplied with hotel accommodations, and can and will be bold in inviting conventions of all sizes, and summer and winter visitors in any number.

This will acknowledge all of the courtesies extended to us by the Press, we thank the Contractors and wish every possible success to the Owners, all of whom have made it possible for us to accomplish and complete this structure.

Respectfully,

MARTIN TULLGREN & SONS CO.

By

# Congratulations

The Newcomb Interests, operating the Spalding and Holland Hotels, extend hearty congratulations and best wishes to the Hotel Duluth.

The management of the Holland and Spalding Hotels will be pleased to co-operate with the Hotel Duluth at all times for the common good of the entire community.

## THE NEWCOMB INTERESTS

By W. A. NEWCOMB, General Manager

# The Beautiful New HOTEL DULUTH

WAS COMPLETELY FURNISHED  
BY ALBERT PICK & COMPANY

**T**IN THE BEAUTIFUL New Hotel Duluth will be found every provision for the comfort and convenience of guests who make this hotel their temporary home. Under this single roof are to be found facilities and accommodations to care for practically every human need. The equipment and furnishings were provided by Albert Pick & Company—the world's leading hotel furnishing specialists—and are of the famous Pick standard. It has been our privilege to furnish many of the country's foremost hotels. Indeed, the roster of Albert Pick & Company installations—a record approached by no other organization—is alone a striking testimonial to our service and the satisfaction of those we serve.

*We Provide Everything Required for the Operation of  
a Hotel and the Comfort of Its Guests*

**ALBERT PICK & COMPANY**

208-224 West Randolph Street, Chicago, Ill.

AMERICA'S LEADING HOTEL OUTFITTERS

All the Hotels of the  
Schroeder Chain Were  
Completely Furnished  
By Albert Pick & Co.

The WAUSAU  
Wausau, Wis.

The NORTHLAND  
Green Bay, Wis.

The LORAIN  
Madison, Wis.

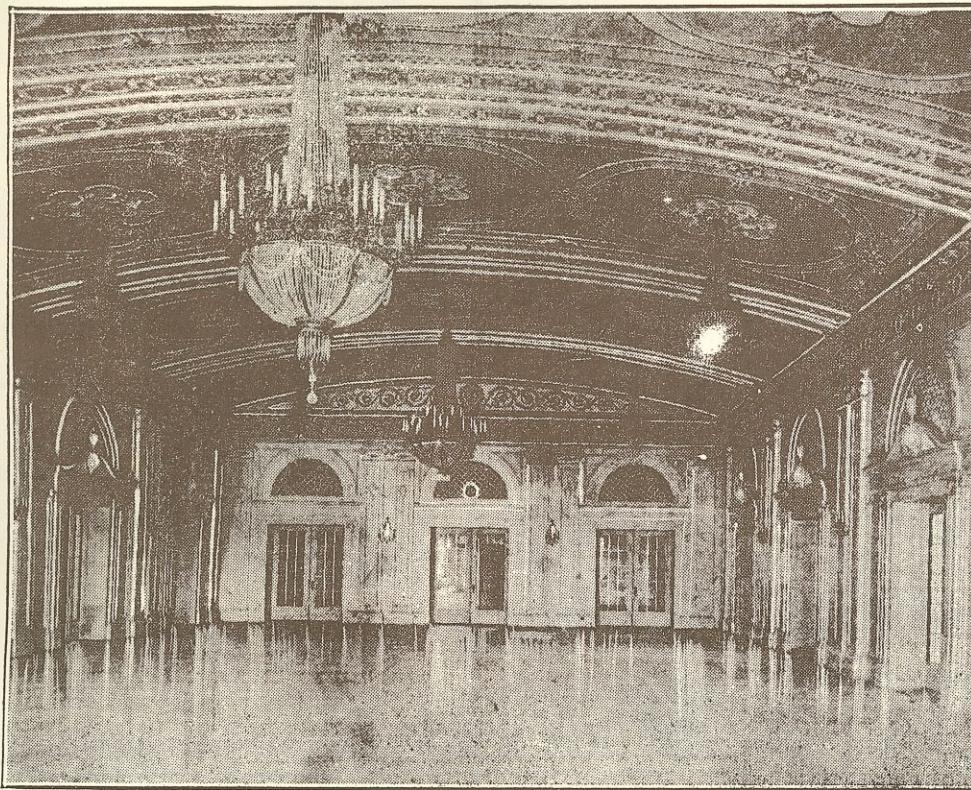
The WISCONSIN  
Milwaukee, Wis.

The RETLAW  
Fond du Lac, Wis.

The ASTOR  
Milwaukee, Wis.

## THE NEW HOTEL DULUTH WAS ERECTED ON SOLID ROCK FOUNDATION

HOTEL BALLROOM IS FINEST IN NORTHWEST

YELLOW CABS HAVE  
OPENED STAND AT  
NEW HOTEL DULUTH

Yellow cabs are stationed at Hotel Duluth, where a branch office has been opened by the company.

Yellow cabs have served the people of Duluth and their visitors for

more than four years, during which time they have grown from a fleet of five cabs to thirty at the present time. During this time more than 1,700,000 miles have been traveled and over 800,000 passengers carried.

Some exclusive Yellow cab features are: Receipt printing meters that print a receipt showing the ex-

act amount of fare paid. This feature is particularly valuable to salesmen who require a voucher for their expenses. And a telephone system controlled by a dispatcher at the main office, which completely covers the city. There are twenty-five phone stations, making quick service possible in any part of the city.

Rates have been reduced and the extra fares eliminated so that five passengers can ride for the same

fare as one, making the fare per passenger very low. Adequate liability insurance, five times the amount required by city ordinance, is carried. The Yellow Cab company is owned and operated entirely by Duluth men. The officers of the company are: J. A. Bradley, president; F. A. Day, vice president, and S. T. Harrison, secretary, treasurer and manager.

*The*  
Electrical Fixtures

—for the—

BALLROOM  
ENGLISH ROOM  
LOBBY

and throughout the  
entire

**Hotel Duluth**

*Were Furnished and  
Installed By*

**HENKEL & BEST CO.**

122 South Michigan Boulevard, Chicago

Designers and Manufacturers  
Artistic Lighting Fixtures  
and Lamps

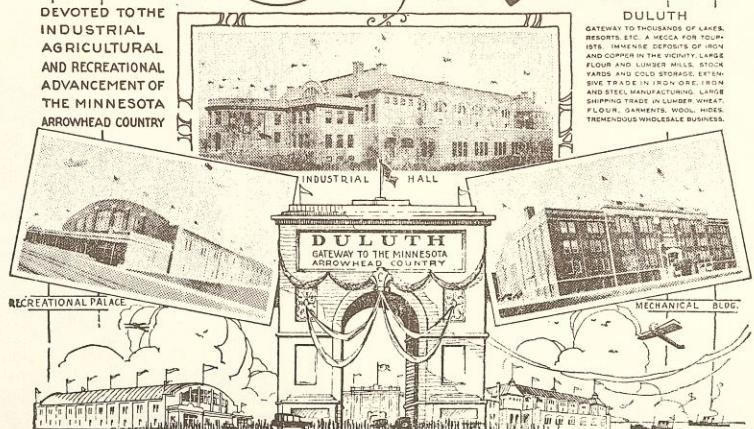
—Branch Office—  
87 South Tenth St.,  
Minneapolis.

Factory at 53-59 E. Illinois St.  
Address all Communications  
to 122 South Michigan Blvd.

**"Come On!" to Duluth**

**JULY 20 - 25  
1925  
EXPOSITION OF PROGRESS**

DEVOTED TO THE  
INDUSTRIAL  
AGRICULTURAL  
AND RECREATIONAL  
ADVANCEMENT OF  
THE MINNESOTA  
ARROWHEAD COUNTRY



DULUTH  
GATEWAY TO THOUSANDS OF LAKES,  
RESORTS, ETC. A MECCA FOR TOURISTS.  
IMMENSE DEPOSITS OF IRON  
AND COAL. MINES, MILLING, MILL  
FLOUR AND LUMBER MILLS, STOCK  
YARDS AND COLD STORAGE, EXTENSIVE  
IRON AND STEEL MANUFACTURING, LARGE  
SHIPPING TRADE IN LUMBER, WHEAT,  
FLOUR, GARMENTS, WOOD, IRON,  
Tremendous Wholesale Markets.

*Plan to visit the Exposition at Duluth and spend your vacation in Minnesota's wonderful Arrowhead country—summer is cool and hospitality warm!*

*For the Entertainment  
of Exposition Visitors:*

Entire Great Lakes Naval Fleet, cutter races and maneuvers.

Sousa and his band of eighty-five pieces.

The Great Lakes Naval Band.

Duluth Symphony Orchestra.

Historical Spectacle and chorus of 1500 people.

Normanna Male Chorus.

A number of the famous Iron Range Bands.

Style show, of both men's and women's wearing apparel.

Automobile Show.

Mammoth furniture and home decoration exhibition.

Beauty contest.

Outdoor exhibits and thrilling rides.

Northwestern International Rowing Regatta.

Gar Wood, premier motorboat racing champion of the world.

Motor boat and sailing races and other attractions almost too numerous to mention.

# ACCOMMODATIONS FOR 1000 IN BALLROOM FOR CONVENTIONS AND BANQUETS

## Hotel Duluth Kitchen Was Built for Service

Every Facility Available for Preparing and Serving Food for All Dining Rooms.

**O**F THE MANY features of Hotel Duluth, one of the most interesting is the planning and equipment of the kitchen serving the main dining room, the Chamber of Commerce coffee shop and luncheonette, and the several service halls and private dining rooms. The main kitchen is on the same level with the Spanish dining room is one of the most interesting installations of its kind. The kitchen itself is a large, airy, well-lighted space, so situated as to command direct light on the west side, being located on the northwest corner of the block occupied by the hotel. This kitchen is divided into several departmental spaces, each separate from the other, but directly connected with all departments. In the center of the space, commanding an uninterrupted view of the main features of the kitchen, the ranges and the steel ovens, is the office of Lucien M. Bauer, chef.

The flooring of all kitchens is of tile on a cement base. The walls are of hard Keene cement, finished with white enamel water-proof paint. Special attention has been paid to the engineering features of kitchen construction.

### Large Gas Ranges.

The elements of the main kitchen equipment are built around the perimeter of the space, which when connected, constitute a center range. Over all is a large ventilating canopy with special smothering valves which permit of closing the exhaust feature and turning into that section of the kitchen a flood of high-pressure steam.

Immediately adjoining is the scullery, equipped with steam vegetable cooker provided with steam jacketed kettles and vegetable steam cookers. These sit on a depressed composition floor of special design arranged to catch any drip and drainage and to carry any steam.

The fish and poultry department communicates directly with the butcher shop with its several large refrigerators, large maple butcher blocks and maple-topped work tables.

### Dish-Washing Department.

The dish washing department is immediately adjoining and occupies a large separate room located on a dish washing machine driven by a motor. The scrap and clean dish tables in this department are all of iron, and are seamless with braised joints and a four-inch rim.

The cook tables on both sides of the ranges and running the full length of the space are of heavy polished metal. The tops of the plated heaters are of the same metal with roller bearing sliding doors and nickel-plated hand iron trimmings. Over the tables are the malleable iron pot hooks.

One comes next to the breakfast pantry with its battery of coffee urns, its battery of automatic egg cookers, gas cake griddle and large gas toaster.

### The Bake Shop.

Having traversed the length of the main kitchen, one comes to the bake shop and pastry department where dough from the large windows makes working conditions unusually attractive.

Returning to the entrance to the main dining room one comes to the waiters' pantry with its full complement of refrigerators for crushed and iced, its butler's sink, its cabinet for waiters' drugs and its sole linen receptacles.

Off the main kitchen is the service kitchen for the coffee shop and on the third floor similar service kitchens for the ball room, chamber and private dining rooms.

## MEZZANINE FLOOR, OVERLOOKING MAIN LOBBY



## BLUE VALLEY BUTTER IS USED AT NEW HOTEL

Duluth Plant One of Twenty-Two Operated by Company.

Large quantities of butter for Hotel Duluth are furnished by the Blue Valley Creamery company of this city.

This company, which came here when the McDonald terminal opened on May 1, 1923, has twenty-two branch houses, including the one at Duluth.

While the coming of the Blue Valley creamery to Duluth did directly to the new terminal development brought about by the McDonald Terminal company, it is in no sense part of this enterprise.

The creamery is housed in a new modern building built especially for that purpose, adjacent to the new terminals and warehouses, and will have a capacity of 100,000 pounds of butter.

But the creamery and its business are part of the Blue Valley Creamery company, the largest exclusive manufacturer of creamery butter in the world.

While the establishment of the Blue Valley creamery in Duluth shows the company's faith in the city as the logical cream center of a great producing territory, the company believes Duluth offers many special advantages for making its new creamery of great importance to the farmers of the North country.

The Blue Valley Creamery company is an old established concern, its first creamery, in St. Joseph, Mo., having been opened for business in 1896. It now has large creameries in eighteen cities throughout the Middle West, within easy shipping reach of several million cream producers in twenty-two states. It also has its own sales branch in New York city and general offices in Chicago.

Offices the company maintains one of the most complete dairy laboratories in the country, from which place all the butter manufacturing processes of all the Blue Valley creameries are directed and the results checked.

## BAILEY COMPANY SUPPLIED LUMBER FOR NEW HOTEL

Virginia Firm Furnished Record Number of Mill Products.

Lumber for the Hotel Duluth was furnished by the W. T. Bailey Lumber company of Virginia, Minn.

This popular "little red mill," which has been busy ever since 1896 making lumber from Northern Minnesota' famous cork white pine, has a great record in the construction of the finest homes and most important buildings in the United States.

Furnishing lumber for the largest buildings in this section of the country, the Bailey Lumber company is equally well known for its interest in the growth of Minnesota and the development of Duluth and the towns on the railroads.

W. T. Bailey, founder of the firm, who died in 1914, was one of the best known men in the Northwest.

Although his business was established in Virginia, Mr. Bailey made his home in Duluth, always took an active interest and participated to a

great extent in the growth of this city. His affairs were left in capable hands by his two sons, R. R. Bailey, president, and W. Bailey, Jr., vice-president and treasurer, are now the guiding lights in this big business. Their mill is running day and night. The company employs 150 men, many of whom have been with them ever since the mill started twenty-eight years ago, which is a splendid testimony to the loyalty, dependability and condition existing among employer and employees.

The Bailey Lumber company controls hundreds of acres of the finest cork white pine in the state, which is used in the manufacture of windows, doors, also millions of feet of standard lumber which is being cut and hauled by railroad to their mills. Mr. Bailey states they have enough timber to keep their saws busy for the next fifteen years.

**Leather for Other Buildings.**

Besides furnishing the lumber for the new hotel, the Bailey company furnished more than 7,000,000 feet for the building of homes and the United States Steel company's employees at Morgan Park and the lumber company is equally well known for its interest in the growth of Minnesota and the development of Duluth and the towns on the railroads.

Both R. R. and W. T. Bailey, Jr.,

## NORTH WESTERN SERVICE

WELCOMES THE HOTEL DULUTH

The largest coal docks in the world are situated at the Head of the Lakes and are owned and operated by North Western Fuel Company, whose fuel service is 54 years old.

The Hotel Duluth is one of the discriminating users of North Western Coals and Service which, since 1871, have been doing so much to warm the cold Northwest.

There is a North Western Coal for every conceivable fuel need.

North Western Fuel Company is Exclusive North-western agent for Consolidation Coal Company's Clean Coal.

## NORTH WESTERN FUEL COMPANY

103 West Superior St., Melrose 2357

# Baldwin

## Facts!

In fairness to your family and yourself you should demand

## Full Value



The Baldwin produces volume, purity and duration of tone with nobility, beauty and brilliancy of tone color. The Baldwin is the greatest value for your investment in a piano.

## Boston Music Co.

14 East Superior Street

"DULUTH'S OLDEST MUSIC HOUSE"

## Specified

By the Architect and Owner

## Preferred

By the Contractor

## Tested

and Approved by the Engineer

## Washed and Screened Gravel

## Washed and Screened Sand

Furnished by

## WHITNEY BROTHERS COMPANY

Sand and Gravel Department

Alworth Building

Duluth, Minn.

## Sanomade Box Springs

and

## Dewco Hair Mattresses

used in  
the new

## HOTEL DULUTH

manufactured by

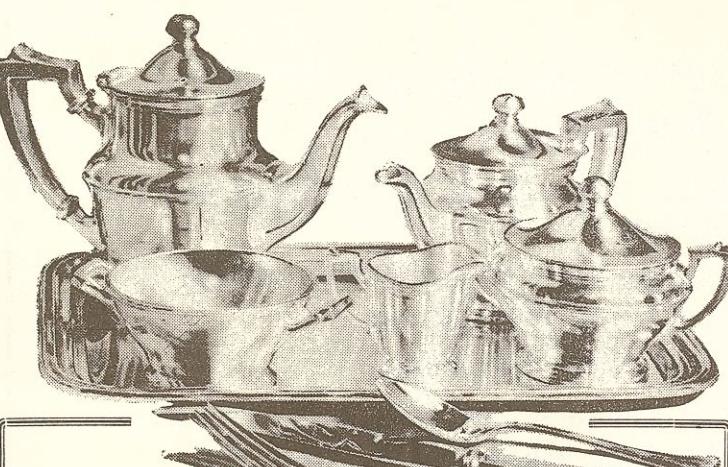
## DeWitt-Seitz Co.

390 Lake Avenue South

Duluth, Minn.



We are makers of Quality Box Springs and Mattresses sold by the leading retail furniture dealers everywhere.



## Silverware Service Complete for Hotel Duluth

Furnished by

## Bagley & Company

Jewelers and Silversmiths

DULUTH - MINNESOTA

## EXPERIENCED EXECUTIVES TO DIRECT VARIOUS DEPARTMENTS OF NEW HOSTELRY

TERRACOTTA  
USED TO TRIM  
HOTEL DULUTHLarge Chicago Company  
Manufactured Decorations for Building.

Trimmed terra cotta for the Hotel Duluth building was manufactured and put in place by the American Terra Cotta &amp; Ceramic Company of Chicago, one of the largest companies of its kind in the world.

Terra cotta products for buildings are growing in popularity daily, these decorations playing an important part in construction throughout the country. In Hotel Duluth one can find many examples of this ancient craft.

William D. Gates, president of the American Terra Cotta &amp; Ceramic Company, has been interested in the manufacture of clay products for more than forty years and is one of the pioneers in this business. A number of innovations have come from this firm, which not only produces ordinary terra cotta, but also handsome ceramics in the shape of urns, vases and other works of art.

Not very widely used forty years ago, terra cotta has seen a marvelous development, these artistic pieces finding their way into all kinds of buildings, office structures, banks, theaters, depots, houses and all service stations. The value of materials produced by terra cotta firms in America increased from \$63,000,000 in 1895 to nearly \$500,000,000 in 1924.

Terra cotta is clay and fusible materials, pressed, baked and colored, according to the taste and design of the builder.

Until recent years the industry has been characterized by intense secrecy, the pottery trade being carefully protected and hidden in many cases, passing out and dying with the originator. This condition has been changed and, as a result, the industry has advanced to the common good of both the manufacturer and the consumer.

For rail transportation, terra cotta is usually shipped in bulk, securely packed in hay and braced to prevent shifting. In this way damage in transit is negligible.

SUNLIGHT WORKS  
AMAZING CURESUltra-Violet Rays Newest  
Weapon in Worm  
Disease.

G. B. Seybold in Popular Science Monthly: Recent tests made at the United States bureau of standards prove that sunlight—the part of it, anyway, which is called "ultra-violet light"—is the most powerful non-chemical germicide known. In these experiments deadly bacteria found in sewage were exposed to ultra-violet light, and in an exposure of less than a second the bacteria were killed.

Ultra-violet light was discovered more than 120 years ago, but only in the last few years have its varied powers been appreciated. Today it is being used not only to fight disease, but to hasten growth of crops, produce fine eggs, tan people and fabrics, season lumber and sterilize water. Its utilization is one of the amazing accomplishments of our age.

Ultra-violet light is not to be confused with the so-called violet rays that we see the salesmen at the corner drug store "demonstrating" with glass tubes of various shapes. These "violet rays" are merely the violet light that a high-frequency electric current produces when it is passed through a vacuum.

Ultra-violet light is a colorless, invisible part of sunlight; amazingly short light vibrations that occur beyond the violet end of the solar spectrum. Though they cannot be seen, they will darken a photographic plate, and their strength can be measured. They are so short that this wave length cannot be computed in ordinary terms, so the Angstrom unit is used. An Angstrom unit measures approximately 1.250,000,000 of an inch. That is to say, it would take 10,000,000 of them to equal the diameter of a human hair of average thickness. The waves of ultra-violet light vary in length between 1,000 and 3,900 Angstrom units.

Ultra-violet light is emitted whenever an electric current is broken and made to leap across a gap in an arc. Thus, arc lamps in motion picture studios give off a large amount of ultra-violet light. It is the longer ultra-violet waves that cause sunburn. Ultra-violet rays will not penetrate glass. That is the reason why a person sitting behind a window never can become sunburned. In the treatment of disease by means of artificially produced ultra-violet light lamps or clear fused quartz are used.

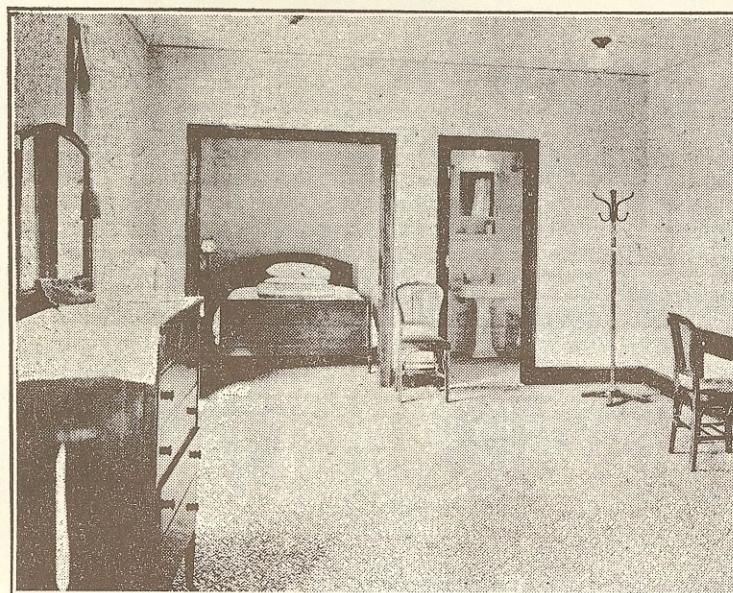
The most amazing thing accomplished by the use of ultra-violet light is the curing of rickets—a disease in which the bones fail to develop properly because of a deficiency of calcium and phosphorus in the diet. Rickets, as the name is not understood, baths in ultra-violet light cause the body to utilize calcium and phosphorus that has been introduced from without.

Ultra-violet light also is useful in the treatment of tuberculosis, it improves the quality of the blood. It has been used successfully in combating influenza and diphtheria, pyorrhea, ringworms, abscesses, boils and carbuncles. It is used as a sterilizing agent in place of such familiar ones as iodine. It will grow hair if applied, as can be seen except when the hair has died gradually on account of old age. It has found many diverse uses in industry.

KINGLY BEARDS.

King Edward I, the bearded King George follows the example of his father, Edward the Peacemaker, who was the first bearded sovereign for nearly 300 years. Charles I was the last king prior to King Edward to wear a beard. William III was the third to bear one, but had been seen in England within living memory. Like the present king, Charles I seems to have copied his father, James I's beard, too, had been in a way rather a novelty, because his three immediate predecessors had been boys and two women. All the Saxon kings favored beards, but William the Norman only wore a mustache, as did his sons and several of their successors on the throne. But Richard the Lion Hearted made beards fashionable again for his brother John, Henry II and the first three Edwards were all azor-shy.

## ONE OF THE MANY SAMPLE ROOMS

ALL MILL WORK  
WAS FURNISHED  
BY SCOTT-GRAFF

## Lumber Products of Duluth Plant Used Through-out Hotel.

All the millwork and interior furnishings for Hotel Duluth were furnished by the Scott-Graff company of Duluth.

Probably one of the main attractions in the new hotel building is the English dining room on the third floor, just off the ballroom foyer. The walls have a wainscoting of Elizabethan wood panels, the entire

decorating and furnishing scheme giving the room a typically English atmosphere.

In addition to this room, thousands of feet of millwork were used throughout the building, the Scott-Graff company playing one of the leading parts in the successful completion of the hotel. The company is a strong ally of Jacobson Bros., contractors and furnishing supplies on time, so that there never was a moment of delay.

The Scott-Graff company is one of the leading industries of Duluth. For more than forty-five years this company, with its largest department unit in this city, has been a part of the city's growth. Day and night shifts are now employed at the mill, which is running to full capacity. The sales extend to all countries on the globe, since a majority of the company's leadership is won in the lumber industry.

The big Duluth mill, with a capacity of 200,000 feet daily, is only one link in the chain that enables the Scott-Graff company to fill orders promptly.

A vast acreage of virgin timber

furnishes the mills with the logs, thousands of men being employed every winter, housed in camps operated by the company. Every operation, from felling the timber to the final run of the lumber through the sawing mill, is handled entirely by this big organization.

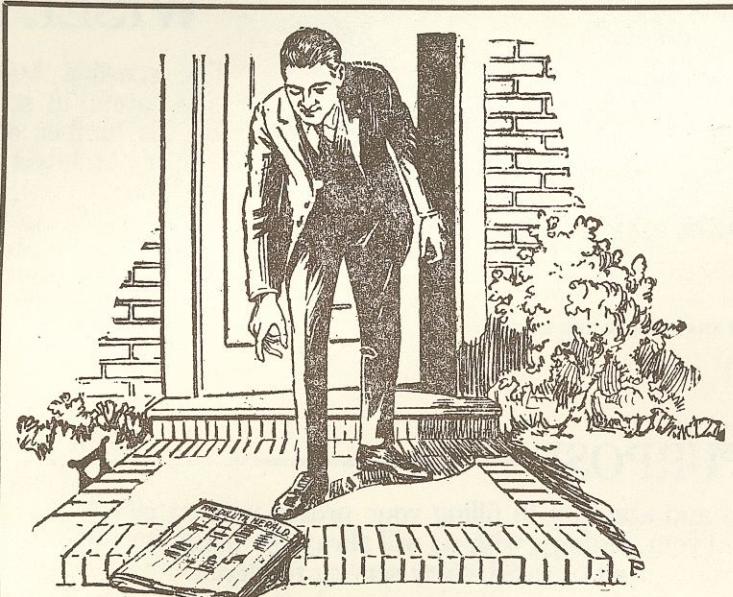
Although the city and port of Yokohama was practically wiped out in the great earthquake of 1923, there has been a remarkable come-back during the last year, and the port now handles almost as much trade as before the disaster. Temporally handling and transportation facilities have replaced those destroyed by the quake; raw silk conditioning and trading conveniences have been restored, and banks and commercial companies have returned to the city.

BIRD-SHOT POISONS DUCKS. Popular Science Monthly: Lead poisoning from eating bird-shot deposited in the mud of shooting grounds is a malady that has become quite prevalent among wild ducks in the United States, according to the Biological Survey.

27

Miller Orchestra to Play  
at Hotel Opening

The popular Ben Miller dance orchestra of Duluth has been selected to play at the formal opening of Hotel Duluth tomorrow and Saturday evenings. The ten-piece orchestra includes two saxophone players who have recently returned from playing all winter at Los Angeles. Mr. Miller, who is at the head of the Miller Music company, will direct the musicians.



## A REGULAR EVENING HABIT

In Nearly Every Duluth Home

The most regular habit of nearly every family in this community is reading The Duluth Herald for today's fresh news—during the leisure evening hours.

The Herald gives its readers the Associated and Consolidated Press dispatches along with the fresh home news and delivers it to the home doorstep by carrier each evening, when most people do their reading.

This splendid service enables The Herald's 200,000 daily readers to keep posted on the world's latest happenings of the present day. For this reason The Herald reaches nearly every Duluth family as well as the people living in Duluth's close-in retail trading district with the fresh news each day.

Concentrated circulation has made Herald classified ads the market place where

## 200,000 DAILY READERS

BUY, SELL AND EXCHANGE

Call ANNIE DAY, Melrose 900

SHE WILL HELP YOU CONSTRUCT YOUR WANT AD.

EVERY READER A PROSPECT

THE HOTEL DULUTH  
CIGAR STAND

ranks among the finest cigar stores in the country. Installed here are the newest ideas in display cases in which all the popular brands of cigars, cigarettes and smoking tobacco are kept just at the right temperature and humidity to satisfy the taste of the most exacting epicure.

Here you will also find a full line of fresh box candies, in a wide variety of well-known brands and at popular prices.

The Hotel Duluth Cigar Stand takes particular pride in its store and the pleasing courtesy and efficiency of its staff.

Wahl's  
Candy Bars

*Is a Perfect Food for the  
Vigorous, the Weak,  
the Old and the Young*

You buy Wahl's candies with the complete assurance that it is honestly made, contains no substitutes, nothing artificial, always rich in flavor.

*Wahl's Confections Have  
a Reputation for Purity*

Made in Duluth for twenty-seven years

AFTER ALL—NOTHING SATISFIES  
LIKE A GOOD SMOKE

## EL VERSO

*A Better Smoke at the  
Better Places.*

## MARGATE

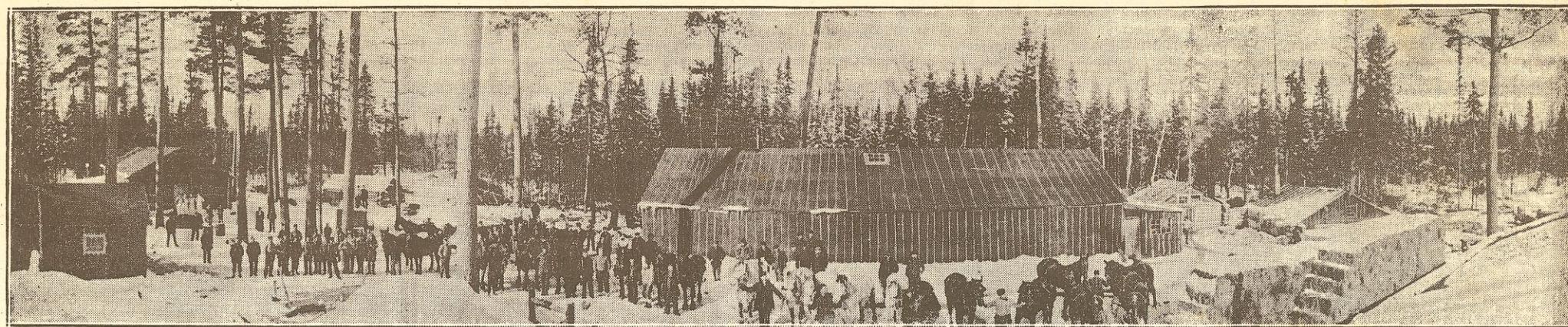
*The Cigar You Want  
—It's Mild.*

ASK FOR THEM AT THE

HOTEL DULUTH  
CIGAR STAND

Products of  
The Deisel-Wemmer Co.,  
Lima, Ohio

Distributed by  
THE FITGER CO.,  
Duluth, Minn.



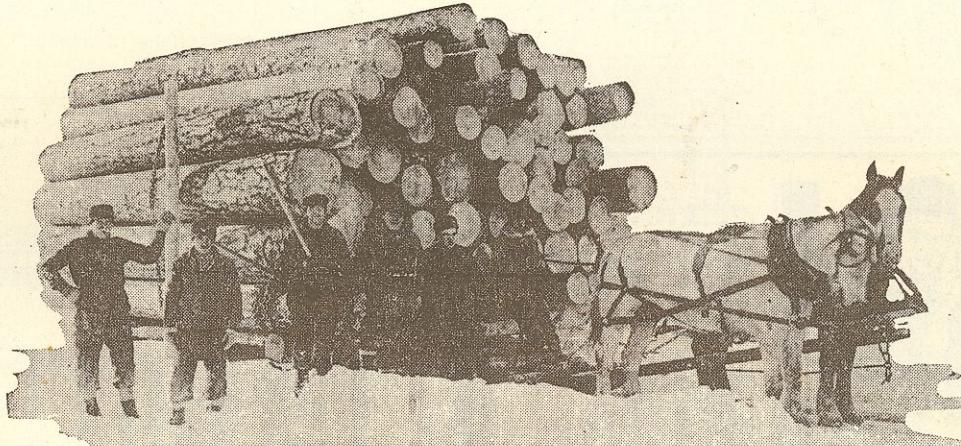
# FROM FOREST TO MILL

In the heart of the green forests of Northern Minnesota millions of feet of Norway and White Pine are cut by the hardy woodsmen annually and shipped to our mill in Virginia, there to be sawed into lumber and distributed to the markets of the world.

(LUMBER FOR THE HOTEL DULUTH)  
(SAWED BY THE "LITTLE RED MILL")

## ONLY THE BEST LUMBER

Solid and enduring. Construction will be guaranteed if you use lumber from the "little red mill." Our products are of lasting satisfaction to all who wish to build wisely and with strict economy.



9,840 FEET OF NORWAY PINE ON THE ROAD TO THE LANDING

## CHOOSE LUMBER WISELY

The sensible builder is as careful in selecting his lumber as he is in his architect and workmen.

Thousands who have placed their lumber or building supply orders with us can testify that they have always received the highest grade lumber.

## A HIGH PURPOSE

Will ever be our aim—courteous treatment, promptness and accuracy in filling your orders, with satisfaction guaranteed at any cost. A square deal is our symbol, and your dealings with us will always be along that line. Our record of thirty years with builders is strong proof of satisfactory service rendered.

We Are Ready to Meet All Requirements—From Foundation to Attic

**W. T. BAILEY LUMBER CO.**

VIRGINIA, MINNESOTA

