

HOTEL DULUTH
EDITION

THE DULUTH HERALD

HOTEL DULUTH
EDITION

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

HOTEL DULUTH

FORMAL
OPENING

MAY 22ND AND 23RD
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.

FORMAL 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 of the main entrance.

George Krueger will lead the Badger room orchestra in playing during the dinner and for dancing, 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 Milwaukee and vice president 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 Francis J. Dacey, president of the Chamber of Commerce; M. F. Hanson, James E. Rockwell, George H. Crosby, James H. Harper, Oscar E. Dahby, A. L. Ordean, B. Murray Peyton, Bentley P. Neff, Richard M. Selwood, Seth Marshall, Stanley L. Yonce, E. A. Silberstein, Henry F. Seitz, Royal D. Alworth and Ward Ames, Jr.

The menu for each evening, arranged by Charles L. Barkoff, catering manager, and Lucien M. Bauer, chef, follows:
Assorted Hors-d'Oeuvres, Moscowite, hearts of celery, mixed olives, almonds and pecans.
Cream of fresh mushroom Chanterelles, ch-ese straws.
Fauvette of sole marguery, concombres a l'Allemande.
Roast squab, Bardees, sur Canape, cresson, potatoes Gaufrette, new peas Paysanne.
Salad fantasiaie, Cumberland dressing.

Assorted Tortoni, petit Fours, Camembert, 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, announced today. Plans for regular nightly dances and afternoon tea dances are now being made and in all probability these social activities will be inaugurated sometime during the summer.

ONE OF AMERICA'S LEADING HOTEL BUILDERS



WALTER SCHROEDER, President Hotel Duluth Company.

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, has 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 plastic paint which produces both texture and tone, over a 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 the same substance. Nearly 175,000 square feet of tile and sixty tons of gypsum were required for this part of the work. These materials were supplied by the Duluth Builders' Supply company, from the

ATTRACTIVE SOUVENIR PROGRAM WILL BE GIVEN EACH GUEST

An attractive souvenir program "to commemorate the completion of Hotel Duluth" will be given to each guest at the formal dinner-dances Friday and Saturday evenings.
The eight-page programs are enclosed in an attractive tissue, with a cover, tied in ribbons, and designed in colors. The top of the cover design shows a laborer directing the placing of an iron beam in a new building, while small pictures in panel effect carry sketches of a large ore boat, a grain, grain elevators and motorists in the forest country.
The first page includes a colored print of Hotel Duluth, taken from the original sketch made by H. W. Tullgren of Martin Tullgren & Sons company of Milwaukee, architects of the building.
On the other pages are listed the program committee, the program of music and entertainment, and the executives of Hotel Duluth. The last page contains photographs of the Schroeder hotels, attractively assembled on a colored background.

mills of the United States Gypsum company.

It was partly due to the use of these materials, which harden rapidly even in cold weather, that the greater part of the construction was accomplished during the winter so that the hotel could be ready for the opening at the beginning of Duluth's summer tourist season.

Mr. Thill is highly skilled in his trade as the result of many years' experience in business for himself and with his father. The firm name now is known as George G. Thill. A few of the buildings in which the plastering was done by this firm follow: Ford building, Oklahoma City, Okla.; Ford building, Omaha Neb.; Chisholm high school, Chisholm; biology building of University of Minnesota; Ely high school, Minnesota; Light & Power company building, Duluth; St. Catherine's academy music hall, St. Paul, and many other buildings.

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 Broschi-Minuti company 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.

MADE PLANS FOR HOTEL OPENING

B. A. Lehnberg Negotiated With Tenants and Outlined Program Parties.

B. A. Lehnberg, vice president of the Hotel Duluth company, has taken a prominent part in arranging for the opening of the hotel. Mr. Lehnberg, who is vice president of Chris Schroeder & Son company of Milwaukee, came to Duluth several times to close the negotiations for the leasing of the various stores and concessions, in addition to making the preliminary plans for the formal dinner-dances tomorrow



B. A. LEHNBERG.

and Saturday evenings. He met with officials of the Chamber of Commerce and the Gavel club in outlining the program for the opening.

For the last ten years Mr. Lehnberg has been in charge of the insurance department for the Milwaukee company and since 1923 has been actively engaged with Mr. Schroeder in the management of his hotel interests. He was born in Chicago, Feb. 15, 1881.

Starting in as an office boy in a Chicago insurance office, Mr. Lehnberg became state agent, underwriter and adjuster for several leading fire companies. He went to Milwaukee in 1910 as agent in charge of Minnesota, Wisconsin and North and South Dakota for the companies and five years later took

charge of the Schroeder company insurance department. Mr. Lehnberg is married and has one son. The Schroeder company has the largest insurance business in the state of Wisconsin, leading also in the real estate, bond and mortgage loan business. Mr. Schroeder being in charge of the latter department. Mr. Lehnberg came to Duluth about two weeks ago to supervise the opening and will remain in the city until after the formal parties tomorrow and Friday. He will return next week with Mr. Schroeder, who is coming up tonight, heading a large delegation from Milwaukee and Chicago.

DULUTH FIRM LAID TERRAZZO FLOORS THROUGHOUT HOTEL

Terrazzo floors in the hotel building were all laid by the San-Stone Products company of Duluth.

M. Toffoli, president of the company, directed the work, employing a special crew of ten men for five weeks to lay these floors. The new process of installing terrazzo stairs was used in the Hotel Duluth construction.

Terrazzo, in the opinion of the leading contractors, combines durability, sanitation, artistry and economy to a far greater degree than any other floor covering. It is declared to be unexcelled for office buildings, schools, churches, banks and other public buildings. Combined with mosaic borders and inserts, terrazzo floors present an artistic appearance unobtainable in any other material.

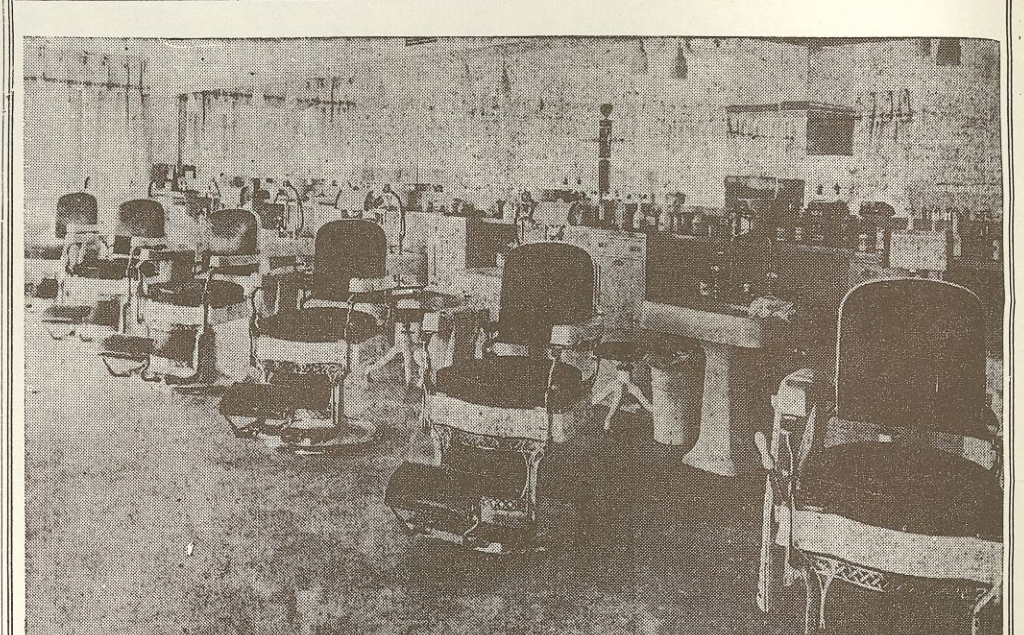
Terrazzo floors are of imported and domestic marble, while the terrazzo stairs are installed under a new process, in which the metal lock strip is used to divide the floors and the panels. These lock strips, besides adding to the general appearance, prevent cracking due to expansion of the joints.

Mr. Toffoli has been in business here for the last ten years. The company's office and plant are at 214 South Twenty-first avenue west.

HARDWARE SUPPLIED BY KARON COMPANY

The Karon Hardware company, which was founded twenty-seven years ago by the late Solomon Karon, furnished some of the heavy hardware. The senior Mr. Karon had conducted the business up to his death two years ago. He was succeeded by his three sons, Joseph, Benjamin and Samuel, who are well trained to carry on this big business. The firm has always been a shipper and receiver of scrap iron metal handled in car lots, four years establishing a hardware firm, known as the Karon Hardware company, dealing in builders' hardware.

The business at 802 Railroad street is carried on with a strong progressive policy by the three sons, the company being managed by Samuel Karon.



View of Hotel Duluth Barber Shop

Duluth can well be proud of the Hotel Duluth Barber Shop, for it is the last word in up-to-date tonsorial parlors in Minnesota. Service, cleanliness and courtesy are its watchwords. Six Koken hydraulic chairs have been installed which revolve, recline, raise and lower, and are of the very latest model, 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 entrance either from Third avenue east or 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 mirrors, conforming in every particular with the elaborate furnishing and homelike atmosphere of Hotel Duluth.

Hotel Duluth Barber Shop is not just a show place, but a place for first-class service; only the most skilled barbers and manicures are employed. The proprietor, Ernest R. Lade, needs no introduction to Duluthians. For the past twenty-three years he has been identified with the Wolvin Building Barber Shop and for all these years has had the reputation of giving unexcelled service. He now takes over this additional shop and has spared no expense to make Hotel Duluth Barber Shop the finest and most modern in the West, as can be seen by the illustration which accompanies this advertisement.

It is destined to be the most popular shop in Duluth for hair bobbing, shampooing, facials and manicuring.



SERVED in Duluth's leading hotels and fine homes—Arco Coffee really merits this city-wide popularity.

A new and pleasing success is assured in the coffee you serve when you use ARCO.

Buy Arco Coffee from any Duluth grocer

Andresen-Ryan Coffee Company

Largest Exclusive Coffee Roasters in Duluth.

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.

EXPERIENCED 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, many of them with the leading hotels of the United States. They all arrived here shortly before the opening, May 8, and assisted Mr. Tipple in the preliminaries 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, but 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 for dining cars, hotels and steamships, 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 published is on salads and salad dressing, a thirty-two-page booklet with illustrations in four colors.

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 two and one-half years, first at the Hotel Wisconsin, Milwaukee, and then transferred for the openings of Hotel Retlaw at Fond du Lac, Wis., and Hotel Northland at Green Bay, Wis.

Mrs. M. Pickford, traveling housekeeper, has been with the Schroeder hotels for twelve years. She was in restaurant business for herself before coming with this chain, her father being a 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

traveled in many European countries. She was five years with the Gilpatrick hotel, Milwaukee, also in Chicago and the Schwartz hotel, Elkhart Lake, Wis. She was transferred from the Hotel Northland, Green Bay, Wis., to Hotel Duluth.

J. A. Webber, chief engineer, began his apprenticeship with the Goodrich line, working his way up to chief engineer. He specialized later in stationary engineering, taking an extensive course in a technical school. For the last twelve years he has been vice president of the Clow & Nicholson Transportation company out of Duluth, serving as chief engineer. Mr. Webber has been a resident of Duluth for eighteen years.

W. B. Greene, night clerk, is a local hotel man, having been connected with the Spalding hotel for the last five years, and with the Holland hotel for twelve years previous.

H. L. Crandell, room clerk, is also a local hotel man, having been connected with the Spalding hotel for the last two years. Previous to that time he was with the Leanington hotel at Miami, Fla.

Charles C. Brogie, room clerk, was formerly connected with the Radisson and Dyckman hotels in Minneapolis. Later he was manager of the St. Francis hotel, St. Paul, and has operated several smaller hotels of his own since that time.

Lucien M. Bauer, chef, has been with the Schroeder Hotel company since the opening of Hotel Northland at Green Bay, in March, 1924. He was previously located at St. Paul for ten years as caterer and also chef at the St. Paul Athletic club. Mr. Bauer has had twenty-five years' experience in various hotels and clubs in New York, Chicago, Cleveland, Indianapolis and Sioux City.

E. A. Pottier, assistant chef, until recently was with the Arlington company at Hot Springs, Ark., and also with Hotel Northland at Green Bay and Hotel Retlaw at Fond du Lac. Mr. Pottier has also been with the Ritz Hotel company in New York and Atlantic City.

Direct telephone service has been provided for the guests of Hotel Duluth by the Postal Telegraph & Cable company, which has installed

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 co-operating with the Postal company in furnishing a daily report. Miss Ida Knudsen, formerly with the company at Fargo,

N. D., is in charge of the branch. W. O. Bruchmann, city manager, 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.

WM. JAAP, Prop.

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



ROGERS

PAINTS and VARNISHES

KALSOMINES
of All Kinds

BRUSHES
for Every Purpose

PAINTERS'
Sundries and
Specialties

GLASS
of All Kinds

**MODERN
RESILIENT
STORE FRONTS**



ROGERS

PAINTS and VARNISHES

KALSOMINES
of All Kinds

BRUSHES
for Every Purpose

PAINTERS'
Sundries and
Specialties

GLASS
of All Kinds

**MODERN
RESILIENT
STORE FRONTS**



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.

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.

HOTEL 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 Hotel Wisconsin & Son company of Milwaukee for over a quarter of a century, 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 issue with which the Hotel Wisconsin was in part to be financed. This hotel company encountered considerable financial difficulty 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 proper working order, Mr. Schroeder unconsciously began to acquire a hotel reputation and he was in due time proposed that he build a hotel at Fond du Lac, but here he departed from the precedent established in the other two properties and instead of financing the Hotel Retlaw at Fond du Lac, for others had 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 Lorraine at Madison, all under the corporate management and control of the Hotel Wisconsin Realty company, which might be styled the parent operating company.

Now 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 many number of cities which extended invitations to Schroeder, either to become interested or build hotel properties, and the fall of 1913 found him interested in the building of a hotel at Duluth, one at Wausau, Wis., and the other in Duluth, which he considers his crowning achievement in the hotel business.

Mr. Schroeder achieved conspicuous success in the insurance and finance business through his untiring devotion to what he has done before him, and his success in the hotel field 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 represents the highest type of business institutions where everything is thoroughly systematized; accurate cost accounting, central purchasing, central administration and scientific, careful supervision have spelled success for all of the enterprises.

Chris Schroeder, 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 of his own in Milwaukee, 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.

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 \$25,000 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 sail upon 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 platings for the Hotel Duluth site were made by the Duluth Engineering company. A large part of the townsite platting in Duluth 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 on the harbor front, such as dry docks, coal docks, shipyards, 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 is thus enabled to guarantee 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 offices of city 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 building sites surveyed by this company are the McDougall Terminal, 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.

MANY BUILDING SUPPLIES FROM DULUTH CONCERN

Duluth Builders' Supply Co. Furnished Score of Products for Hotel.

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 sold to the various contractors engaged 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 its connection with the large Eastern manufacturers enabled the officers to obtain supplies for the building without a single delay during the entire construction period. This service proved of exceptional value to Jacobson Brothers, contractors, who were enabled to complete the structure on schedule time.

Many trainloads of material were furnished the hotel contractors, according to Charles V. Pierson, president of the company, including Kelly Island lime for plastering, 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 east and C. V. Pierson is president and

NOTED HOTEL ARCHITECT DIRECTED CONSTRUCTION OF HOTEL DULUTH



H. W. TULLGREN.

Martin Tullgren & Sons company of Milwaukee, nationally known hotel architects, drew the plans and superintended the entire construction of Hotel Duluth.

Closely associated with Walter Schroeder in the construction of the string of Schroeder hotels throughout Wisconsin, H. W. Tullgren, secretary and treasurer of the company, came to Duluth immediately after the original negotiations were completed and a hotel for Duluth was assured.

After going over the site chosen by Mr. Schroeder and the Duluth committee, Mr. Tullgren returned to Milwaukee and drew a general sketch of the proposed building. After a few changes, the design was approved and the preparation of the building plans was started at the Milwaukee offices of the company under the supervision of Mr. Tullgren. The latter also made a number

of visits here during the entire construction period, coming to Duluth on the average of once every three weeks.

Mr. Tullgren was associated with his father, Martin Tullgren, and brother, S. M. Tullgren, in forming the company in 1910. Their father died in October, 1922, and since then M. L. Patenthien has become associated with them and is now the vice president of the company. S. M. Tullgren is the president.

Besides supervising the preparation of the plans, Mr. Tullgren also had general supervision of the construction in Duluth, and was represented here all the time by Joseph Ehrman, superintendent. The Tullgren company is located in the First Wisconsin National Bank building and among the members of the staff, all of whom had a part in the preparation of the plans for

GEORGE H. CROSBY FIRST PERSON TO REGISTER AT HOTEL

George H. Crosby, chairman

of the Duluth citizens' committee that was president of the campaign for subscriptions during 1923 and who conducted the original negotiations with Walter Schroeder and his associates, was given the honor of being the first person to register at Hotel Duluth when it was opened to the public at 6 p. m. Friday, May 8.

Mr. Schroeder registered next and following him came H. W. Tullgren of Martin Tullgren & Sons of Milwaukee, architects of the hotel; B. A. Lehnberg, vice president of Chris Schroeder & Sons company, operators of the Schroeder hotels throughout Wisconsin; Joseph J. Ehrman, general superintendent for the Tullgren company; Jack Lessman, representing Albert Pick & Co. of Chicago, designers and furnishers for the first three floors; Jacob 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, furnishers, men and prominent Duluthians, who filled the first page.

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. He served as head of the organization again in 1923.

During the last twelve years the company has served the public by supplying building materials for such large projects as the new Hibbing high school, First National Bank building at Virginia, Roosevelt school at Virginia, Memorial building at Virginia and Masonic temple at Virginia. The majority of the buildings constructed at South Hibbing including the Androy hotel, the new high school at Chisholm, school at Gilbert, high school at Ely and many other buildings. The company furnished the majority of the material for the Denfeld junior high school at Duluth, Munger school, addition to the Lincoln junior high school, and at the present time the company is furnishing a large quantity of material for the Denfeld senior high school now under construction.

The performance of service that this company has rendered to the general contractors and public at large speaks well for the management and merits their confidence in the future.

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

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 lot on the old Brooks garage building at the corner of Third avenue east and First street was announced recently by Moses Goldberg, formerly head of the Zenith Sales stables. Mr. Goldberg also announced the appointment of Asa Lyons as manager of the garage. Alterations have been made and 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 operated along the lines of the 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 are in the hotel can inform an attendant there, who will drive the machine to the garage free of charge. 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 oil and gas machines next week. The gas books of the oil company can be used by motorists in the purchase of supplies or for rental in the garage. Mr. Goldberg recently disposed of the Zenith stables, which he operated here for seventeen years. He is one of the best known horse 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.

H. A. Hall and Company DECORATORS

Painters and Decorators on the

Hotel Duluth
St. Luke's Hospital
Bradley Building
Sherman Building
Gilbert School
Spalding Hotel Ballroom
Stone-Ordean Building
and many others

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

The McAlear Manufacturing Company

Manufacturer of

Specialties for All Steam Heating and Power Plants

1901-7 S. Western Avenue CHICAGO

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

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 2314 West Third Street Meyer Hardware Co. 4024 West Third Street Oscar Peterson 5721 Grand Avenue Standard Hardware 10 South 63rd Avenue West Tony Radosevich 1315 Commonwealth Avenue U. C. Tower 219 Commonwealth Avenue	SUPERIOR, WIS. Larson Bros. 5913 First Avenue United Superior Supply Co. 2105 Tower Avenue R. G. Wombacher & Co. Workers' and Farmers' Co-operative Co., Two Harbors, Minn. H. D. Powers Grand Rapids, Minn. Marble Hardware & Furniture Co. Marble, Minn. Carmet Mercantile Co. Calumet, Minn.	Remington Lumber Co. Hibbing, Minn. Antos Makin Chisholm, Minn. Minckler Hardware Buhl, Minn. Pelto & Koski Virginia, Minn. Range Hardware & Furniture Co. Eveleth, Minn. John Kauti Aurora, Minn. City Hardware Ely, Minn. Floodwood Mercantile Co. Floodwood, Minn.
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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

FOR QUICK RESULTS USE HERALD WANT ADS

KEEPING STEP WITH THE PROGRESS OF DULUTH

GARAGE DULUTH

302 to 308 EAST FIRST STREET

Official Hotel Duluth Garage.

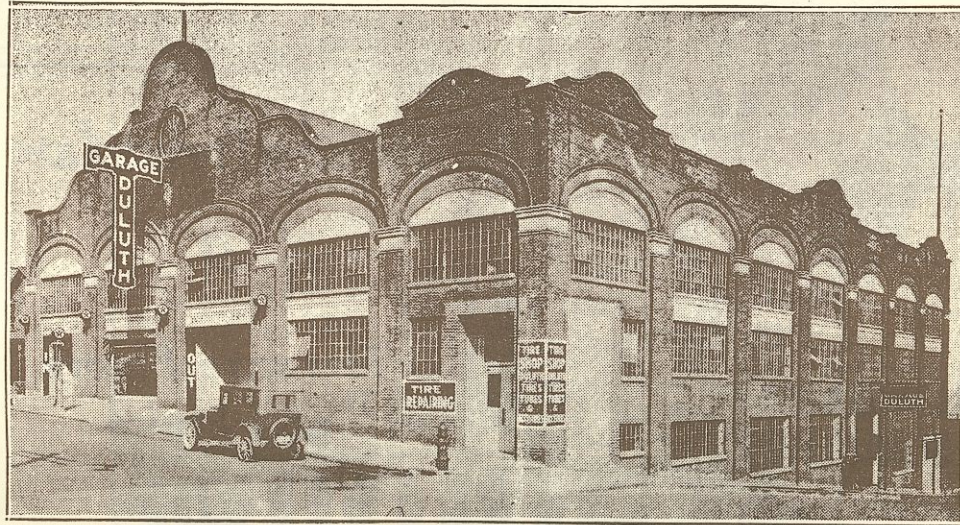
Cars Called For and Delivered to Hotel Free

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



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.

Capacity 200 Cars

Melrose 956

60 Feet From Hotel Duluth

Satisfactory Service Being the Paramount Thought With Each and Every Employee

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.

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.



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.

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.

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

GARAGE DULUTH

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

302 to 308 EAST FIRST STREET

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.

NOW 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.

Start in 1923. 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 election of sites, one at Ninth avenue east and Superior street, across from the Kitchi Gammi club, and another at Twelfth avenue east and London road.

About that time a committee was organized, composed of A. H. Comstock, R. M. Sellwood, 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 the general public. It was planned 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 announced his opposition to 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 Superior street. 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.

Cavour 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. The issue of two leases 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 a certain date, after which Mr. Schroeder announced he would drop the entire matter. It was then that Mr. Crosby went to several prominent Duluthians and between 10 a. m. and 2 p. m. on the final day he raised the money, with the aid of A. L. Ordean, A. M. Marshall, Cavour Hartley and others. He wired 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. Egerman, 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 entire Duluth drive 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

amount raised. Even the legal work in connection with the negotiations was done free of charge by Washburn, Bailey & Mitchell. Mr. Crosby was assisted by Mr. Wall, B. M. Peyton, Cassius Bagley, Herman Matzke, James H. Harper and others in the stock selling campaign.

Later the Hotel Duluth company was formed, with Mr. Schroeder as president, B. A. Lehnberg of Milwaukee, vice president, and Mr. Egerman, secretary. Three of the rectors are Mr. Crosby, Mr. Peyton and Mr. Ingwersen.

Mr. Crosby continued to act as chairman of the citizens' committee through the building operations and up to the opening of the hotel, May 8. He was the guest of honor at a dinner given by Mr. Schroeder on the opening night, attended by all the leading contractors and officials of the company, who participated in the construction of the building.

"To the father of Hotel Duluth," said Mr. Schroeder, as he arose to pay a tribute to Mr. Crosby.

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"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, and are of the very latest model, 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 entrance either from Third avenue east or 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 mirrors, conforming in every particular with the elaborate furnishing and homelike atmosphere of Hotel Duluth.

Mr. Lade needs no introduction to Duluthians. For the past twenty-three 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.

Mr. Lade needs no introduction to Duluthians. For the past twenty-three 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.

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DRUG STORE TO OPEN ON JUNE 1

George Kermott and A. L. Malmø 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. Malmø 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. Malmø, and will be in charge of the new store. Mr. Garbrick has been for the past four years, Minnesota representative for Burroughs, Welcome & Co., an English pharmaceutical house. Prior to that time he was connected with the Liggett Drug company, having managed stores for them in various cities.

Mr. Kermott and Mr. Malmø 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 arranged with ample space for the compounding of physicians' prescriptions.

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, stationery, hospital supplies 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 in their other hotels in Milwaukee and Madison. The coal is handled exclusively in the West by the Northwestern Fuel company, agents for the Consolidation company's "clean coals," all well known and nationally advertised.

Sani-Stone Products Co. Inc.

Terrazzo Floors and Stairs

In this wonderful hotel
furnished and installed
by

Sani-Stone Products Co. Inc.

DULUTH, MINNESOTA

— The — Hotel Duluth Serves

Pullman Rolls French Bread Sandwich Bread Doughnuts

Baked by

Zinsmaster
Master of Good Baking

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

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.

MUSIC

FOR THE

Formal Opening

—of—

Hotel Duluth

—BY—

Lyceum Ballroom Orchestra

These musicians are the highest class artists in the West.



Frank Mainella,
Director

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 platting, court cases and engineering for contractors and builders.

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

AND FILL IT WITH CONCRETE

D. H. CLOUGH & CO.

405 PALLADIO BLDG.

WE MOVE THE EARTH

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 hostelries.

Service and Comfort
for the
Commercial Traveler
and Visiting Tourist

European Plan

Modern and Fireproof

Garage in Connection



DULUTH, MINN.

HOTEL DULUTH



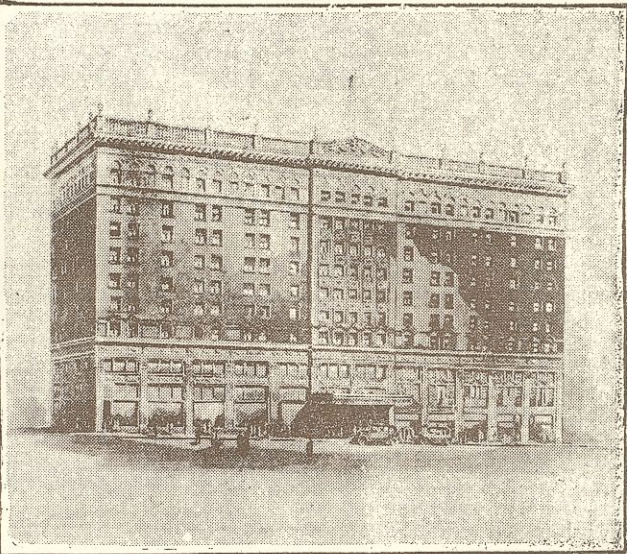
GREEN BAY, WIS.

HOTEL NORTHLAND



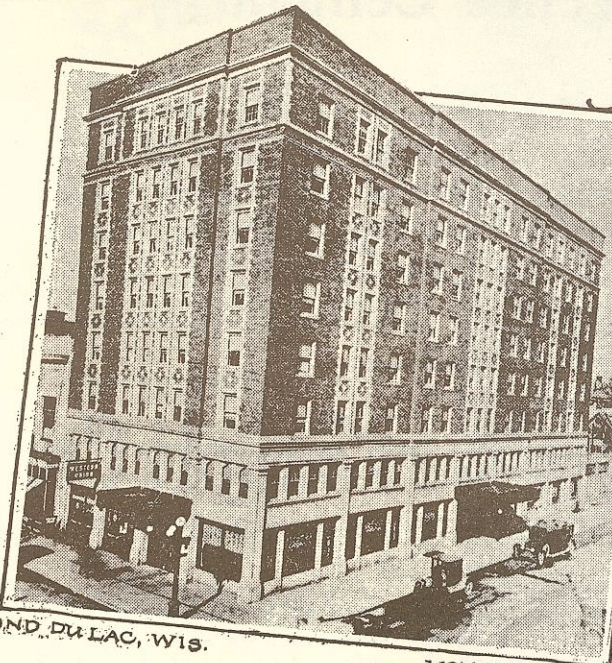
MILWAUKEE, WIS.

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, which is an 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 ornamental paneling on the front elevation on the third-floor windows greatly adds 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 banquet 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. The partitions are constructed 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 firm. 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 in Duluth. The interior main stairways, 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.

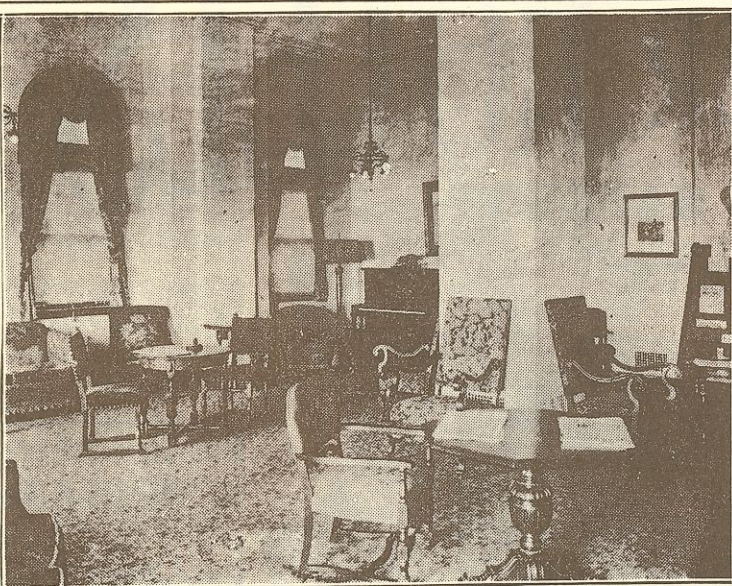
There probably has never been a time when people are as interested in painting, varnishing and enameling as they are at present. This is due to a great extent, to education and a realization that to paint or varnish is an economy, is an application of thrift. People realize that well-painted property is more valuable, is more attractive, and the lumber of 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.

Amount of money invested in properties certainly warrants a good protection of the surface. Care in Making Paints. No doubt 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 laboratories and factory of Marshall-Wells company. 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 or varnish.

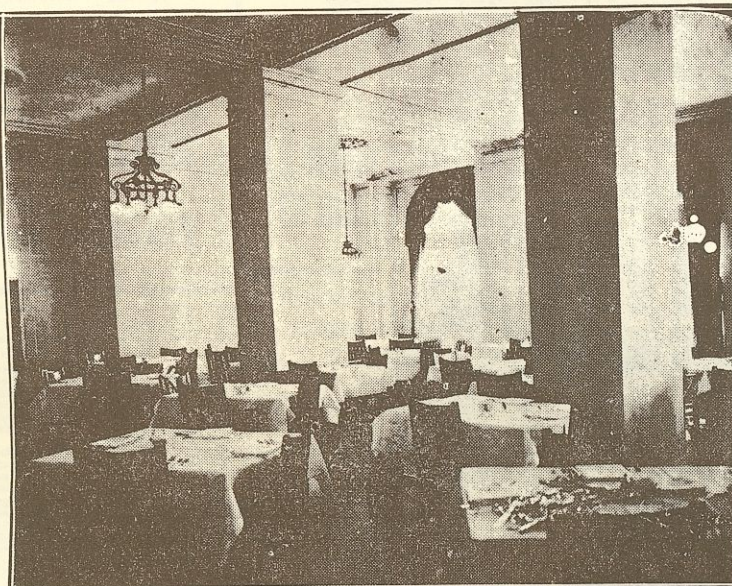
The necessary requirements for a good paint or varnish are: First, the formula must be right. It must contain the best of raw materials. The next step is a proper analysis of these raw materials before they are placed in the warehouse subject to the withdrawals for the manufacturing process. These raw 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, must be the final check before the product is filled into the containers and goes 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 rigid tests, go through the various mechanical steps, again tested and submitted as a finished material for the consumer, he is impressed with the romance of paint and varnish-making. It is with this knowledge at hand that one realizes that to disregard one of these 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.

WITH the opening of the new Chamber of Commerce quarters at Hotel Duluth May 11, the Duluth organization now has one of the most attractive homes in the United States. Fourteen hundred men and women crowded the chamber on the first day, more than ten banquets and luncheons having been scheduled by leading clubs and committees for the opening. A banquet has been held nearly every evening since the hotel opened, while the chamber luncheon has been crowded daily.

All new furniture and equipment have been installed by the chamber directors, while every possible comfort and convenience are supplied for the members. There is a total of 9,000 square feet of floor space in the new quarters.

On entering the chamber in the west wing on the mezzanine floor, there is a desk and checkroom at the right, with a private stairway alongside leading up to the third floor, where are located the large spacious dining room, lounge and library and cardroom. The telephone desk and cigar stand are at the entrance on the third floor.

In room 1 on the mezzanine floor, to the left of the entrance and directly across the checkroom, are the convention, publicity and tourist bureau and the safety bureau. Next to this is room 2, the office of Secretary Saxby, the directors and President Dacey. In room 3 is located the business office, bookkeepers and the trade extension committee, which is in charge of the Exposition of Progress next July. The

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 in the employ 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 fifteenth-century linen hangings, with crimson overdrapes. The Spanish type of furniture is used, with large overstuffed davenport and high-backed 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 terrace 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 carpets run through the halls on both floors.

BLUE VALLEY BUTTER

is GOOD Butter

—that's why millions use it



Used in Thousands of Duluth Homes and at

HOTEL DULUTH

BLUE VALLEY CREAMERY CO. Duluth, Minn.

Service

It is the purpose of this organization to do more than simply supply building materials. We believe that a builders' supply company—to be fully successful and effective—must also render a definite service to the builder—comprehending his needs and doing everything humanly possible to cooperate with him. This service includes handling and keeping in stock quantities of the best building materials and specialties the market affords, and having them ON THE JOB when the builder needs them, to prevent expensive and exasperating delays.

In the construction of the splendid new Hotel Duluth building by Duluthians, it has been our privilege to supply much of the material and we have, we believe, made an enviable record in this all-important matter of SERVICE ON THE JOB. This is but another of the many large orders entrusted to our care in which prompt service rendered by this supply company was a consideration in letting the contracts. Among the materials furnished by us were:

Demison Load Bearing Tile

Kelly Island Lime

(for plastering and masonry construction)

Metal Lath-Corner Beads

Keenes Cement

The materials furnished by us will aggregate many trainloads. In serving this large project Jacobson Brothers, General Contractors, and Geo. Thill, General Plastering Contractor, were not delayed in the least for material, which record we are proud of.

Duluth Builders Supply Co.

202 South 21st Avenue West, Duluth
Melrose 232

Warehouse A—15th Avenue East, Endion Station—Hemlock 1048
Warehouse B—21st Avenue West—Melrose 373

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.

HOTEL 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 is fourteen stories high, with a basement thirty-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 175 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 Pennsylvania 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 \$150,000, a record price for property in that end of the city, some of the figures just given out by Jacobson Brothers, 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 and 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, \$35,000; 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, 10,000 yards of concrete, 800,000 feet of lumber, 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 Tullgren & 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 McAlister 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 radiator 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 McAlister Manufacturing company therefore had no small part in the construction of Duluth's beautiful new hotel as these specialties were of vital consequence in making the heating and plumbing system function efficiently.

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

FRENCH & BASSETT TOOK BIG PART IN FURNISHING HOTEL

Duluth Firm Also Had Charge of Equipping Chamber Quarters.

French & Bassett company, Duluth's largest and oldest furniture store, 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 in 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 are, however, carried out in a more colorful tone for which a charming 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 adjoining hallways. Curtains in 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 usage in the Bank of England.

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

furnishings in which it is carried out, are both of the highest character and representative of the best work of this type. In fact, the new quarters of the Chamber of Commerce far surpass the usual type of clubrooms in every respect.

Attractive Chamber Lounge.

The lounge is especially attractive, yet every unit of its furnishings was given special consideration from 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 inviting club chairs and the especially designed formal chairs. The color scheme is further accentuated in the beautiful treatment of the windows, for which draperies were designed and made of a hand-blocked, print linen in an appropriate sixteenth century design. The ground of these draperies is green, the design in lacquer red, gold and brown. Lambrequins of sunfast vel-

vet in lacquer red are used with these draperies.

Other furniture in the lounge includes a fine, large antique walnut table, a 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 sunfast damask. The windows in the series of Chamber of Commerce offices are curtained 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

and capabilities of this long-established and entirely Duluth organization.

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 attractive icebox and shelving 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 is manager of the greenhouses and Miss Gretchen Jaap is secretary-treasurer.

GUS RICHARDSON SCRAPPED FLOOR IN HOTEL BALLROOM

Great care was taken by the contractors in matching 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 on the new dance floor 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.

EMPLOYEES ORGANIZED FOR HOTEL OPENING; MEN WAITERS ARRIVE

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

By opening on May 8, two weeks before the formal celebration tomorrow, I. L. Tipple, manager, was able to study conditions and make improvements during the two-week trial period. Many changes have been made in the staff and the hotel management believes it now has a capable crew of waiters and maids, in addition to other employees.

There are about 150 persons employed in the hotel.

Ten men waiters came here last week from Kansas City to augment the staff of women waiters.

"We will have a perfectly operated machine for the formal parties tomorrow and Saturday," said Mr. Tipple. "The food will be excellent and the service of the best."

MANY PRODUCTS OF SONNEBORN SONS USED IN NEW HOTEL

L. Sonneborn Sons, Inc., enjoy the distinction of being pioneers in the field of concrete hardening and preservation of building materials. Their widely known product, lapidolith liquid chemical, has been successfully hardening, dustproofing and wearproofing cement floors in buildings used by every conceivable industry for more than fifteen years.

Hotel Duluth is only one of the many buildings where L. Sonneborn Sons, Inc., have furnished their lapidolith, their hydrochloric water-proofing and damp-proofing line, their lignophol wood floor preservative and their cementcoat and other enamel paints.

Lapidolith for terrazzo floors prevents staining and dusting. It is used in dining rooms, lobbies, corridors and salesrooms. All the terrazzo floors in the new Hotel Duluth have been treated with lapidolith.

Representative examples of their work can be seen at the Hotel Astor, Milwaukee; Beldon hotel, Chicago, and the new Androy hotel, Superior.

The personnel of the Sonneborn organization has changed so little during all these years that they are able to capitalize to the fullest extent on the experience gained through contact with building maintenance problems of all kinds. Their branch offices in Detroit, Chicago and St. Paul maintaining warehouse stock, are equipped to take care of every requirement of their clients.

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 linens 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.



Queen Duluth

Walter Schroeder

Schoncz

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

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

McAlister

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

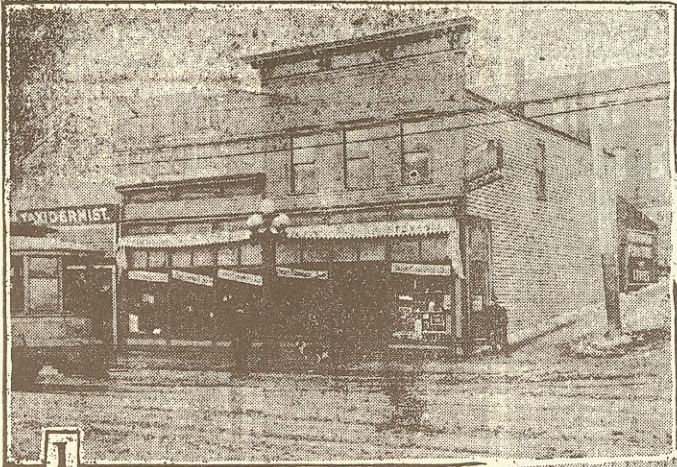
Scott-Graff Lumber Co.

Twenty-Fourth Avenue West and Michigan Street

Established 1880

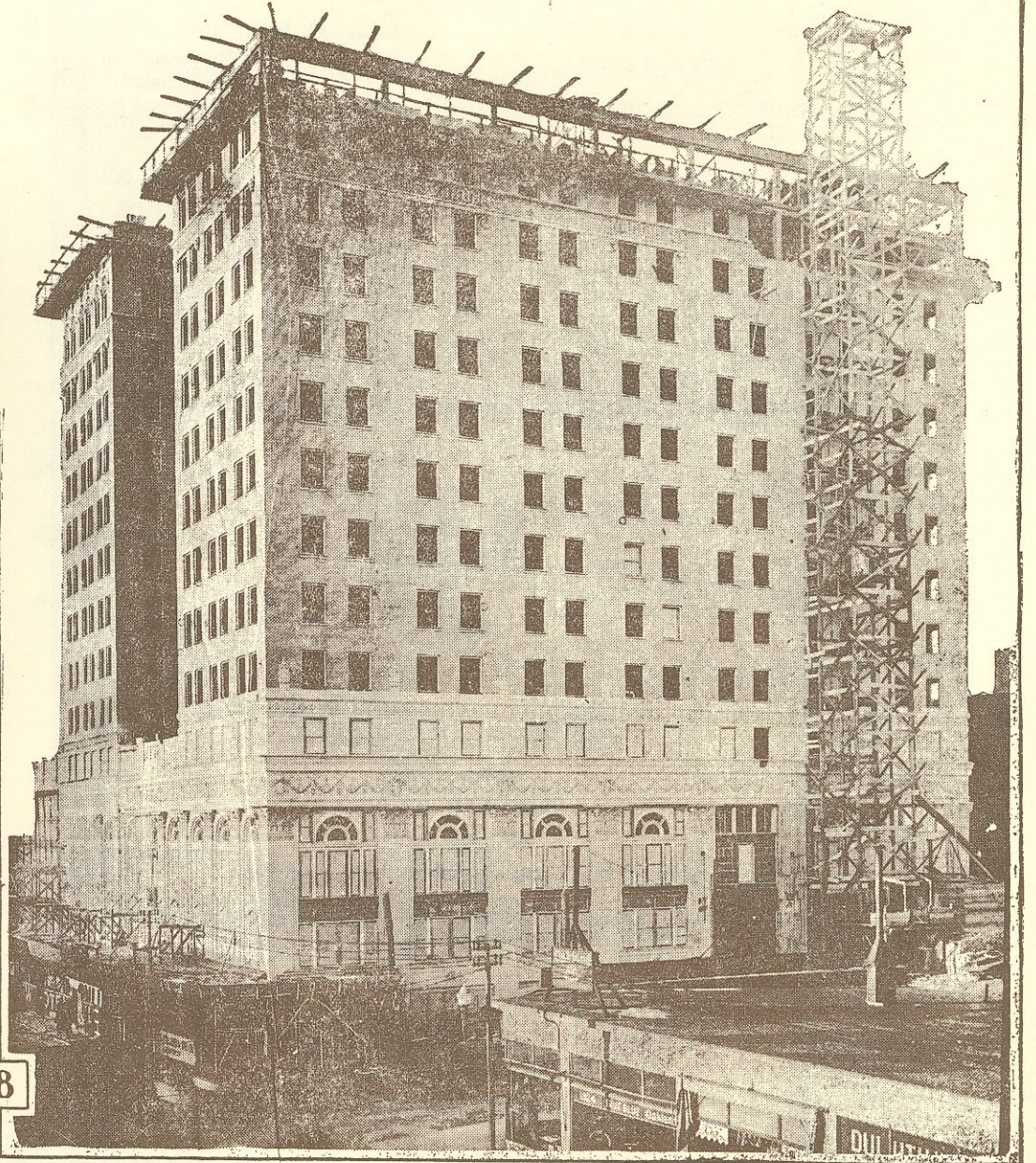
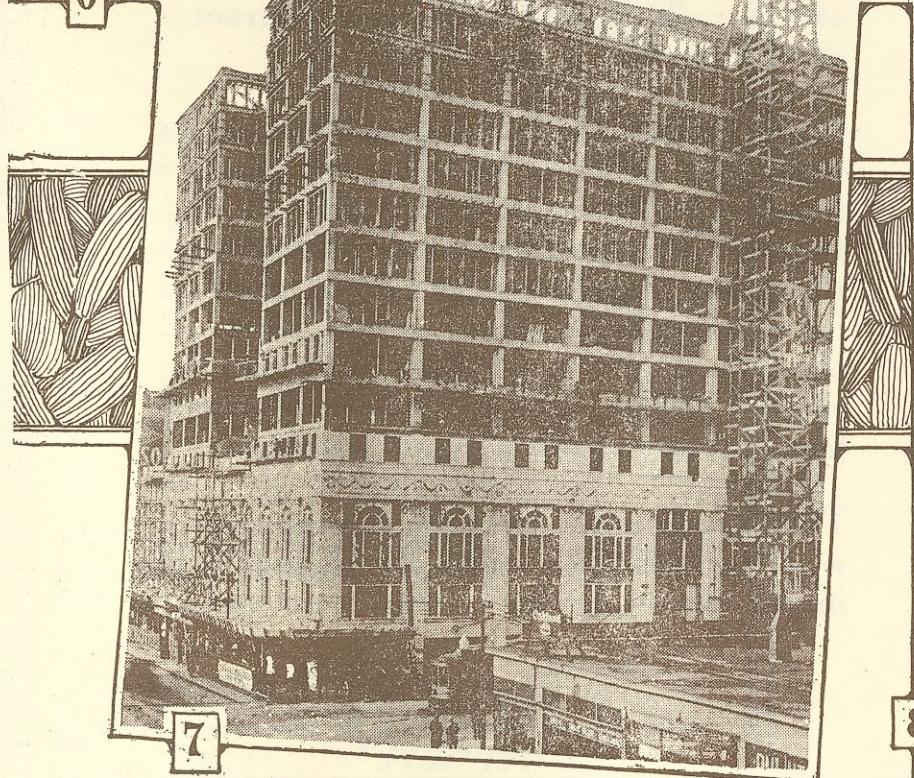
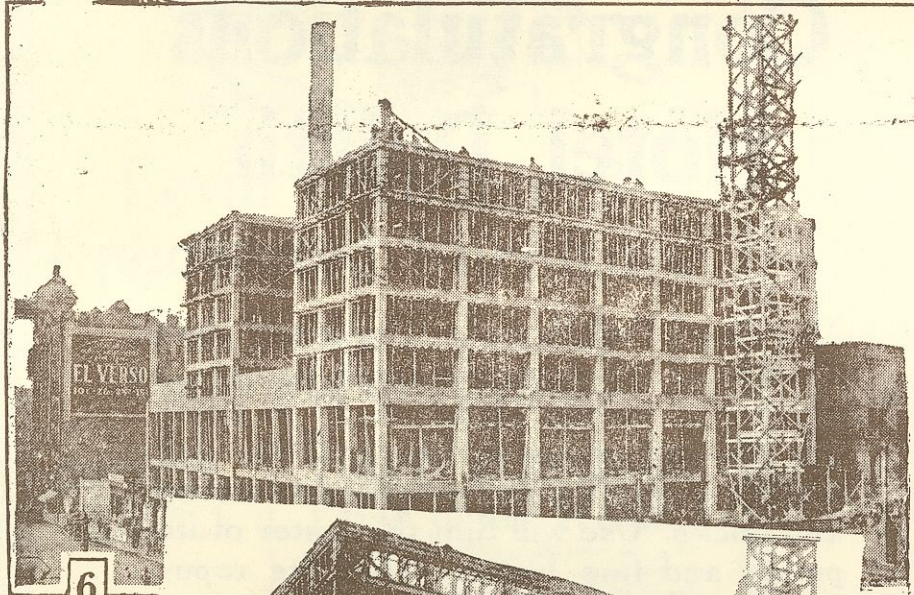
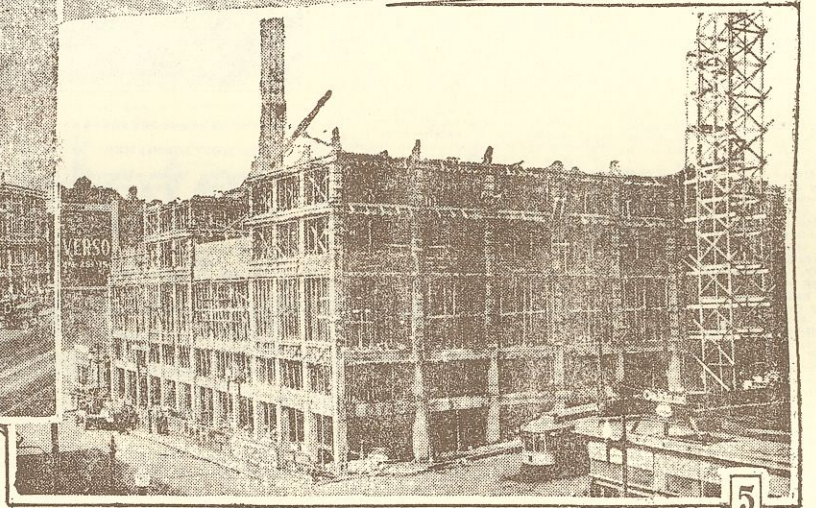
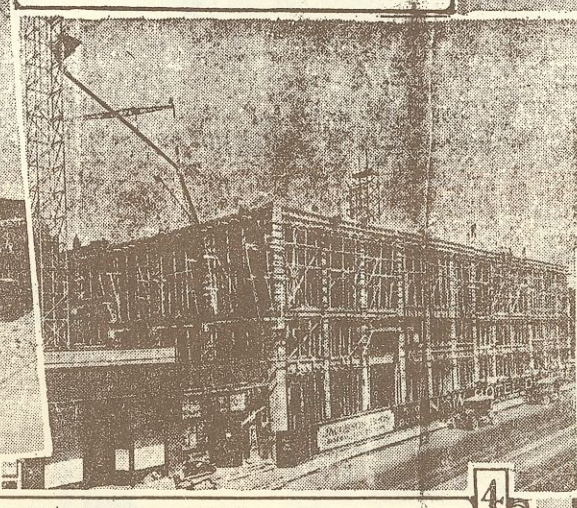
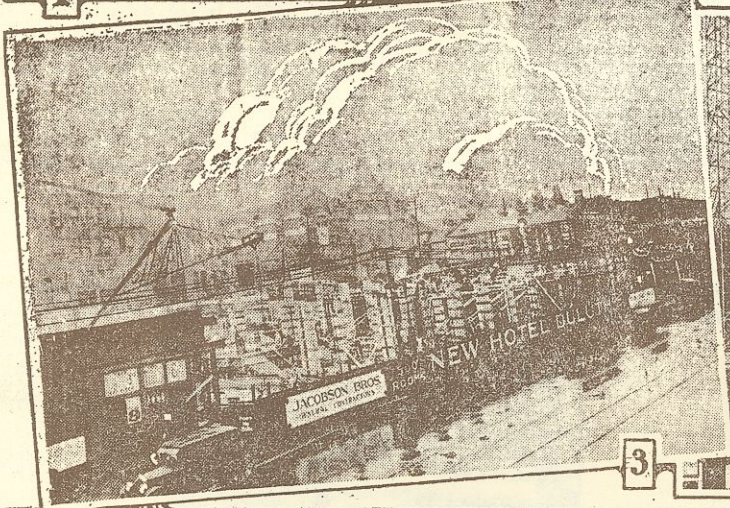
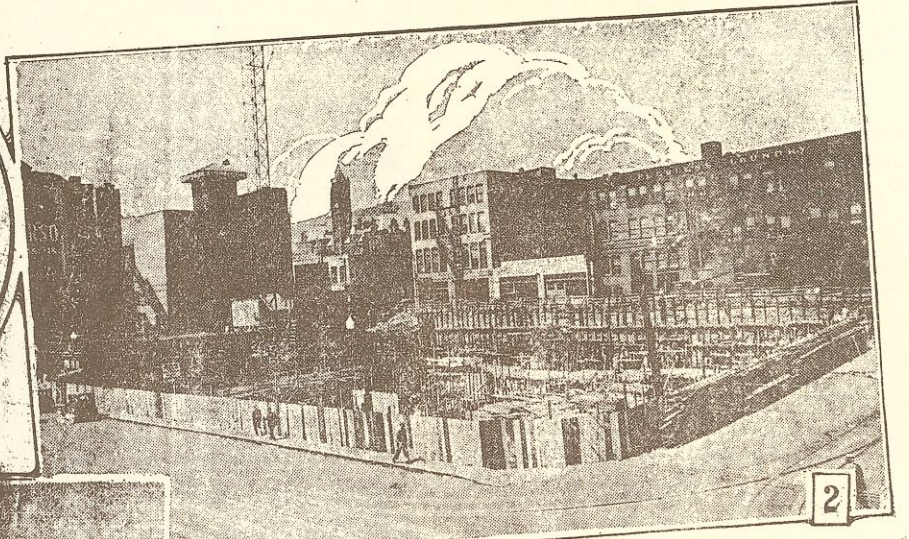
Melrose 3180

From Old Landmark to Modern Hotel Skyscraper



Key to Pictures:

1. Old landmark torn down to make room for Hotel Duluth.
2. Excavation completed and foundation work under way. Photograph taken July 7, 1924.
3. First floor almost up. Offices of contractors and architects in small brick building to the left.
4. Three stories added in one month. Picture taken Sept. 3, 1924.
5. Two weeks later, Sept. 17, 1924.
6. Work rushing ahead to have building enclosed before first of year.
7. Frame structure all up and stone work started. Taken Nov. 4, 1924.
8. Building almost completely enclosed and ready for interior construction. Taken Dec. 4, 1924.



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.

our progress—an indorsement of the vision and confidence of the early pioneers who never lost faith in the glorious destiny of this really remarkable and delightful city.

Civic Interest Awakened.

Edward A. Silberstein, president, Silberstein & Bondy: "When the announcement was made of the proposed building of the new Hotel Duluth it seemed to have awakened a new civic interest and business men everywhere realized what it meant to the city. If there is such a thing as a civic consciousness it took form from that time, and every one has been building upon what the hotel will mean to the city, both present and future. The rise in property values on East Superior street was accompanied by activity in new building operations and a new spirit seemed to have been breathed into the Duluth business world. It is our hope and expectancy that the new hotel will have a marked effect in bringing strangers who ultimately will become residents and citizens. I am sure every Duluthian straightens up his shoulders and lifts his head a little higher when he passes by or thinks of this splendid building and enterprise. The good wishes of every Duluthian should be with those who have to do with the hotel success and future."

Roger M. Weaver, vice president, Standard Salt & Cement company: "The hotel facilities of a city are the first and one of the most important impressions a visitor receives and retains. The erection of such an excellent and thoroughly equipped building as the new Hotel Duluth will add greatly to the prestige and fame of Duluth, and by increasing the tourist travel to Duluth, benefit not only the new building, but the other hotels of the city as well."

Mason M. Forbes, county attorney: "The opening of the new Hotel Duluth marks an important forward step in the progress of our city. The recollection of excellent hotel accommodations remains in the mind of a visitor and a tourist long after many other impressions have passed away. We need have no fear of unfavorable impressions of our city with such a beautiful structure in such a wonderful location. The thanks of the entire city are due those men who have made possible this enterprise."

Long Dream of Public.

Francis J. Dacey, president, Chamber of Commerce: "The opening of the new Hotel Duluth exemplifies the culmination of a project that will be of inestimable benefit to our city. It has long been the dream of our people and its realization will, no doubt, be the means of placing Duluth in a position to accommodate its many visitors in a manner commensurate with the size and importance of our city. Duluth is assured of a larger influx of tourists this season than ever before, more conventions have been secured and there already is a tendency among national organizations to consider our city a meeting place. The Exposition of Progress in July, the most pretentious project we have ever undertaken, will, no doubt, be a means of demonstrating to the great Northwest the possibilities of our city."

"The men who have made this hotel possible deserve the highest commendation. They succeeded after four attempts of a similar kind had failed. Mr. Schroeder has invested a large part of his fortune in this hotel, because he visualizes the growth of our community and has the utmost confidence in our citizens. The directors of the Chamber of Commerce view with approbation the completion of this building. They unanimously decided to lease quarters in the hotel, feeling that the Hotel Duluth was a civic achievement and would reflect a general stimulus to not only the hotel business, but every other line of endeavor."

H. R. Armstrong, president, National Iron company: "Hotel Duluth is the realization of what the old settlers in Duluth visioned years ago and we are glad to have had our hopes realized."

J. H. Ingwersen, vice president, First National bank: "Anything that contributes to the comfort and enjoyment of the stranger within our gates means a lot to the city of Duluth in the advancement of its general prosperity. The city has been well if inadequately served by hotels in recent years, but notwithstanding the growth in population and the expansion of business in general, there has not been any increase in hotel facilities until recently, and the completion of the Hotel Duluth, in 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."

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 hotels will continue to enjoy as much patronage 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 the excellent location of this city deserves."

Hotel Pride of Duluth.

J. O. Lenning, vice president, G. & W. Lenning-Brown company: "Hotel Duluth would be a credit to any city and should be

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 employed all the time, the total reaching 400 at one time.

The hotel site cost \$150,000.

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 furnishing done by Duluth firms.

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

The Hotel Astor at Milwaukee is an exclusive residential hotel within

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.

Mr. Schroeder and his associates are entitled to the commendation of every Duluthian for their vision 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 hostelry. 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 bath. The roof restaurant 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 and 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 Nicolet in 1639. The Hotel Northland, completed in March, 1924, is 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 lake country between Lakes Mendota, Monona 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 Wausau at Wausau on the Wisconsin river at the southern edge of the Land o' Lakes, is located in the north central part of Wisconsin, 180 miles northwest of Milwaukee. The Hotel Wausau, 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

SIX MORE HOTELS ARE INCLUDED IN SCHROEDER GROUP

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

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 Hose 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.

JACOBSON 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 night.

Nearly 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 late 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 but one of a large number 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. Crasswell.

Jacob and John Jacobson formed the partnership in 1903, adding their brother, Victor, to the firm in 1909, who came here from Finland that year, and Mr. Crasswell in 1914. Mr. Crasswell will celebrate his eleventh anniversary with the firm on May 23, the second day of the formal opening.

The senior partner came to Duluth in 1903 from Hancock, Mich., where he had lived a number of years after coming to this country

from Finland in 1899. His parents were Swedish, but his father, a wholesale merchant, had moved to Vasa, Finland, shortly after his marriage. All of the children were born at Vasa. Mr. Jacobson is president of the Bank of Commerce and Mr. Crasswell is one of the bank directors.

Among some of the big jobs completed in recent years by Jacobson Brothers are the \$3,000,000 high school building at Hibbing, the \$2,000,000 McDougall terminal building and viaduct, the Ely high school, Minnesota Power & Light company's addition, the St. Louis county jail, the Marshall-Wells building, Western Steel Products building, Agate Bay hotel in Two Harbors, Androy hotel in Superior, just opened last week; the Amphitheater in Duluth and the Lord-Fisher garage at West Duluth.

At the present Jacobson Brothers are building the Holgate-Bolton-Swanby garage near Seventh avenue east, while 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 by 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 range towns for their excellent dance music 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 old quarters too small for his growing 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. & 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. 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 manicure tables, 358 water closets, forty-six sinks, 146 showers and nine urinals, totaling 1,321 separate plumbing articles. The total weight of these is 310,000 pounds.

Steel pipe, from one-eighth of an inch to twelve inches wide, used in the building, totaled 100,000 feet, weighing 460,000 pounds. There are 50,846 separate fittings used, weighing 140,000 pounds.

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, weighing 350,000 pounds.

Two 300-horse power water tube boilers were installed, each with 190 pounds working pressure. The boilers weigh 40,000 pounds. They are so erected that a continuous overload of 150 per cent can be obtained. They are automatically supplied by mechanically operated stokers of underfed type, working in conjunction with automatically controlled engine driven fans for forced draft. A total of 100,000 pieces of brick was used in the boiler installation.

Seven pumps were installed to handle the vacuum system of steam heating for handling the water supply for the entire hotel, both hot and cold.

Electric Ash Hoist. The ashes from the fire room are handled by an electric driven ash hoist from the boiler room to the alley level, directly into an ash wagon. There is no shoveling or wheeling required.

There are three fresh air fans with tempering coils, air and motors, in addition to four separate exhaust fans to purify the air in the ballroom, kitchen, laundry, private dining rooms, lobby and bath rooms. Twelve separate motors operate these fans. The fans deliver 66,000 cubic feet of fresh air per minute.

Organized Twenty-five Years Ago. Stack Bros. & Co., located at 117 West First street, was organized twenty-five years ago by John T. William J. and Edward Stack. The last named died two years later and the two brothers divided Duluth and Superior between them in settling up the estate, William taking over the Superior business and John T. the

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

In 1917 the Duluth company was incorporated and Mr. Stack was elected president and treasurer, and Guy R. Robie secretary. Mr. Robie 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, Nashua 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.

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

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

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.

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.

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.

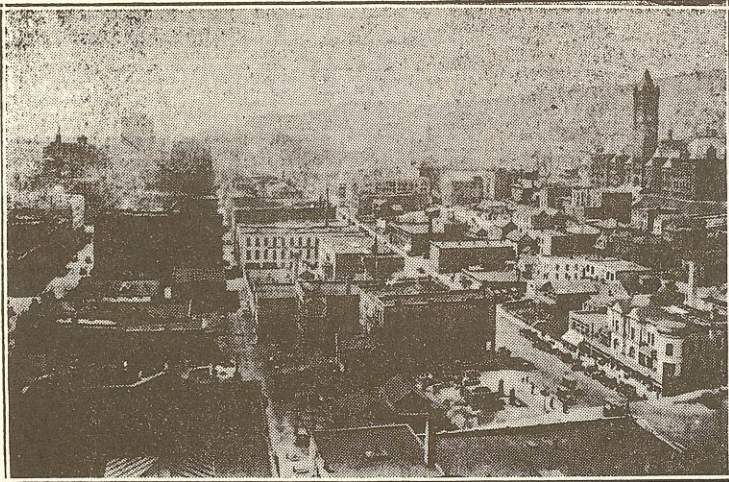
We Feature Levin Upholstered Furniture and Executed Its Installation in the New Hotel Duluth and Chamber of Commerce Quarters!

French & Bassett Co.

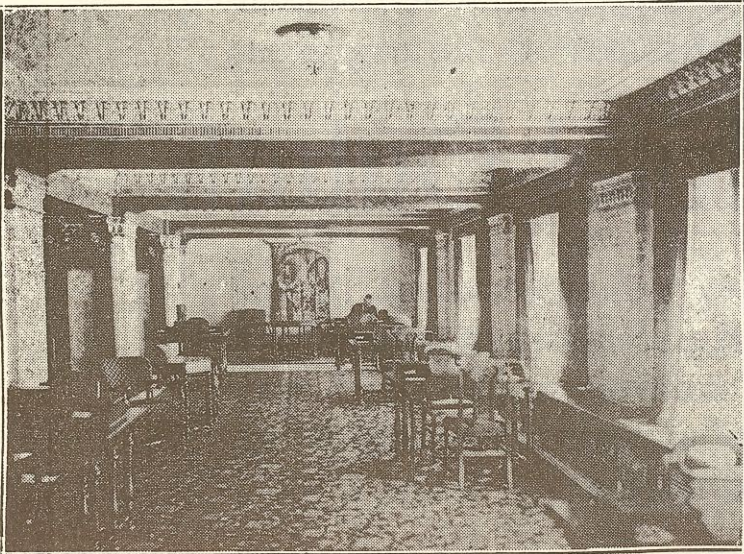
GOOD FURNITURE

HOTEL DULUTH WILL MAKE CITY MECCA FOR THOUSANDS OF TOURISTS ANNUALLY

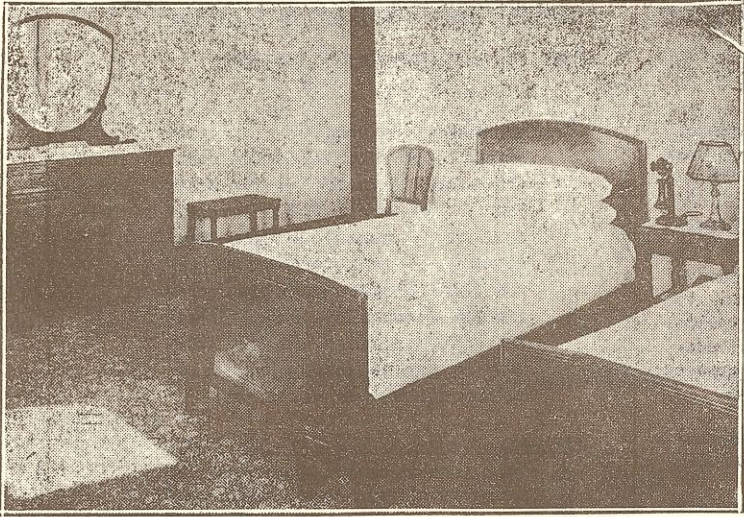
VIEW OF CITY FROM TOP OF NEW HOTEL



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 the type of the McDougall terminal is made 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 a position to give the required service in furnishing large quantities of building materials on short notice.

For building enterprises of this magnitude, this is particularly true of such things as cement and reinforcing bars, on which delivery is often delayed, due to the accumulation of orders at the plants. Universal Portland cement, manufactured at the company's Duluth plant, was used exclusively in the McDougall terminal building. The work was carried on through the late summer and fall, the busiest portion of the year in the cement industry, and during the winter months, but at no time was the construction work delayed on account of non-delivery of cement.

Material Kept in Stock.

A quantity of reinforcing steel, hollow tile, and similar materials was furnished from the local stocks of the Standard Salt & Cement company. This company carries a

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 of any additional material required in case of additions or alterations in the plans, or in case shipments direct from plants are delayed in transit.

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 Algin 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 architects called for a light colored, 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. Hy-tex brick were supplied 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 Brick company through their representatives, the Standard company. This company has three common brick plants in active operation, located at Warba, Wrenshall and Wingate, Minn. Brick for the hotel were supplied from all three yards. Masonry materials for the heating plant installation were also supplied by the Standard company. The fire

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, having built up their lines so that their warehouse stocks 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, and no matter whether the 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.

BURGER-WILLIAMS SUPPLIED CHAIRS, FILING EQUIPMENT

More than 1,100 Milwaukee chairs and steel filing equipment were furnished Hotel Duluth by the Burger-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 files and safes. The Schroeder hotels are using 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 Burger-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.

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, secretary and general manager, and W. S. Hodgson, secretary-treasurer.

The new members of the board are: George H. Crosby, A. C. Weiss and Seth 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.

SOME HIGH LIGHTS OF HOTEL DULUTH

First conceived during the summer of 1923.

Actual development in fall of 1923.

Formation of Hotel Duluth company in 1924.

Breaking of ground for site of the hotel on Feb. 11, 1924.

Structural steel work started in June, 1924.

Completed hotel building turned over to the operating company May 8, 1925.

First out-of-town guests registered May 8, 1925.

Formal opening and dedication May 22-23, 1925.

Hartman, Oscar Mitchell, W. S. Robertson, L. M. Pharis, C. J. Snyder, W. S. Heald, W. S. Hodgson, T. E. Hawks, S. Z. Mitchell, D. F. McGee and C. E. Groesbeck.

The purchase of new property and the extension program last year was approved by the stockholders.

Improvement of the service in Duluth at an estimated cost of \$350,000 was authorized at the annual meeting of the officers. Several electrical substations will be erected in the residential districts of the city, while additional cable lines are to be laid in the business districts this year, it was announced by Carl J. Snyder, manager of the Duluth division, 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 Keweenaw 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 Whiteface river, completed and placed in operation late last spring. This reservoir is on the Vermillion 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 Nashauk 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 national convention of 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.

April, 1924, while the old Gidding building at First avenue west and Superior street, which is now the home of executive offices and all the departments of the company, was occupied May 1, 1924. The new Blanchard plant at Little Falls was finished Dec. 1. This project includes the power line to Nashauk.

Work on all the other major projects throughout this section of the state completed last year cost \$7,000,000. The Fond du Lac dam and power development cost \$5,000,000.

The complete power development planned by the company in the entire territory will cost \$20,000,000, according to Mr. Robertson, double the original \$10,000,000 program outlined shortly after the organization of the Minnesota Power & Light company in 1923.

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, especially 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 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 14 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 8,000 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.

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.

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 Waterproofed With

Alkagel

"THE ABSOLUTE WATERPROOFER"

Made in Duluth by American Algin Products Co.

Other Standard Building Products in the New Hotel Duluth:

MASON CITY HOLLOW BUILDING TILE

HIGH GRADE FIRE BRICK AND REFRACTORY 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

LADIES' POUDDRE ROOM MOST UNUSUAL OF ITS KIND IN PUBLIC BUILDING

HENKEL & BEST FURNISHED ALL HOTEL FIXTURES

Chicago Company Carried Out Attractive Decorating Scheme.

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

This 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 8.

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 rooms, 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 polychromed 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 center fixtures. Two elaborate hand-hammered iron and copper torchieres 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 of crystal on each arm. The style, with French gold metal leaf finish. The fixtures in the English room are of hand-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 color scheme. 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

Clarksburg Telegram: The term "ten-penny nails" 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.

Two reasons are given for the custom. One of these is that in the early days of nail making, 1,000 nails of a certain size weighed ten pounds, and 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 weight of the hundred, which sold for 10 pence a hundred was called "ten-penny" and those selling for 5 pence became known as "five-penny" nails.

FLOATING LABORATORY

DRAWS BROMIDE FROM SEA

Popular Science Monthly: The strangest ship that ever sailed the seas left Wilmington, Del., 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, in photography, and in motion pictures, and in the manufacture of the ethyl fluid used in motor fuel. Through the last use of the world's supply of the element 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.

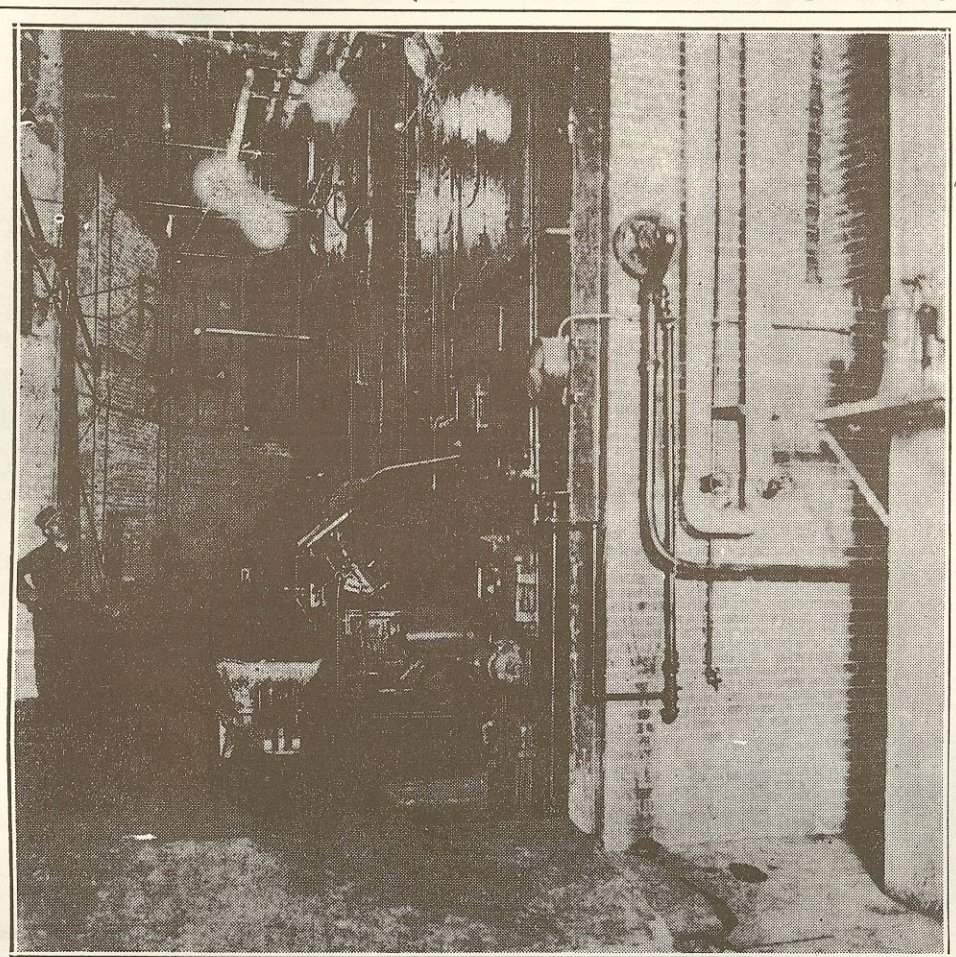
Popular Science Monthly: Valuable metal had a habit of disappearing from a German factory until a clever mechanical thief-detector was rigged up by physicists employed in the factory. At the end of each day's work each employee was required to remove his knife and all other metallic personal possessions from his pockets and pass through a specially constructed gateway. This 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 Mediterranean sea. 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 on an expedition setting forth from the United States this spring. American, French and English scientists, under the leadership of Count Eyrone 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 within a steel 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 electrically. 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.

SHIP BY A STEEL CABLE.

The operator rides in the middle of the apparatus on a saddle within a steel 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 electrically. 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 a helper took down the motor, gear set, universal and rear axle in fourteen minutes, 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 through the invention of an unusual new type of farm tractor by J. O. Heinze, 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: Instead of squirting a stream of water from the nozzle of a hose directly against the varnished surface of a car that is being washed, it is much better to allow the water to dribble through a sponge. This method will prevent the rushing water, combined with the dust, from acting as an abrasive and destroying the finish.

VACUUM CLEANS OUT PESTS.

Popular Science Monthly: To drive out "death-watch beetles," the 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.

SHIELDS PROTECT POLICE.

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.

STREET CAR GATES.

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.

Musical Instruments For the Band or Orchestra

Let us help you equip your musical organization with high grade instruments. Experienced men to serve you. Come in and talk it over.

Ben Miller and his orchestra use Vega and Buescher instruments exclusively.

MILLER MUSIC CO. 8 WEST FIRST STREET

INSTALLED ALL MARBLE AND TILE

Thomson-Williams Company Took Leading Part in Hotel Construction.

In addition to the tile and marble work in the entire hotel, the Thomson-Williams company furnished the mail chutes, revolving doors and supplied the terra cotta for the whole building as agents for the factories of the American Terra Cotta & Ceramic company.

The Thomson-Williams company has been in business in Duluth since 1894, the officers at present being Malcolm A. Thomson, president; Harry A. Wicklund, vice president, and George A. Droste, secretary, all residents of Duluth and actively interested in the business.

The company has figured prominently in the tile and marble contracting business and its work is installed in a majority of the large buildings that have been erected in recent years. Residence work is given special attention and many of the largest homes have Thomson-Williams tile and marble installed. Small jobs receive the same individual service that is given to large projects. The Thomson-Williams company has been in their employ for many years with the result that they are absolutely dependable and trained along the lines of finest workmanship and efficiency.

Agents for Many Products. The company also acts as sales

agents for many high grade specialties such as Cabot's shingle stains and insulating quilt, Atchison revolving doors, United Metal Products company's line of hollow metal doors, Cutler mail chutes, American Terra Cotta & Ceramic company and various other lines of equal high character and reputation. Face brick is another line that the company handles and of which its show rooms have an attractive display. Fireplace fixtures are also handled.

MILLER'S DANCE ORCHESTRA WILL PLAY AT HOTEL

Ben Miller's popular dance orchestra, which has been selected to play at the formal opening of Hotel Duluth tomorrow and Saturday evenings, has made an enviable record since it was organized three years ago.

Mr. Miller and his ten dance musicians will play in the Spanish dining room during the dinner and for dancing each evening. The orchestra was recently reorganized and Mr. Miller has had his musicians at a number of rehearsals preparatory to their appearance at the formal dinner-dances at the hotel.

Two of the saxophone players in the orchestra have just returned from playing all winter at Los Angeles resorts.

The Miller orchestra made its first appearance at the Holland hotel three years ago, broadcasting their concerts every day for seven months, during which time the musicians made thousands of radio friends throughout the country. For the last eighteen months they have played each evening at the Congress cafe.

Mr. Miller has been a member of Duluth orchestras for a number of years and five years ago organized

the Miller Music company, one of the largest musical houses in the city, now located at West First street.

INVENTORS NUMBERED 101,134 LAST YEAR

Inventor's Digest: The last year has been one of unprecedented progress and gains in the patent office, 101,134 applications of all kinds being received during the last year—2,738 more than the year before. Notwithstanding the increased receipts and the fact that there were also received 29,027 more amendments to applications than in the preceding year, the end of the year showed an actual reduction of nearly 12,000 applications awaiting official action.

The increased output is also shown by the fact that the number of patents, design and trademark applications finally allowed was 9,568 more than allowed during the previous year, while the total number of issued patents, designs and trademarks increased from 57,512 during 1923 to 63,062 during 1924, showing an actual increased output of 5,550.

NEW SUBSTITUTE FOR GALENA.

Popular Science Monthly: A by-product of steel manufacture which, it is claimed, will replace the comparatively costly galena crystals now used as radio detectors, recently has been perfected by Felix Thuaud, a French steel manufacturer. The basis of the new material is a combination of silicon and iron. Thuaud claims that with the new substance it is no longer necessary to find special points of contact for perfect and immediate radio detection.

Duluth Pharmacy Company Up-to-the-Minute Drug Store

Our New Drug Store in Hotel Duluth Will Be Ready for Business About June First

Only standard quality Drugs and Sundries will be sold.

You can depend on everything you buy from our DRUG STORE, from health-restoring Prescriptions to Candies, Toilet Articles, Cigars, and Soda Fountain products.

Our service will be uniformly courteous and obliging, and we expect to constantly improve, for the Duluth Pharmacy Company is a progressive organization and will ever keep pace with the growth and progress of this wonder city.

TRUSTWORTHY, EFFICIENT PRESCRIPTION SERVICE
You can well trust the important task of having your prescriptions filled in our PRESCRIPTION DEPARTMENT. It will be manned by skilled pharmacists, registered in the state of Minnesota. You will find us ever dependable and our prices reasonable.

IF A DRUG STORE SHOULD HAVE IT— WE WILL HAVE IT

Duluth Pharmacy Company HOTEL DULUTH STORE Superior Street at Third Avenue East

THE HOTEL DULUTH

is welcomed as a new factor in the development of this community and the Minnesota National Bank compliments the Directors and Stockholders of the Hotel Company upon the successful completion of this great undertaking, which will prove such a desirable asset to the city of Duluth.

This splendid hostelry is another indication of our city's increasing prosperity, which has been reflected by the healthy progress shown by this strong financial institution.

Your future will be bettered by a growing bank account.

The MINNESOTA NATIONAL BANK OF DULUTH

224 WEST SUPERIOR ST.

LAPIDOLITH TRADE MARK

Colorless Liquid, Chemical Hardener—Makes Concrete Floors DUST-PROOF and WEAR-PROOF

The new Hotel Duluth has over 130,000 square feet of cement and terrazzo floors and stairways, permanently preserved by the use of LAPIDOLITH. Even the floors which are padded and carpeted were first LAPIDOLIZED to prevent disintegration. On untreated floors, traffic over the carpets works up cement dust, which is drawn through the fabric in the process of sweeping and vacuum cleaning—

After Lapidolizing, This Condition Is Permanently Eliminated.

For Over Fifteen Years **LAPIDOLITH** Has Been Saving Money in Schools, Hotels, Factories, Hospitals and Office Buildings Under Heaviest Traffic

Other Sonneborn products
Gemcoat—A paint that stays white longer than any similar paint can be washed again and again; sticks to brick or concrete as easily as to wood; and usually requires one less coat. Made for both interiors and exteriors in white and colors, and in gloss, eggshell or flat enamel finish.
Lignophol—A preservative dressing for wood floors that penetrates the wood, restoring its natural gum and oil. Prevents rotting, splintering, and drying out. A Lignophol-treated floor is not sticky; it can easily be washed; it does not require the application of floor oils; and it lasts for years.
Sonotint—A flat, washable wall paint for interior decoration. It is eye-resting, artistic and sanitary. For plaster and wood surfaces.
Hydrocide—A complete line of water and damp-proofing products for walls, copings, foundations, etc. There is a special Hydrocide for each class of use. For instance, on exterior walls Hydrocide Colorless retains the natural beauty of the wall. It does not run in hot weather, collects no dust, it can be painted, and its presence on the wall cannot be detected.

L. SONNEBORN SONS, Inc. 114 Fifth Avenue, New York 400 Penobscot Bldg., Detroit, Mich. 220 South State St., Chicago. Branches Principal Cities

HOTEL DULUTH IS SEVENTH IN FAST GROWING CHAIN OF SCHROEDER HOTELS

HOTEL DULUTH FIRST OPENED FRIDAY, MAY 8

Thousands Visited Hostelry 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 Hotel 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 many thousands more continued 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 on signal went 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, architects of the hotel; E. A. Lehnberg, vice president of Chris Schroeder & Sons company, operators of the Schroeder hotels throughout Wisconsin; Joseph Ehrman, general superintendent for the Tullgren company; Jack Lessman, representing Albert Pick & Co. of Chicago, designers and furnishers; Jacob 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 prominent 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 assigned to room 1003. 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 the afternoon, among his 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 furnishers in having the hotel ready for the opening on time, said that Hotel Duluth will compare with the best hotels in America.

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.

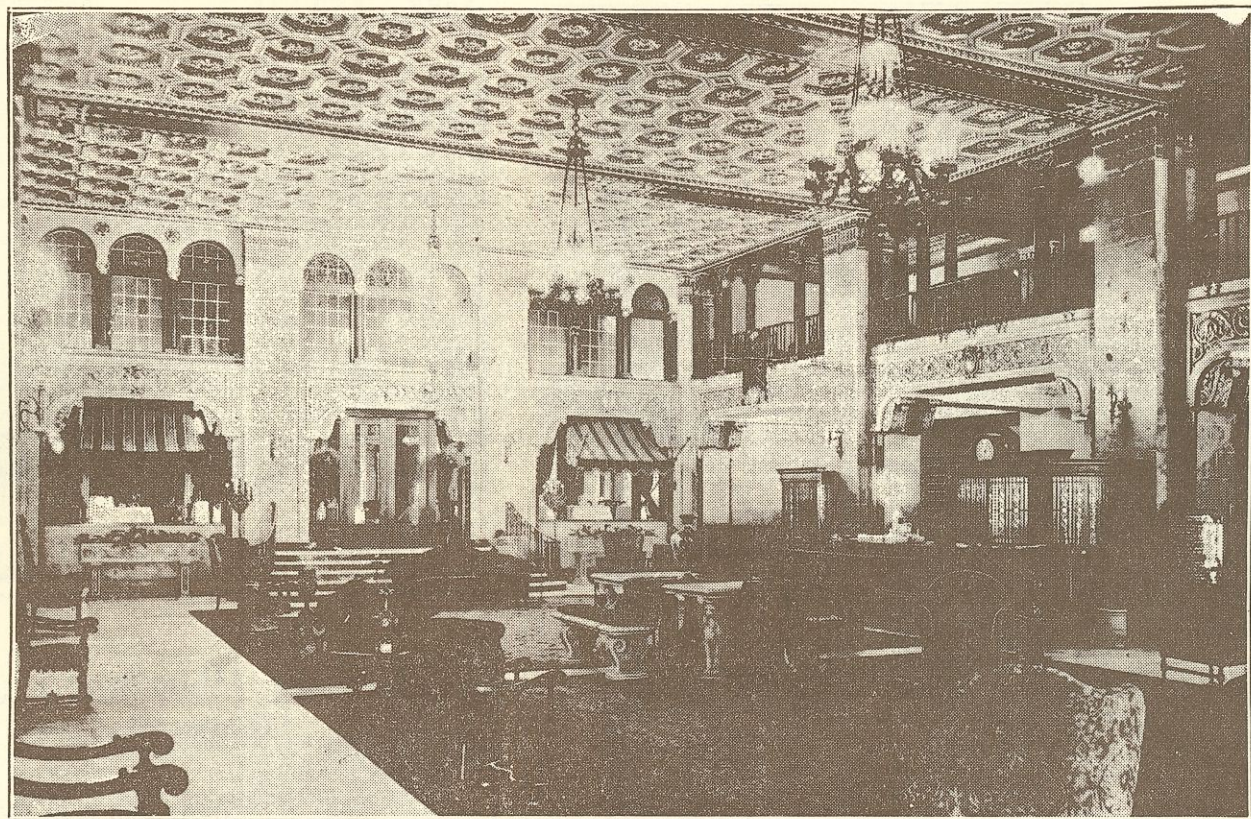
OFFICE FURNITURE IN CHAMBER FROM FRITZ-CROSS STORE

Office furniture in the new Chamber of Commerce quarters was furnished by the Fritz-Cross company. The equipment included steel files, desks and chairs for the traffic department of the 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. E. L. marble chairs, Leopold desks and the Samuel company Tatum loose-leaf devices.

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

A Chicago woman was seized by Casino guards at Monte Carlo when she was seen eating two white tablets after a luckless session at roulette. The guards rushed her to a hospital, where a stomach pump was used despite her struggles. As she did not speak French, it was some time before she could make her captors understand that she had indigestion and had merely taken soda-mints.

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 Witt-Seitz company factory on Lake avenue south, are in use at Hotel Duluth.

The De Witt-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 Witt-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 Rood hospital at Hibbing.

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

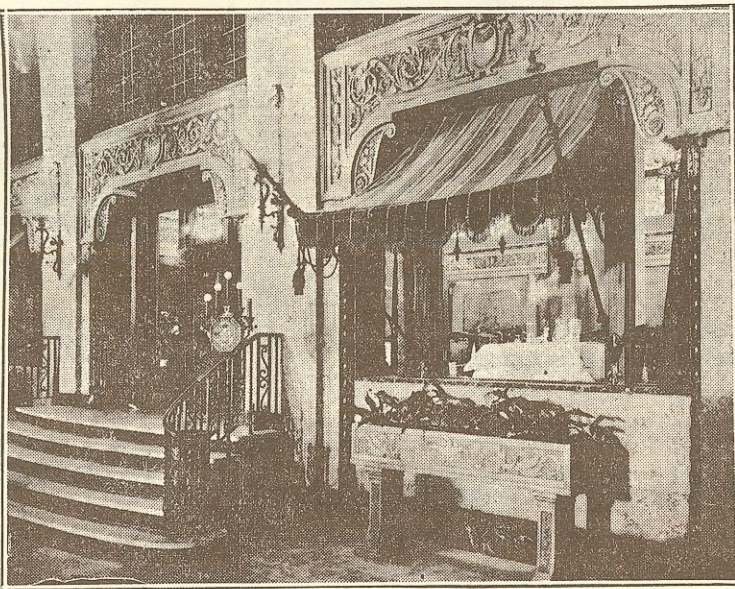
"We make all grades of mattresses, such as excelsior, combination cotton and wool, all cotton felt, Nachman spring, Kapok and hair. In fact, we manufacture a mattress to fit any purse and no matter what the grade, the material in it is the best obtainable."

"We use hand stitching on our mattresses in many places where other mattress manufacturers use machine stitches. 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 and 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 places the 1924 valuation at \$2,586,148,000 compared with \$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

SAND, GRAVEL FOR NEW HOTEL

All Furnished by Whitney Brothers Company in Record Time.

Whitney Brothers company, local producers and dealers in sand and gravel, supplied Jacobson Brothers, contractors, with all of the sand and gravel required for the construction of the new Hotel Duluth. For the concrete work the contractor used washed and screened gravel and washed and screened sand. For the plastering and finish work, Lake Superior sand was used throughout.

Whitney Brothers company has the largest and most complete floating equipment in the Northwest for the securing and marketing of sand and gravel. All gravel sold by Whitney Brothers company is thoroughly washed and screened, all material approximately one inch cube. The screening plant operated by Whitney Brothers company has a capacity of 100 cubic yards per hour and is arranged to run continuously day and night.

Furnished Supplies Rapidly. By their modern and up-to-date floating equipment, together with the large screening plant capacity, the Whitney Brothers company was enabled to supply the contractor Jacobson Brothers, with the sand and gravel for concrete fast enough to meet all requirements. The foundation and each floor in turn had to be placed in one continuous pour. This would mean the supplying of

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 docks 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 line include the 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



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



POWER



Electricity, the Handmaid of Hospitality

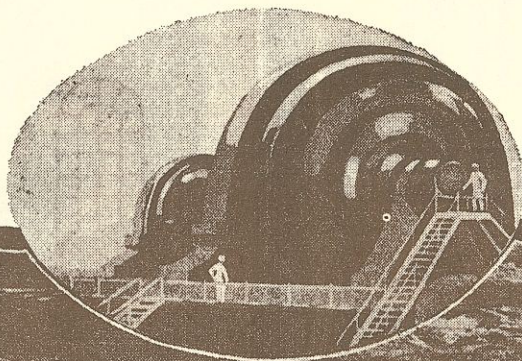
FLOODED with subdued light and equipped throughout with every modern convenience, our splendid new hotel exemplifies the phrase that "Electricity is the handmaid of hospitality."

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 at a rapid rate to keep pace with the record-breaking time made in the construction of the building.

Paine & Nixon company was established in 1900, P. 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, Hayward; Emerson school, Duluth; Duluth Builders' Exchange, St. Louis county courthouse, Ely's lodge building, Duluth; Masonic temple building, Hibbing; range district courthouse, Hibbing; Ely's lodge building, Eveleth, new high school, Hibbing; Eveleth high school, Mountain Iron high school, Leonidas school, Eveleth; Franklin school, Eveleth; Calumet school, Calumet; Bemidji high school, Washington school, Virginia; range district courthouse, Virginia, Virginia postoffice, Virginia; McKinley school, McKinley; Roosevelt school, Chisholm; municipal and recreation building, Chisholm; Ironwood high school, Holland hotel, Selwood building, Glass Block store, Duluth store, Klearflax Rug company, Gowen-Lanning-Brown building, board of trade, McDougall-Duluth company shops, Riverside, Oak Hall store, Alworth building, Lyceum building, Henderson building, Duluth, Missabe & Northern shops, Orbeck's store, Minnesota Light & Power building, First Street Department store, Leiser & Co., Albenberg store.

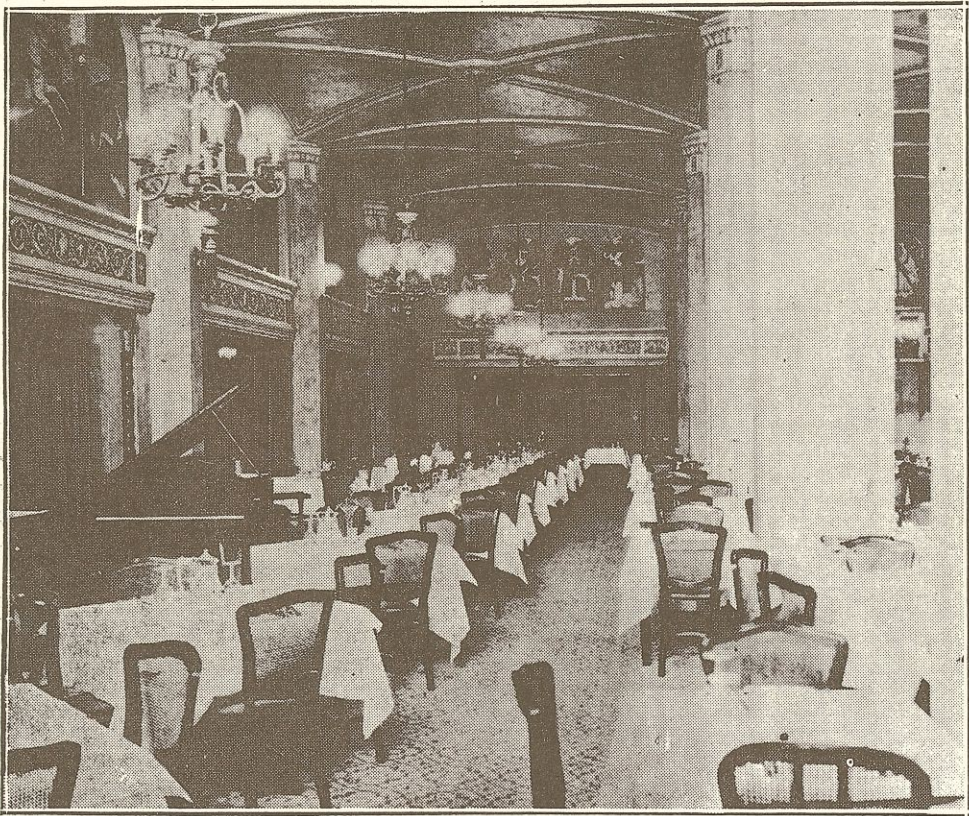
DULUTH VAN COMPANY MOVED SUPPLIES AND EQUIPMENT TO HOTEL

"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 an 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



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-powered motor vans for moving 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 Norway. In the city of Oslo the number of automatic telephones in use amounts to 20,000.

As many as 1,609 girls are employed in Milwaukee as telephone operators by the Wisconsin Telephone company. They handle an average 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.

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 \$3.50 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 Southern hotels, in railroad offices and in tourist bureaus of the larger cities.

The other hotels listed are the Astor and Wisconsin at Milwaukee, Retlaw 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

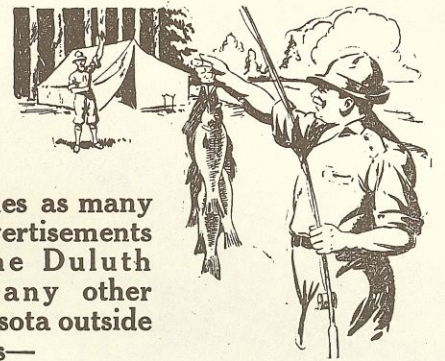
and lumber shipping business. It is an important distributing point for the Northwest and is the principal gateway to the northern fishing and hunting grounds. A beautiful scenic country with wonderful automobile roads extending into Canada along the north shore of Lake Superior.

"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 Spaulding and Holland hotels of Duluth and the new Androy hotel of Superior. Prominent hotel men of Duluth, Superior, the range towns, 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.

Compensation

—AND—

Accident

INSURANCE

—ON—

HOTEL DULUTH

Placed With

ZURICH

GENERAL ACCIDENT &
LIABILITY INSURANCE
COMPANY, Limited

INSURANCE EXCHANGE
CHICAGO, ILL.

STARTLING DISCOVERIES FREE! FREE! FREE!

The Theosophical Society of Duluth
Announces the Coming of
PROF. WILLIAM J. HEYTING
OF INDIA AND AUSTRALIA

International Lecturer of the Theosophical Society
AT HOTEL DULUTH
BALLROOM
TONIGHT, AT 8:15 O'CLOCK

Subject:
"MAN'S PLACE IN NATURE"

Man as part of a natural process . . . The human animal . . . The dawning of intelligence . . . The ethical man . . . The Supreme Being . . . Man's glorious future . . .

Look for information elsewhere in these columns about this distinguished visitor and hear him.

NO CLASSES—NO COURSES—NO OBLIGATIONS
YOU ARE CORDIALLY INVITED

**Yellow
Cab**

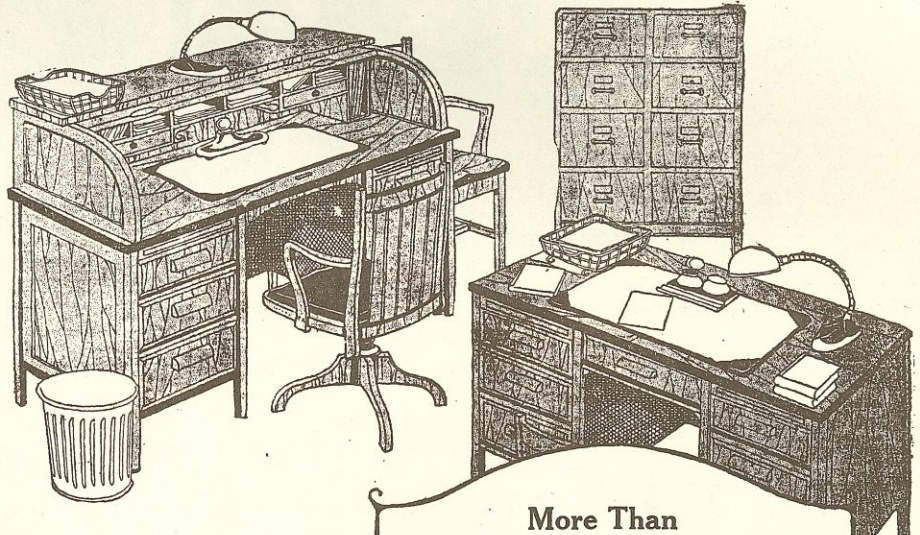
OFFICIAL CAB SERVICE

—FOR—

Hotel Duluth

Yellow Cabs always at hotel
entrance for service of guests.

MELROSE 2700



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

BURGER-WILLIAMS CO.

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

Virginia 311 Chestnut St. Duluth Melrose 649 Hibbing 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 for a large number of cities at a special meeting in New York Jan. 11, the telegram stated.

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, so that 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. Saxby, 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 GETS 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 Emmanuel of Italy; King George of England ranks third, with a baggage of \$2,500,000 a year for spending money. After all, the king business is still almost as good as steel-making 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, \$2,500,000; 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, \$855,500; king of Roumania, \$500,000; king of Sweden, \$453,500; king of Bulgaria, \$400,000; king of Denmark, \$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 Josef of Austria had slightly less, and the czar \$5,500,000—and they all are gone. It is possible, however, that with all her new republics Europe today spends as much on republican pomp and flummery 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 so 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 and vaccines.

FRONT ENTRANCE TO NEW HOTEL



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 bit 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 lobby 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 retire to Serignan and live with the insects 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 Senegambia.

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 the height of our Western big trees—a mere fifteen feet beside their 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 the eucalyptus is an upstart which attains its growth in a mere matter of a few centuries, whereas the redwood takes its 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 other 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 Ramesse built his tomb in Egypt and our redwoods were swaying saplings. Well, they are old 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.

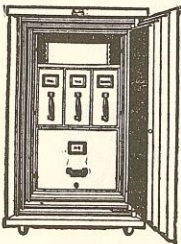
Indianapolis News: Botanic experts at the University of Pennsylvania are being drafted to assist in the destruction of a mite which annually causes hundreds of thousands of dollars' damage to the cyclamen, a widely used Christmas flower in America. At the government experiment station near Philadelphia, 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 group of students, under the guidance of 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 still fearful of traveling 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 model airways system, without a single death. About 700 passengers have been carried, and 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 "stoboscope," recently invented in England. Through its use the inventor hopes to determine the exact nature and cause of engine knock.



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

ATTRACTIVE SETUP IN CENTER OF LOBBY



Large Italian stone table and effective arrangement of furniture give hotel lobby a rich Italian atmosphere, around which the balance of furnishings is grouped. At the right may be seen the hotel desk.

MOCKING BIRD MAKES LIFE MISERABLE FOR CATS WHO LIVE NEAR

Our Dumb Animals: Tradition has always emphasized the fact that birds fear cats, but if you ever lived in California, where the mockingbirds are found in great numbers, you will find this old belief completely shattered. For the mockingbird torments every cat he sees to such an extent that most house pets prefer to remain indoors until night fall and then do their prowling.

It is really quite an amusing sight if you don't have to listen to the unpleasant cawing which accompanies their war maneuvers. Our pet

could not even show herself at the open window where she loved to doze at times but that Mr. Mockingbird would spy her and start pecking at her through the screen. If she dared to venture out on the lawn or porch he would swoop down on her as if to alight on her back, always screeching at the same time, as if wishing to call the attention of the other birds to his boldness and prowess. His ungodly cawing as long as pussy remained in sight made him a most unwelcome guest in the neighborhood, and oftentimes would drive our pet to such distraction that she would lie down close to the ground and plaintively meow for mercy. But the mockingbird is absolutely merciless in his persecution of anything feline, and not until he saw his much-hated enemy enter

the house would he become quiet and invisible.

I was informed that mockingbirds act this way only when their young are in the nests as a matter of warning to cats to keep away, or while building their nests, so that they may line it with the soft hair stolen from the cat's unprotected back, but there seems more fiction than truth to this statement for the mockingbirds kept up the foregoing described persecution on our Persian throughout the entire summer. In fact, we even saw how Senior introduced Junior to the gentle art of making life miserable for our pussy. Although we would chase him away innumerable times, he would be back in a minute, for timidity is a quality that the mockingbirds do not possess.

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 hostelry 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 Expense Spared. No expense has been spared in giving to the new hotel every possible convenience to the guest who dines there. Chefs drawing their 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 diners. Linen of the most expensive quality, china and silver with a luster bespeaking 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.

There Is No Substitute for

American Terra Cotta

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.

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

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 hostels 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.

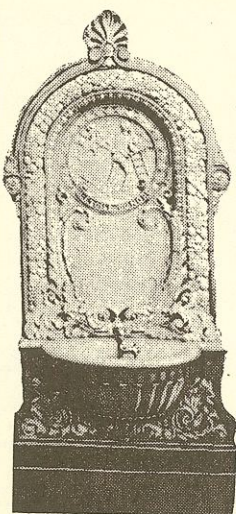
An Italian renaissance atmosphere is carried throughout the lobby and mezzanine floor, Albert Pick & Co. outfitting the hotel with all the furniture, rugs, draperies, curtains, tapestries and hangings used in the decorative arrangement. The placing of the furniture and hangings was directed by Mr. Lassman. The Spanish effect is noted 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-sides furniture, draperies and rugs. The company has furnished the following Schroeder hotels in the last few years: Wausau at Wausau, Lorraine at Madison, Northland at Green Bay, Wisconsin at Milwaukee, Retlaw at Fond du Lac and Astor at Milwaukee.

MINNESOTA STATE SEAL IN FOUNTAIN



HOTEL FOUNTAIN.

One of the attractions in the lobby of the hotel is the fountain near the elevators. It is beautifully decorated, including the Minnesota state seal above the center, which can be recognized in the accompanying photograph.

GREETINGS TO THE NEW HOTEL.

Herald Editorial, May 9, 1925.

Congratulations to the management of the splendid Hotel Duluth, which opened for business last night under the most promising auspices.

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.

HOTEL ARCHITECTS OFFICIALLY TURN OVER KEY; SEND GREETINGS TO PUBLIC



Martin Tullgren and Sons
Architects
First National Bank Building
Milwaukee

H. W. TULLGREN
& S. H. TULLGREN

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

May 21st, 1925

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.

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

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 LORRAINE
Madison, Wis.

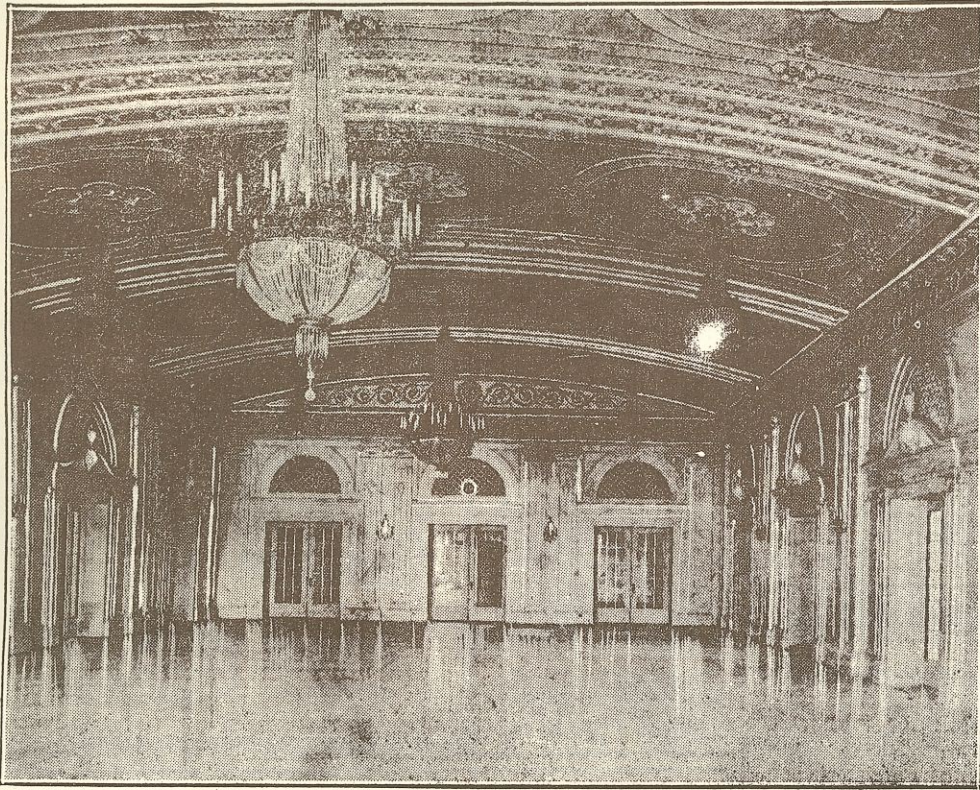
The WISCONSIN
Milwaukee, Wis.

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 600,000 passengers carried. Service has always been maintained twenty-four hours per day, winter and summer.

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

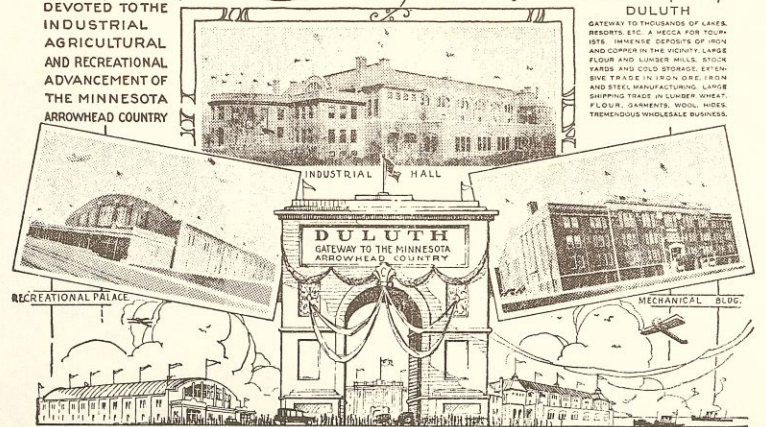
JULY 20 - 25

1925

EXPOSITION OF PROGRESS

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

DULUTH
GATEWAY TO THOUSANDS OF LAKES,
RIVERS, ETC. A MECCA FOR TOUR-
ISTS. IMMENSE DEPOSITS OF IRON
AND COPPER IN THE VICINITY. LARGE
FLOUR AND LUMBER MILLS. STOCK
YARDS AND COAL STORAGES. ETC.
BIG TRADE IN IRON, ORE, IRON
AND STEEL MANUFACTURING. LUMBER
SHIPPING TRADE. LUMBER, WHEAT,
FLOUR, GARMENTS, WOOL, HIDES.
TREMENDOUS WHOLESALE BUSINESS.



*Plan to visit the Exposition at
Duluth and spend your vaca-
tion 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.

OF 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 luncheon, and the several banquet halls and private dining rooms. The main kitchen 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 steam tables, is the office of Lucien M. Bauer, chef.

The flooring of all kitchens is of tiling 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 battery of gas ranges, which, when connected, constitute a center range. Over all is a large ventilating canopy with special smothering valves which permit of closing the exhaust features 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 carry it off.

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 space in which is located 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 braized 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 plate 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 daylight 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 cube ice, its butler's sink, its cabinet for waiters' drugs and its solid 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.

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.

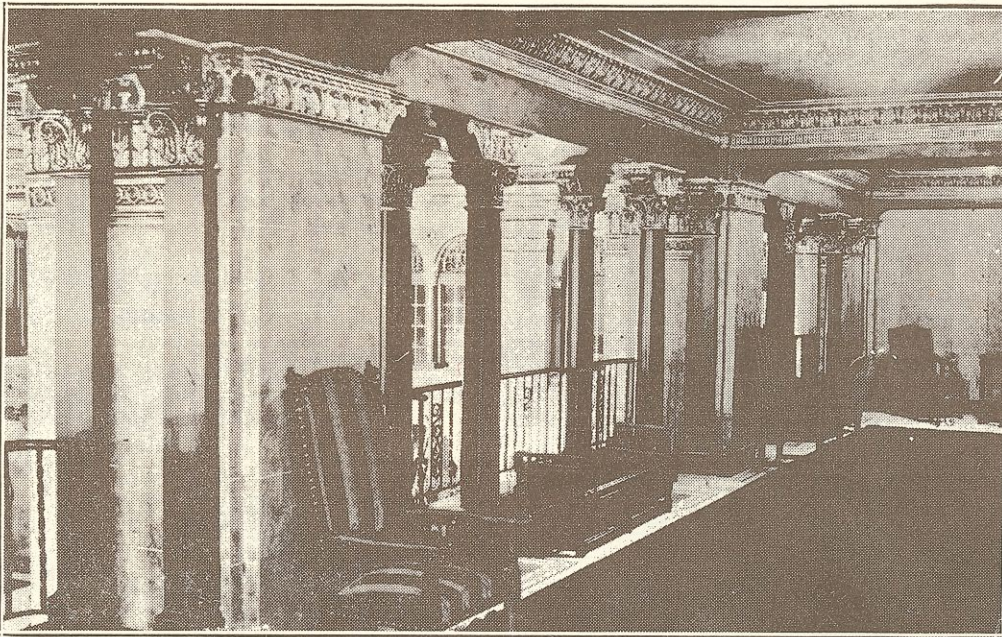
This company, which came here when the McDougall terminal opened on May 1, 1923, has twenty-two branch houses, including the one at Duluth.

While the coming of the Blue Valley creamery to Duluth is due directly to the new terminal developments brought about by the McDougall 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 all the advantages of this location, 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 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 1900. 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. In connection with the general 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.

MEZZANINE FLOOR, OVERLOOKING MAIN LOBBY



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's famous cork white pine, has a great record in the construction history of the state for the last quarter of a century. 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 range. 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 and his two sons, R. R. Bailey, president, and W. T. Bailey, Jr., secretary-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 testimonial of the loyalty and satisfied 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 refrigerators; also millions of feet of standing Norway, 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.

Lumber 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 of the United States Steel company's employees at Morgan Park and the lumber that went into the St. Louis county courthouse, the McDougall terminal and the new county jail. Both R. R. and W. T. Bailey, Jr.,

are two of Virginia's ardent boosters and are always back of every movement for the growth and development of St. Louis county and Northern Minnesota.

"Our service starts in the forest and ends only when you have been thoroughly satisfied," said Mr. Bailey.

**DULUTH COMPANY
WASHED ALL THE
HOTEL WINDOWS**

Every one of the several hundred windows in Hotel Duluth was cleaned by the National Window Cleaning company.

This was no easy task, requiring the services of a small army of skilled window cleaners, who were on the job several days before the opening May 8. The National Window Cleaning company has been doing business here for twelve years, during which time it has made an enviable reputation for itself in this line of work. The company employs a regular staff of fifteen men, increasing this number to twenty-five in the summer months. Fred J. McCollow is the proprietor.

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**

403 West Superior St., Duluth 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

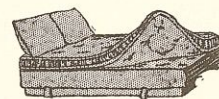
HOTEL DULUTH

manufactured by

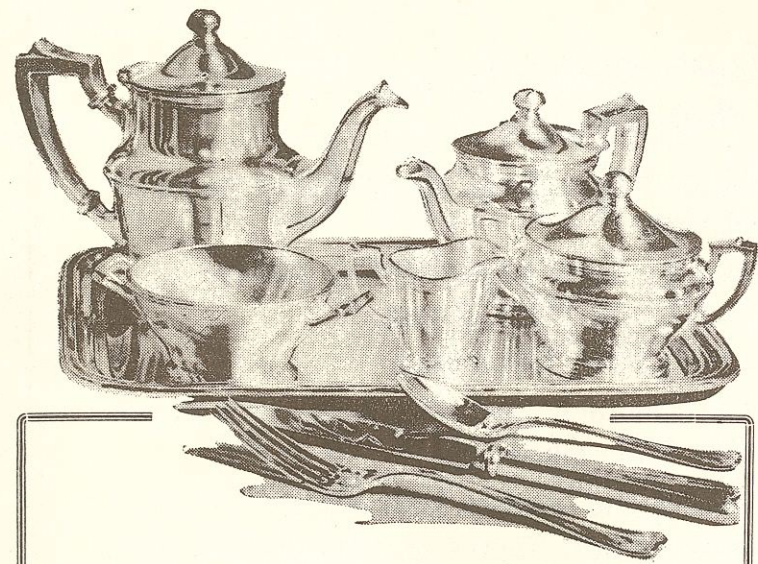
DeWitt-Seitz Co.

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

TERRA COTTA USED TO TRIM HOTEL DULUTH

Large Chicago Company Manufactured Decorations for Building.

Trimmed terra cotta for the Hotel Duluth building was manufactured and put into place by the American Terra Cotta & 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 & 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 building 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, homes and oil 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, any discovery made being carefully protected and hidden, and 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 CURES

Ultra-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 sunshine—that 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 light disease, but to hasten growth of crops, produce more eggs, test paint 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.

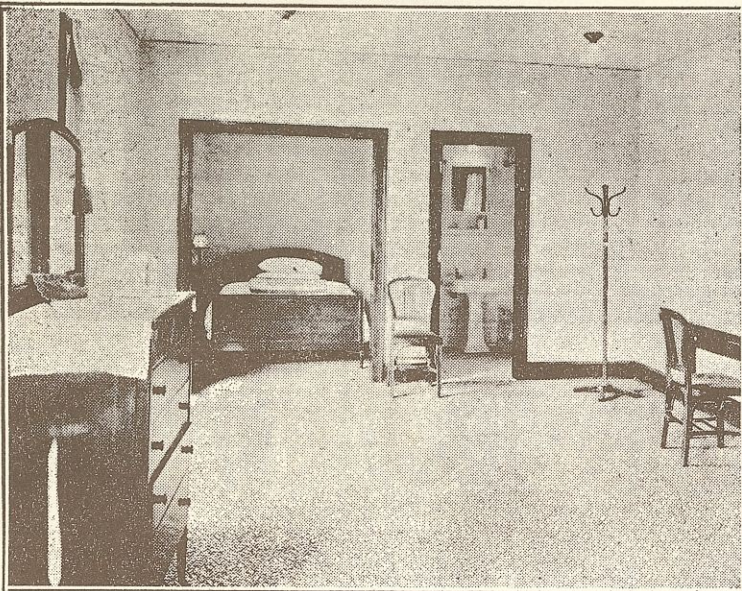
Ultra-violet light is a colorless, invisible part of sunlight; amazingly short light vibrations that occur beyond the violet end of the solar spectrum. Though they cannot be seen, they will darken a photographic plate, and their wave length has been measured. They are so short that this wave length cannot 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 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.

The treatment of disease by means of artificially produced ultra-violet light, lamps of clear fused quartz are used. Probably 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 body. In some way that 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 because it improves the quality of the blood. It has been used successfully in combating influenza and dyspepsia, 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, it is said, in all cases except when the hair has died gradually on account of old age. It has found many diverse uses in industry.

ONE OF THE MANY SAMPLE ROOMS



MAIL THIS HOTEL EDITION TO SOME FRIEND OUT OF TOWN

After reading this special Hotel Duluth issue, send it away to some relative, friend or business acquaintance, so that the people of the United States can know all about Duluth's new \$2,400,000 hotel.

One of the largest circulations of a single newspaper in the history of Duluth is planned for this edition, thousands of additional copies going all over the country. Readers of The Herald can obtain more copies by calling Melrose 900, or from news-dealers.

The contractors, architects and hotel management have ordered several thousand copies for distribution throughout the country.

ALL MILL WORK WAS FURNISHED BY SCOTT-GRAFF

Lumber Products of Duluth Plant Used Throughout Hotel.

All the millwork and interior finishings 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 was a strong ally of Jacobson Bros., contractors, in 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 most important 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, service and quality contributing to the leadership it has 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 planing 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 comeback during the last year, and the port now handles almost as much trade as before the disaster. Temporary 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.

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.

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 Detsel-Wemmer Co. Lima, Ohio

Distributed by THE FITGER CO., Duluth, Minn.

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

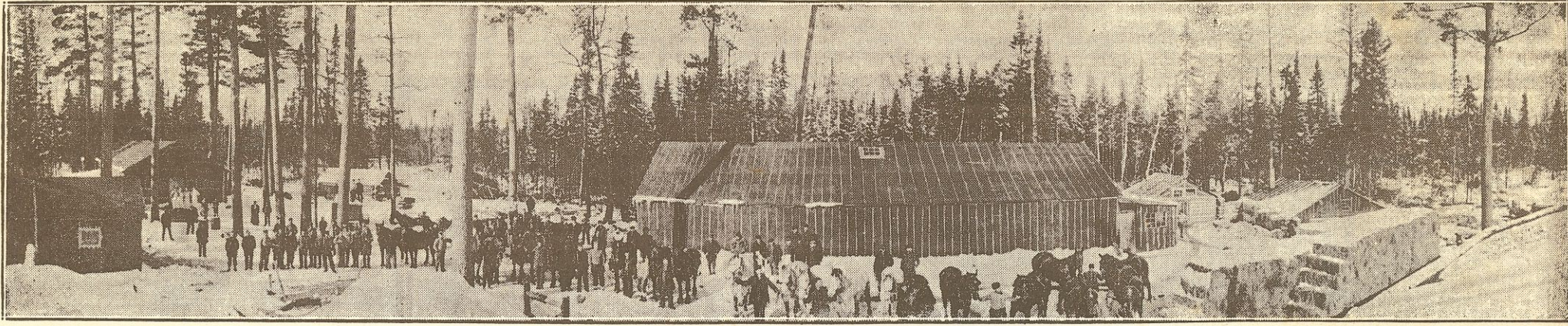
200,000 DAILY READERS

BUY, SELL AND EXCHANGE

Call ANNIE DAY, Melrose 900

SHE WILL HELP YOU CONSTRUCT YOUR WANT AD.

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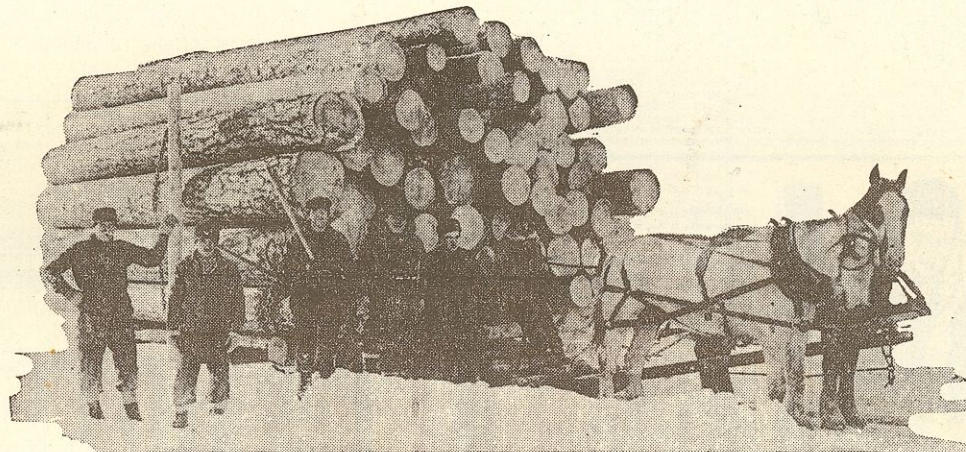
FROM FOREST TO MILL

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

