

SPLENDID NEW STORE

L. FREIMUTH WILL MOVE JAN 1,
INTO THE FOWLER BUILDING.

Floor Space That Will Be Had at the New Location Will be Two and a Half Times That of the Present Store—New Location at Corner of Superior and Lake Avenue—Finest in the Northwest.

L. Freimuth, one of the oldest established merchants of Duluth, has given ample expression of his faith in the business future of this city, and evidence of his enterprise, by launching out on a broader scale. The present store has borne the gilt letters "L. Freimuth" for 17 years, but after the first of January next, Mr. Freimuth's name will appear on the handsome new Fowler building, corner of Lake avenue and Superior street. Mr. Freimuth yesterday signed a lease for the rental of the Fowler building for a period of 10 years from January 1, 1900, and in the meantime the building will be fitted for the reception of the stock. Numerous changes will be required to comply with the ideas of Mr. Freimuth, who has determined that the new quarters shall be the finest in the Northwest.

The building at present occupied by Mr. Freimuth's store, contains three floors and the aggregate of floor space is 13,800 square feet. The new store will have three floors, one on West Michigan street and two above the level of Superior street, and the aggregate floor space will be 34,800 square feet, or two and a half times the size of the present store space. The importance of Mr. Freimuth's move will be appreciated by these figures. The Fowler building will represent, together with the real estate, when the improvements which will be required for the accommodation of the Freimuth stock have been made, an investment of about \$200,000. It is a strictly fire proof building and when it is occupied by the store will be the only strictly fire proof mercantile building in the city. Mr. Freimuth left for the East yesterday on business partly connected with the new business move which he has decided to make.

The Freimuth store in the Fowler building will be a regular department store and will be the most complete store of this kind in the Northwest. Important departments not represented in the present store will be represented in the new. Among these are crockery and hardware. The crockery and hardware department will be situated in the Michigan street floor. It is believed that Mr. Freimuth's removal to the new location will have a very important bearing on the business future of the lower side of Superior street for some distance in both directions and on Lake avenue North and South.

The new store has the advantage of location—at the junction of two lines of street railway.

Among the important changes that will be made in the Fowler building in accordance with the desire of Mr. Freimuth will be to change the main entrance on Superior street from the corner to the center of the building. The entrance will be very handsome and fully in keeping with the character of the building. When Mr. Fowler and his associates erected the building they anticipated that in the future there might be a demand for one or two additional stories in height. They have accordingly put in a foundation sufficient to support the added weight of such construction and the building can be readily increased in height according to the wish of the lessee. One of the features of the Fowler building is the display windows. A magnificent opportunity for the display of goods will be afforded.

A passenger elevator will be provided for the accommodation of patrons of the Fowler building. Persons may go to the Michigan street floor from the Superior street floor or vice versa and the third floor will be reached by the same means.

The new Freimuth store will be modern, attractive and big. It will be provided with new and handsome fixtures and will be a representative mercantile establishment of the Northwest in every respect.