

NEW BIG STORE OPEN

MR. FREIMUTH RECEIVES PUBLIC IN SUPERIOR QUARTERS.

Everywhere the Most Modern of Equipment Is Found and the Most Complete Stock Is Displayed. Thousands Visit the Store at All Hours Yesterday and Last Night. Receives Many Congratulations.

"The finest store in the Northwest" seemed to be the universal verdict of 5,000 or 6,000 people that visited the new establishment opened yesterday by I. Freimuth in the Fowler building. The opening of this new place of business has been looked forward to by many for several weeks and during the past week, during which the inside of the store has been hidden by curtains while the work of getting ready was going on inside, the curiosity to see what Mr. Freimuth was preparing for the public, has daily increased. Yesterday morning the doors were thrown open to the public and from the opening until last night when the store closed, there was an unceasing rush of visitors. Never before in Duluth has there been such a successful opening and all seem pleased—Mr. Freimuth is and the people that visited the store seemed to be.

Every courtesy was shown the visitors. Very little business was expected and it was planned that the entire time was to be devoted to showing those that called, about the store and to showing the goods for inspection. And these courtesies took up nine tenths of the time, but just the same a large number of sales were made. The new stock attracted those that knew good things and many seemed unable to help buying.

Last night a splendid concert by Flaaten's orchestra was listened to by a crowd that packed the store. It is a fact that so many attended that quite a number could get no closer than the edge of the sidewalk.

From the sub-basement to the top floor, the building is most completely equipped for a department store of the most modern kind. Mr. Freimuth has been in business in Duluth 17 years and has been growing with the city. Expansion seems to be his watchword. But he has eclipsed all his former acts of expansion by this, his latest bound, for his store opened yesterday compares favorably with any other department store in the Northwest and for completeness can give Chicago stores a hard run. The furniture of the store is, in every respect, of the most modern and everything is of the best that money could buy. Nothing is there that does not add richness to the general effect.

The building itself is a splendid one of two stories and a basement with an entrance on West Superior street and below this there is another floor with an entrance on West Michigan street. The front on Superior street and that on Lake avenue is of an almost continuous sheet of plate glass. The show windows are easily the best in the city. There is a large entrance to the store proper and a smaller one to the shoe department. That is the width of the aisles. Although these were crowded yesterday, it is only such an occasion that can crowd them for many people can walk abreast in any of them.

Each of the departments are superbly fitted up. The show cases are roomy and well lighted and at night all of them have incandescent lights inside, arranged in such a way that, while the light cannot be seen, the whole case is well lighted up and the goods are displayed to advantage.

At the toilet and drugs department, a complete stock of articles that are to be found in any similar department, is on sale and is arranged in tasteful style. The haberdasher department shows a complete line of the latest things that men want, arranged in a way that displays almost everything. At the gloves and parasols and umbrella department, there is a dazzling array of bright colors in parasols. Bright colors and fancy handles are correct this year and Mr. Freimuth has a large assortment in stock. Of gloves and umbrellas there seems to be no end.

The shoe department has quite a large space devoted to it exclusively and a large stock of the best qualities is to be found. The jewelry department glitters with gold, silver and jewels and the electric lights in the show cases cause one to be dazzled. Some exquisite things are shown in the art needlework department, and at the counter where handkerchiefs and ribbons are sold a large assortment is to be found. Then in their various departments is to be found lace and ladies' neckwear and embroideries, dress trimmings, silks and velvets, black dress goods, colored dress goods, flannels, cotton goods, linings, notions and small ware, leather goods, hosiery, ladies' and children's knit underwear, stationery, bowers, Butterick patterns, linens, white goods and sheetings.

The cashier's office and the wrapping department are found on a balcony just above the first floor. The balcony extends about half way around the store and on the west side of the build-

ing it is arranged into a resting place with thick rugs and easy chairs, where tired women may rest themselves, and gaze on the busy scene below.

The second floor is shared by the millinery department, cloak department, carpet department and drapery department. The stocks of these departments are probably more attractive than the others and they are more complete. In addition to the floor of the building proper, Mr. Freimuth has rented the second floor of the building adjoining, which will be used for a work room for the millinery and other departments. The offices are on the second floor also.

The millinery department is superbly fitted up. In one part there is what has been called a French room. In this room the imported hats are displayed and the room is well fitted up with mirrors. In a short time in addition to the millinery display in this room there will be displays of French lingerie. The display of hats in the department is extensive and complete. According to the decree of fashion this year pastel is the prevailing color and there is a large variety shown. The flowers and other trimmings are shown in dustproof cases and displayed most advantageously.

In the cloak department a large line is shown in cloaks, coats and suits. About three times the amount of space is devoted to this department over that that was given it in the old store. The goods are displayed in racks that can be closed every night so that they are exceptionally well kept. A shirt waist department of enlarged proportions is opened in the new store too. A large line and great variety of shirt waists is shown.

Around the two pillars in this department upholstered divans have been placed for customers and they are most attractive to tired women.

On the Michigan street floor are the crockery, cut glass and hardware departments. Tinware, lamps, fancy dishes, toys, notions, cutlery, etc., are shown here. The cut glass room is one of the prettiest places in the building. It is a room of mirrors and on entering one finds a sea of glass reflected from all sides. The effect is very pretty to say the least. On this floor too, are cloak rooms for the employees, fitted up with toilet rooms. And there is a large lunch room where employes may spend their noon hour and eat their lunches. A large shipping room is on this floor and is equipped with an elevator and other necessities.

The sub-basement is devoted to stock room and to the boiler and power rooms. Huge stock rooms are found all through it and they are filled with stock, some packed and some on shelves.

The boilers have a capacity of 120 horse power each and are 60x18 each. They were made by Gilmore of Minneapolis. The electrical generator is of the Westinghouse make and the engine is made by Hall of Erie, Pa. The other electrical appliances are of Weston make. Mr. Freimuth furnishes his own lights and has about 1,000 of them. The elevator is run by hydraulic power, of the most modern kind.

A mail order department has been opened and a large number of orders were received yesterday.

To conduct this immense establishment of course a great many employes are necessary. Mr. Freimuth was asked yesterday how many he employs.

"You've got me now" said he "I really do not know. But there is a large number."

There is a small army of them and yesterday they were as busy as they ever hope to be again.

Mr. Freimuth was the recipient of hundreds of congratulations yesterday on his pronounced success and he was kept busy showing people about the store and extending other courtesies.

Mr. Freimuth was very pleasantly surprised yesterday to receive from several of the largest dealers in the country with whom he does business huge bouquets in various designs, bearing the best wishes of the firms sending them for Mr. Freimuth's success.

The opening will be continued today and tomorrow. Many souvenirs, in the shape of pretty little pin trays were given away.