

SIEGEL COMPANY OPENING TODAY.

Popular Duluth Concern Employs 25 Additional Salesmen for Holiday Season.

The Siegel Hardware company will hold the opening of its holiday sale today. The store has been beautifully decorated for the holiday opening. The elaborate decorations were arranged by F. W. Wipson, special decorator.

Twenty-five extra salespeople will be on hand to handle the holiday trade, in addition to the regular sales force.

The Siegel Hardware company was established in 1915 at 103 East Superior street. The following year it leased additional stores in 103-105 East Superior street.

The company moved into its present location, 102-104 East Superior street last May. The store has a frontage of 50 feet and is on two floors, one facing Superior street and one on Michigan street.

The Siegel Hardware company deals in hardware, builders' supplies, sporting goods, toys, household furnishings and electrical goods. It specializes in Zenith tools and other merchandise from the best manufacturers. The success of this firm is in a large measure due to the handling of the famous hardware line.

In addition, the Siegel Hardware company is a jobber for Penn automobile tires and tubes.

During the holiday rush deliveries will be made by automobile to all parts of the city. The company has enlarged its sales force for the holiday trade sufficiently to give service to customers, no matter how great the patronage becomes.