JACOB HIRVI, JR.

Do you remember the Hirvi Bakery at 1015 Main Street? Those of you who have been here for a number of years will, I'm sure. Remember the delicious wholesome aroma of freshly wrapped bread, Hirvi's Pan-Dandy Bread, and the sweet tantalizing fragrance of fresh pies, donuts, cookies and other bakery goodies? Bread was wrapped in waxed paper at that time. Those empty wrappers were just great for waxing the circular fire escape at the old Central School or the school ground slide.

The bakery was painted white inside and out as well as the wooden frames around the glass cases that held the freshly baked things. Lots of large white doilies were used to show off the pies and cakes to their best advantage. A vase of fresh flowers always sat on top of one of the cases during the summer months. Everything was immaculately clean. Ethel Mae Mitchell or Elvira Hirvi were usually behind the counter in their white aprons to help customers. Both were extremely nice. Most people remember that Jacob Hirvi always wore white overalls while baking. I was especially fond of the crisp round hard-tac in a barrel at the end of one counter. When the ladies saw me coming in they knew Mother had given me a nickel and what I had come to buy.

Jacob Hirvi, Jr. was born in Oulu, Finland on July 27, 1882 and came to the United States with his mother, Elsa Hirvi, in 1895 after his father, Jacob Hirvi, Sr., had established residence and become a citizen of this country.

Mr. Hirvi moved his family to Fitchburg, Massachusetts where he worked for the Simmons Manufacturing Company until his retirement.
Elsa died in 1933 and Mr. Hirvi, Sr. died March 13, 1934. Jacob became an apprentice in the Fitchburg Baking Company and served there for 4 1/2 years. During this time he met and fell in love with Liisa Elvira Koski, called Elvi by her friends.

Elvira was born July 27, 1889 in Kauhauva, Finland to Matti Nikolai Koski and Adolphiina Maria Hemmingi Koski. The Koski family came to Maynard, Massachusetts when Elvira was a small child. Her father, Matti or Mathew, became a citizen in 1906.

In 1907 Jacob Hirvi, Jr. moved to San Francisco to work for the California Baking Company but soon went back to Massachusetts to marry Elvira and bring her out to their new home. She had just turned 18 at the time.

Between 1912 and 1914, Jacob and Elvira moved to Klamath Falls where they established the Hirvi Baking Company. There are very few City-County Directories earlier than the one for 1920. The Hirvi Bakery was listed in the Directory from 1920 to 1940 at 1015
Main Street. Their home was upstairs over the Bakery at 1017 Main. The large building at 1010 Pine Street which afterward became the home of the Moose Lodge for many years and is now Shaker Square, was where the baking was done. There used to be large letters printed near the top which said HIRVI BAKING CO. Bob Elliott told me he had worked there for Jacob Hirvi.

The bakery did so well that Jacob and Elvira sent for Elvira's younger sister, Sarah Koski, to come from Maynard, Massachusetts to help them. Jacob ruled his household with an iron hand and Sarah stayed only a few months before returning home again.

Business was good and Jacob Hirvi was prospering, time for another project. An undated newspaper clipping from either the Klamath Republican or The Evening Herald gave this account:

GROUND IS BROKEN FOR HIRVI BLOCK---FAST GROWING CITY
Ground for the $25,000 building which J. Hirvi, Jr. of Klamath Falls is to construct on the corner of Chocktoot Street and 1st Avenue in Chiloquin was broken yesterday, according to advise received last night from Chiloquin.

Dirt from the basement of the Hirvi building will be thrown into the main street, it was learned, and will be used for leveling sections of that thoroughfare which have been allowed to sink below the average level of the street.

Dirt taken from the basement of the four proposed buildings which will rise on the site of the four structures which were reduced to ashes late in September will also be used for the upbuilding of the street and within 30 days it is understood that the main street will be graded, all sidewalks reduced to a level with the city's main artery and actual construction on the city paving unit, the first to be instigated, will be started.

Hirvi's building, which will conform with the recently authorized regulations from the City Council, is to be built of reinforced concrete and brick and will be the first of a series of business blocks to rise in the fast growing settlement. The brick buildings, which will be constructed this fall by George Bell, Charles Darnell, Tom Stergiou and W.J. Steinmetz of Klamath Falls, will soon be put under way, it is understood, and sections of the burned off land will be cleared of debris within the next two weeks for the wholesale construction of fireproof buildings".
Jacob was always interested in physical culture, exercising frequently. He won several medals for indoor sports in Fitchburg and helped to get the Y.M.C.A. started in Klamath Falls. He was a life member of Klamath Lodge No.77, A.F. & A.M., was actively associated with the Chamber of Commerce and a charter member of the Klamath Falls Kiwanis Club. He and Elvira were both members of the Lutheran Church.

On February 18, 1930 The Evening Herald gave this announcement on page 1 and column 8:

**HIRVI TO BUILD HOTEL**

*Excavation To Start Wednesday*

*Three-Story Structure Will House Hotel And Stores*

*To Have Entrances On Main And Pine*

*Site On Block East Of Eleventh Street To Be Adorned With Modern, Beautiful Building; Will Be One Of The Largest Structures In Business Section; 112 Feet By 226 Feet*

*Bids Will Be Let Today, And Excavation Will Start Early Wednesday Morning On Main Street, Near 11th, For One Of The Most Beautiful And Modern Buildings In Klamath Falls To Be Constructed By J. Hirvi Prominent Business Man Of This City.*

The proportions of the building are 112 by 226 feet with 112 foot frontage on Main Street. There will be both Main and Pine Street entrances.

The building is to contain 80 first class hotel rooms, 90% of which are equipped with private baths. The hotel office and lobby is on the first floor, also a spacious lobby and restrooms, as well as the manager's apartment on the second floor. The plans include 20 office rooms on the second floor, and 5 large storerooms on the main floor, each with a full basement.

The new Hirvi building will be one of the largest in town consisting of three stories. It will be built of masonry, with face brick and cast stone trim.

Beautiful facades for both Main and Pine Streets are provided for the imposing structure, with lines and decorations expressed
in modernistic forms. Vacuum Type Heating

The heating system will be of the vacuum type, with the steam generated from a modern plant located in the basement under the Pine Street section of the building.

Excavation will start on Wednesday morning, and the construction will be rushed to completion. The building is being designed by the office of Howard R. Perrin.

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Then on Wednesday, February 26, 1930, page 9, column 5 The Evening Herald gave further developments:

DUVALL LEASES HIRVI HOTEL
Experienced Hotel Man Will Take Over "Hotel Elvira"

William Duvall, owner of the Owl Cafe, and a hotel man of 30 years experience, has leased the hotel to be constructed by J. Hirvi on the north side of Main Street just east of 11th Street, it was announced yesterday through the office of Dale and Hoskings, realators.

The name of the new hotel will be the "Hotel Elvira". Elvira is the first name of Mrs. Hirvi. It will be of ornamental brick and cast stone construction and 3 stories in height. (The bricks were made by the Klamath Brick and Tile Co. of native clay. The owner of Klamath Brick & Tile was Ralph Smith.)

All Outside Rooms

In addition to a lobby which will be 15 x 50 feet in size the hotel will have 77 modern hotel rooms. The rooms will have private baths and showers and all will be outside rooms, as the building will be built in an ell shape. The lobby will be on the west corner of the first floor and will be entered through a door protected by an ornamental marquee.

Steam heat will be used and telephones will be installed in all rooms of the hotel. Twenty five of the rooms are on the second floor and fifty-two are on the third floor. In addition to the twenty-five hotel rooms on the second floor there will be twenty office rooms which will not be connected with the hotel and which
will be entered through a separate entrance. The hotel rooms are also insulated against sound.

Furnishings To Cost Much

A 10 year lease has been taken and first class furnishings will be installed in the hotel, Mr. Duvall states. Carpets will be laid throughout the hotel and it is estimated that the furniture for the hotel, which will be strictly "first-class", will cost $20,000. A large neon sign will be hung in front of the hotel.

Mr. Duvall for the past 30 years has been in the hotel business in the north middle-west. His Moose Lake Hotel at Moose Lake, Minn. was known throughout the middle-west and many famous hunters, statesmen and vacationists have visited it.

Restaurant May Be Connected

Since coming to Klamath Falls, Mr. Duvall has successfully managed the Owl Cafe, which he owns.

It is possible that there will be a restaurant in connection with the lobby of the Hotel Elvira, as plans of the architect allow for such a convenience, but there has been nothing definite in regard to the matter yet, it is stated by Mr. Dale of Dale and Hoskings, who are in charge of the leasing of the building.

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On Monday, March 17, 1930, page 1, column 3, The Evening Herald gave this additional information:

MILLER CONTRACTS HIRVI CONCRETING

According to an announcement made this morning by the officers of Howard R. Perrin, Architect for the new Hirvi building which is under construction on Main Street, near Eleventh, contracts for the concrete and form work have been let to W.D. Miller Company of this city. The contract price was $12,000.

Plans for the general building will be made public in about three weeks, and the general contract will be received shortly afterward.

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However, before any of the construction of the hotel could begin two houses had to be removed from the Main Street site. They were two story buildings and the rooms were rented to people needing a
place to stay. These were moved to the curve of Pine Street in back of what is now The Herald and News building. A few years later a third house was moved to make room for a parking lot for the hotel. I have been told that their name was Linsey but I have been unable to find anyone who remembers what happened to this house which was across Main Street from the Olympia Grocery.

A few years later the Union Service Station on the corner of Main and Eleventh and the Colonial Inn facing Eleventh Street were removed to make even more parking space.

Then came the big announcement Tuesday, October 7, 1930 in The Evening Herald, page 7 column 2:

HOTEL OPENING IS ANNOUNCED

Arrangements Completed for Gala Affair When Hotel Elk Opens

Arrangements are being completed for the grand opening of the new Hotel Elk on Saturday, it was announced last night by William Duvall, proprietor.

A gala opening is being planned when the opening ceremonies will be held and the guests will be shown through the city's newest and most modern hostelry.

Built in "L" Shape

Finishing touches are now being put on the Hirvi building in which the hotel is located. The building runs from Main to Pine Streets just east of Eleventh Street, and is built in an "L" shape, allowing the maximum amount of light and ventilation.

The building is strictly fireproof and is of the latest type in construction. It is artistically decorated with ornamental brick and tile in front, and a color scheme is carried out in the interior decorations.

Details Being Planned

Mr. Duvall is placing the best of furniture and equipment in the hotel and each room is furnished and decorated in a color scheme.

The hotel contains nearly 100 modern rooms on the two floors and is serviced with an elevator.

Details of the opening have not been completely arranged by Mr. Hirvi and Mr. Duvall but will be announced within a few days.
Duvall stated last night.

As you can see, the name was changed from Hotel Elvira to the Elk Hotel before it was ever opened.

Then on Wednesday, October 8, 1930 in The Evening Herald, page 4, column 7:

HOTEL ELK OPENING SET FOR FRIDAY EVE.

Opening of the Hotel Elk will be held Friday night instead of Saturday night, it was announced last night by William Duvall, proprietor. The opening of the hotel is being set ahead one day because the high school band, which is being hired to play for the event will be in Ashland on Saturday.

The Klamath Union High band will give a band recital at the official opening, Mr. Duvall announced. Other features for the program are being arranged and will be announced tomorrow by Mr. Duvall.

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Then on Friday October 10, 1930 The Evening Herald announced in section 2, page 1 and column 1:

HOTEL ELK WILL OPEN TONIGHT

Klamath's newest, most modern hotel, the Hotel Elk, located just east of Eleventh Street on Main, will be officially opened tonight when the public is invited to attend the grand opening. William Duvall, proprietor announced last night.

The doors will be open from 8 oclock on, and favors will be given to lady guests. The high school band will play at the event and as the official mark of the opening Mr. Duvall will turn on the large neon sign erected on the building at 8:30 oclock.

INVITES PUBLIC

"I wish to most cordially invite the public to come and see the Hotel Elk tonight", Mr Duvall said last night. "I am sure that they will agree with me that it is the finest hotel in the city, and one that Klamath Falls may be as proud of as I am."

The Hotel Elk occupies the major portion of the new building erected by Mr. Jacob Hirvi, prominent baker of this city, who has been a resident here since 1913, and has built up a well established business. The hotel consists of a main lobby on the
first floor, with 80 modern rooms on the second and third floors.

Modern Decorations

The latest in artistic decorations has been carried out not only in the construction of the building, which is of brick and tile, faced with green ornamental marble tile in front, but throughout the interior furnishings of the hotel.

Mr. Duvall has equipped the hotel with upholstered furniture and heavily padded carpets throughout. "Not a bare chair in the house", he states, and the most comfortable beds have been purchased. In fact, no expense has been spared to make the hotel the best in the city.

Stores, Offices

Mr. Hirvi's building contains 5 store rooms fronting on Main Street, and 21 office rooms which are now ready for occupancy and the inspection of the public, Mr. Hirvi states. The office rooms are on the 2nd floor and an individual stair and entrance leads to them. A large banquet room which fronts Pine Street has not yet been completed.

The building is of fireproof construction and all the latest in fire equipment is installed, including fire escapes, hose boxes, exit lights, a sprinkler system in the basement.

Heating System

The building is heated by an individual, almost automatic heating system. Radiators are in each room of the hotel. A thermostat regulates the furnace and is connected with the boiler, furnishing ample heat at all times. The heating system was installed by Peyton Fuel Company.

A ventilating system has been installed throughout the building and in the hotel, which gives individual ventilation to each room and allows free circulation of air at all times.

Barnes, Head Clerk

Mr. Hirvi states that a coffee shop and cafe will be opened adjacent to the Hotel Elk lobby in a short time. He also plans to complete the banquet room in the rear of the hotel lobby and fronting on Pine Street.

Mr. Abe Barnes, veteran hotel man and former clerk of the old White Pelican hotel has been engaged as clerk of the Hotel Elk,
Mr. Duvall announces. William Riggs will be night clerk, and Muriel Folsom is the telephone operator.

Union White Help

Mr. Duvall announced that only high class white help will be employed and that a strictly union house will be maintained. Room service will be available at all hours.

In the main lobby of the hotel and in the two large lobbies on the second and third floor definite color schemes are carried out. The main lobby is decorated with a touch of green to harmonize with the building, and in shades which are in harmony. Overstuffed furniture has been placed in each of the lobbies.

Install Elevator

An Otis elevator opens onto the lobby of each floor. Mr. Duvall plans to install radios in the lobbies as the entire building is wired for radio connections.

Upholstered furniture with tapestry effect has been placed not only in the lobby but in the rooms. Simmons furniture, recognized of high quality, and purchased through the Balin Furniture company of this city, is used throughout the building.

Fully Furnished

All halls and rooms are carpeted, the halls with a design in a dark red and the rooms with brown carpeting. Heavy felt padding under all the carpets, combined with the specially built walls, make the hotel almost noiseless.

Both showers and tubs are available in the Hotel Elk, and each room is fitted with mirrors, telephones and large closets.

Sample rooms are available in the hotel in the basement for the display of merchandise by the traveling representatives who visit.

Rooms Well Lighted

The lighting fixtures in every room harmonize with the furniture and interior of the room. Large chandeliers are hung in the lobbies and the wide halls are amply lighted. Nearly all rooms are outside rooms with large windows and interesting views, and all rooms are furnished in walnut some of the largest rooms have been especially fitted and decorated.

"Color" Rooms

The hotel boasts a green room, orange room, and two blue rooms.
These rooms are located on the second and third floors and have large double windows overlooking Main Street. They are fitted with all steel furniture sets and with twin beds.

Already Mr. Duvall has a number of permanent guests who have engaged their rooms early to insure getting one they desire.

Mr. Duvall recently sold the Owl Cafe here and reentered the hotel business with which he has been prominently identified throughout his life in the mid-western states.

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The Stock Market Crashed on a Tuesday in October 1929 and we were in The Great Depression that those who lived through it will never forget. Jacob Hirvi must have thought it would soon pass and continued with his plan to build. It cost more than he anticipated. Soon his savings were gone and he had to mortgage the hotel and still the Depression went on. Towards the end of the 1930's Jacob and Elvira separated.

On Saturday, February 17, 1940 The Evening Herald announced:

ELK HOTEL SOLD TO LOCAL GROUP
Four Business Men Take Over Building From
Jacob Hirvi

One of the largest business property transactions here in years was revealed Saturday in the announcement that four Klamath Falls business men had acquired the Elk hotel building from Jacob Hirvi.

M.S. West, C.A. Dunn, A.M. Collier and T.B. Waters were the purchaser, the deal being handled through Waters' real estate office. West is acting as trustee for the four men in the transaction.

Hirvi built the Elk hotel building in 1930. It has a frontage of 112 feet on the Main Street and extends from Main to Pine Street.

There are 100 hotel rooms in the building, as well as four store rooms on the Main Street side. The lease to the hotel company, operating the hotel in the building is continued, it is understood.

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Jacob Hirvi liquidated his bakery and sold the hotel for a little of nothing all of which may or may not have covered his
debts. Soon afterwards he returned to Fitchburg, Mass. where he continued to live until his death January 4, 1949 at the age of 66, according to his obituary notice.

Elvira made a trip back to Massachusetts to visit her family and also visited Jacob but they were never reconciled. She returned to Klamath Falls and worked at Murphey's Feed and Seed Store at 834 Klamath Avenue for Andrew H. Bussman for 18 years. She died here in Klamath Falls at age 72 on December 6, 1961. They had no children but she was survived by five sisters, Hilma, Helen, Anne, Mary and Sarah. Both Anne and Sarah are still alive and living in Massachusetts. Sarah is now 91 years old.

Sometime after World War 2 the Elk Hotel was renamed the Winema after the Indian heroine of the Modoc Indian War. At that time Merle West became the sole owner. In 1961 he oversaw an extensive remodeling project. The store fronts were eliminated the coffee shop and dining room were enlarged, a ballroom, cocktail lounge and basement meeting rooms were added. Most of the service clubs met there. In 1977 Merle West sold the hotel to Harry and Cliff Malatore and within two years they in turn sold to M.J.B. Limited. During its two years of ownership they closed the hotel during the final 6 months. From then on there has been a succession of owners. Among them Raymond Gray Sr. and his son but they defaulted on their loan and in October 1984 the hotel was up for auction on the steps of the courthouse. Next was Mathews of Los Angeles and his son, then the Mattco Investment Corp., next Marina Development Co., then in late 1987 Bruce Clayman through his Clayco Petroleum Corp. took over. His plan was to make the Winema over into an apartment complex for Senior Citizens and it seems to be working. So the hotel built by Jacob Hirvi,Jr. in 1930 continues on. Let us hope it's problems are over from now on.

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Family photos courtesy of Virginia Elvira Hebert Krueger.

Researched and written by
Mae L. Smith
REMEMBER
THE MUSEUM ENDOWMENT FUND
for happy occasions
and for sad occasions.
Give a gift of money in the name
of your friends and loved ones to
help increase the Fund. They will
appreciate the thought and the
Museum will eventually benefit
when the Fund has increased to the
point the Interest can be used.
It will also be a Tax Deduction
for you.
Make checks to:
Klamath County Museum Endowment
Fund, % Klamath County Museum,
1451 Main, Klamath Falls, OR 97601

HELP KEEP THE MUSEUMS OPEN, PLEASE.

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Barring any further budget cuts
the Summer Hours at the County
Museum
will be
Monday through Saturday .9 to 6 pm.

BALDWIN
3 Tours a day:
10 am., 12:30 pm. and 2 pm.
Monday through Saturday.

FORT KLAMATH
Open Thursday through Monday from
10 am. to 6 pm.

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JUST LIKE IN THE OLD DAYS, SPECIAL
COLLECTORS' EDITION POSTCARDS will
be carried by PONY EXPRESS RIDERS.
The postcards are $5. each and can
be purchased at the Klamath County
Museum.
The special frank will be applied
July 4 when they will leave here
by Pony Express for Fort Hall,
Idaho. From there other Pony
Express riders will carry them on
to Independence, MO.
They must be addressed and
deposited at a special post office
box located at the downtown Post
Office or at Balin's Tower Drug
Store. The postcards must be
deposited before July 4, 1992.

KLAMATH ECHOES
Do you have extra copies of
The Klamath Echoes?
We have a request for a copy
of Klamath Echoes #10.
If you have an extra one please
phone Mrs. Hazel Kramer
at 882-3714. She will be most
happy to hear from you.

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Don't forget the Historical
Society Tour, Sunday, June 28.
We will meet on the Spring Street
side of the Museum to get on the
busses. Cost $3.50 per person.

Bring a sack lunch and beverage,
camera, hat and sunburn lotion.

The busses will leave on the dot
of 9 A.M. We will visit Gale,
Wilson Dam, the Natural Bridge,
White City, Midland and
Merganzer.

Make your reservations now! Mail
your money to the
HISTORICAL SOCIETY TOUR
1451 Main St. Klamath Falls, OR.
97601.

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The Historical Society will not
meet again until September 24th
at 7:30 P.M. See you then.
Have a nice summer.

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Please notify us if you have a
change of address or your
TRUMPER will go to your old address.

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