



OFFICIAL SOUVENIR VIEW BOOK

St. Paul Outdoor
Sports Carnival
Jan. 27-Feb 3RD 1917

"WE MADE IT A HOTTER ONE"

A Pictorial History of St. Paul's
Outdoor Sports Winter Car-
nival of Nineteen Hundred
and Seventeen showing how "They
Made It A Hotter One." ∴ ∴ ∴

Compliments of
Hugo E. Hermann
The Carnival Suit Man



The President of the Carnival Association—the Man Who “Made” the Carnival, L. W. Hill—on the Right

FOREWORD

¶ For 358 days in the year St. Paul, as typified by the cartoonist's pen, is a rather reserved, dignified old gentleman with a pronounced bald head surmounted by a halo. During the other seven days, however, by a sort of Dr. Jekyll and Mr. Hyde transformation, he becomes overnight a gayly blanketed old person, his halo slightly askew, a radiant smile of welcome on his cherubic countenance and both hands outstretched to greet the visitor. During this period, too, the city itself is magically changed. The spirit of goodfellowship is in the frosty air. Captains of industry and lowly clerks clad alike in rainbow colored carnival habiliments rub shoulders together, marching in close ranks to the stirring rat-tat-tat of the drums or the blare of martial music. Verily the Carnival is a great leveler.

¶ St. Paul took her place on the world's amusement map in a most permanent way when within the short space of a few weeks' preparation and with an enthusiasm never equalled in any city in the country in a similar project, she staged her first Outdoor Sports Carnival.

¶ Such was the success of this first renewal of the winter carnivals of former years that the Carnival Association became a permanent organization, and a unanimous demand from citizens of the great Northwest made the Outdoor Sports Carnival an annual affair.

¶ The second of these brilliant Carnival fetes was staged this year, opening on January 27th and closing on February 3rd.

¶ The Carnival proper was preceded by an immense pageant, staged on the grounds of the Town and Country Club, for the purpose of securing motion picture publicity for the city and the Carnival. King Boreas II (Mr. Jas. Ridler), his colorful court, and over 15,000 of his gaily uniformed subjects, took part in this beautiful pageant, and passed in review before the clicking cameras of six of the largest moving picture companies in the country. The pageant might be called a sort of synopsis of the Carnival, since it embraced in modified form all the feature attractions of the Carnival itself. There were the Carnival Hussars in massed formation, the Carnival Cossacks (Hook-em-Cows), and the Consolidated Drum Corps of 1,000 drummers. Then there were pushball games on horseback, crack drill squad contests, skijoring, blanket bouncing, tobogganing,—the whole forming a complete exposition of winter sports. These pictures will be shown in every portion of the civilized globe.

¶ Three huge parades featured the 1917 Carnival. The first of these was held on the opening day, Saturday, February 3rd, and was participated in by over 30,000 marchers. Nearly a quarter of a million spectators thronged the line of march to witness the spectacle and to cheer the marchers. Great credit is due Marshal Goss and his competent aides for the splendid manner in which the immense parade was handled, not a single hitch occurring to mar the occasion. The parade was pronounced the largest and longest ever held in connection with any similar event, and unquestionably stamped the St. Paul Outdoor Sports Carnival as the greatest civic jollification in the world. The parade was reviewed by King Boreas Rex, his court, the Mayor, and other dignitaries, from the Minnesota Club.

¶ Another monster parade was held the evening of Tuesday, January 30th. This was a spectacular torchlight affair, each marcher carrying a flambeau. To say that this unique procession was a success is putting it mildly. A number of beautifully illuminated floats added diversity of interest to the scene.

¶ The third big parade was held on the afternoon of Friday, February 2nd. This was for decorated autos. This parade brought many original ideas in decoration, and a number of new and novel productions evoked great applause from the thousands of admiring spectators,

¶ On Monday, January 29th, and Tuesday, January 30th, the city was the scene of the National Ski Tournament staged at the St. Paul Carnival ski slide, Seventh and Alaska streets. The slide is constructed of steel, rises to a height of 95 feet, and is 118 feet to the "take off". It would be hard to imagine a more thrilling sight than the swift descent down the 95 foot slope of the slide and the thrilling jump through the air.

¶ Wednesday, January 31st, was Minneapolis day, and throngs of visitors from the sister city joined hands with the people of St. Paul to help make it a hotter one.

¶ A special Carnival Bonspiel was held by the St. Paul Curling Club January 29th to February 3rd, at their rink on Selby Avenue, which was participated in by a large number of curling clubs from all over the Northwest. Hockey fans had their fill of this great ice sport during the week, the White Bear club winning the Northwestern Hockey Tournament from a large field. At the Hippodrome rink the champion St. Paul Athletic Club team defeated the crack American Soo team of Sault Ste. Marie. On the ice a world's record was broken by Mathiesen, champion skater from Norway.

¶ Other interesting winter sports were the daily harness races on the ice at Como, and the queer motor sled races, both of which attracted large crowds. Splendid ice skating was afforded the crowds by the many public and private rinks scattered throughout the city.

¶ The event which attracted far the greatest attention and which took its place as the greatest sports event the Northwest, or, in fact, the entire country has seen, was the Red River-St. Paul Carnival Derby, the great dog-team race from Winnipeg to St. Paul.

¶ Never before have the eyes of the whole country been glued on St. Paul as they were during the ten days the dog-racers consumed in the long journey from the North country. As the race progressed, interest grew to a fever heat, and when Albert Campbell, the little Cree Indian, crossed the finish line at Como Park—winner of the Derby—at noon, February 3rd, the last day of the Carnival, thousands of persons were there to give him a rousing welcome.

¶ The race was a remarkable one owing to the fact that the competitors were obliged to buck against the most severe weather conditions, making it much more difficult than even the great Alaska Sweepstakes event.

¶ Early in the journey an unknown figure, Fred Hartman, who had picked up a team of dogs two days before the race started, cropped out as the hero. This little American had entered the contest hoping to win the \$500 offered for first prize that he might realize the ambition of his life, to establish a laboratory for scientific research.

¶ Never has a man displayed such "stick-to-it-ive" qualities as did this same Hartman, and his remarkable grit won for him the admiration of thousands all along the route.

¶ The first misfortune Hartman encountered was the loss of his leader in a fight between his dogs. Hartman was in a sad predicament,—like a ship without a rudder,—and doubtless nine of every ten men in a similar position would have quit.

¶ But not so with Hartman. He had set out with a purpose, and no trivial misfortunes were going to turn him back, so he plodded on. His four remaining dogs,—small ones, and far inferior to the other teams,—were not strong enough to pull him the rest of the way, so Hartman, in order to save the animals, made up his mind that he must “hoof it” to St. Paul, then over 400 miles distant.

¶ While traveling over the North Dakota prairies a severe blizzard overtook the drivers, and Hartman, who was far behind, was engulfed in it, and for nearly four hours his dogs circled on him. Finally, however, he reached Grand Forks and put up for the night, lame and tired.

¶ Hartman realized that he must travel more hours each day than his rivals if he were to win the coveted prize, and this he did. Several times he overtook his competitors while they slept, only to be overtaken himself later.

¶ The little American's last opportunity was frustrated when he was betrayed by a man whom the others had hired to watch him. Hartman had planned to arise at 1:00 a. m. and get away to a long start over his rivals. This he did, but the others,—the two Campbells, Metcalf and Grayson,—were informed that Hartman had hit the trail and they were soon on his heels.

¶ All attempts on the part of the other four contestants to discourage Hartman were futile. He heeded them not, declaring that he would cross the finish line, even though he knew his dogs were almost exhausted, and he, himself, was not in the best of physical trim.

¶ And finish he did, though he crossed the line five hours behind the winners. Hartman's Yankee pluck had won for him a place in the hearts of true sportsmen and he was showered with honors, and was proclaimed the greatest hero of modern times.

¶ This remarkable dog race proved to be by far the most attractive feature of the Carnival, and even before it was completed plans for the 1918 race were under way, and from all indications this event will bring out the best drivers and dogs in the country, and even the 1917 race will be eclipsed.

¶ Rice Park was the hub of Carnival activities. Here was located the palace of Boreas Rex, and his harem of beautiful Queens. The Palace was a large structure constructed of solid blocks of ice, and at night was one of the most beautiful sights of the Carnival. Powerful searchlights bathed its glittering sides in rainbow colors, producing an effect of indescribable beauty. Here, also, was the primeval stockade and Indian tepees, which housed the racing “huskies.” Next to Rice Park, and facing the Elks' Club, was the Hip Hip Hooray Ice Rink, made by flooding Washington Street.

¶ Thousands of invitations were sent out by the jobbers of St. Paul to their customers throughout the Northwest, resulting in a large attendance of merchants, who combined business with pleasure during their visit. Two get-together banquets were given in their honor.

¶ As was the case last year, the toboggan slides proved one of the Carnival's greatest attractions for young and old. In addition to the always popular Cedar and Ramsey street slides, ten others were erected in different parts of the city through the co-operation of the Carnival Association and neighbor-

hood clubs. Most of the slides were opened before the Carnival, and kept up as long as the weather permitted.

¶ The daily newspapers and other publications of the city cannot be given too much credit for the splendid representation accorded the Carnival in their pages. The St. Paul Pioneer Press, the Daily News, and the Dispatch, were lavish in the space devoted to Carnival activities.

¶ The 1917 Carnival drew a host of out of town marching clubs and their friends. All the way from Pendleton, Oregon, came the Pendleton Buckaroos, in chaps and gayly colored cowboy costumes, with six shooters at their hips and lassos at their pommels. Together with the Havre Cowboy Band and the Montana delegation they added a touch of the picturesque West to the Carnival gayeties. The Montana “Prosperity Special” brought uniformed delegations from Great Falls, Kalispell, Lewistown, Havre, Chinook, Fort Benton, Harlem, Hingham and Glendive. Duluth and Superior furnished splendid and enthusiastic marching clubs, as did also Ashland, Brainerd, Hibbing, Fargo, Grand Forks, Crookston, and other towns.

¶ Among the many prominent guests attracted to the Carnival from all over the country, may be mentioned Mr. Albert Britt, Editor of Outing; Mr. E. F. Allen, New York, Editor of Travel Magazine; “King Pip”, Mr. Frank T. McCullough, of the Spokane Apple Show; Mr. A. Young, of Pittsburgh, and many others. Chicago contributed a delegation of Spanish athletes headed by Jos. H. Finn and Ring Lardner, the well known humorist.

¶ A complete canvass of the hotel and rooming facilities of the city found accommodations for all, although it was found necessary to requisition extra rooms in many private homes, which were cheerfully thrown open to the visitors. Clubs, lodges, and civic organizations kept open house.

¶ As was the case last year, the credit for the success of the Carnival was due principally to the unselfish spirit of co-operation shown by all. Without it, the Carnival management would have been helpless. Big business men of St. Paul cheerfully paused from their work to lend their valuable time and energy to the herculean task of making this year's Carnival “a hotter one,” a more successful one, and, above all, to keep it a clean one. And to their everlasting credit let it be said that they succeeded.

¶ No story of St. Paul's Outdoor Sports Carnival, however, is complete without a tribute to the head of the Carnival Association, Mr. L. W. Hill, to whose genius in planning and whose untiring energy St. Paul owes the success of the Carnival idea.

¶ Not only St. Paul, but the entire country, might be said to have joined in making the 1917 Carnival a “Hotter One”. From morning until late in the night,—from Saturday, January 27th, to and including, Saturday, February 3rd,—there was something going on of interest to everybody, and if there was a person who attended the Carnival who did not have a good time it surely was his own fault.

¶ The St. Paul Outdoor Sports Carnival is now a national institution. It has taken rank with the greatest fetes in the country, such as the Mardi Gras of New Orleans, the Tournament of Roses of Pasadena, Ak Sar Ben of Omaha, the Veiled Prophet of St. Louis, and the great Apple Show of Spokane. The Carnival has brought fame to St. Paul as one of the most hospitable cities in the country, and never before has the name of our fair city been so widely advertised.

¶ Yes! There'll be a Carnival next year. So plan now to “Make it the hottest one.”



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ST. PAUL, MINN.

The President of the Queens' Club, Miss Marie Looby, Glacier Park Marching Club—the Carnival Girl



Schmidt Brewing Company Marching Club



Thompson Shoe Company Marching Club



A Page of Queenly Beauties



King Boreas Rex and His Court Bestowing Knighthood on One of His Faithful Subjects



Kenney Shoe Company Marching Club



Minnesota Boat Club



Sorensen Shoe Stores Marching Club



Noyes Bros. & Cutler Marching Club and Queen



American National Bank Marching Club



Marching Club of the St. Paul Roofing Company



McGill Warner Co. Marching Club



Boston Clothing Co. Marching Club



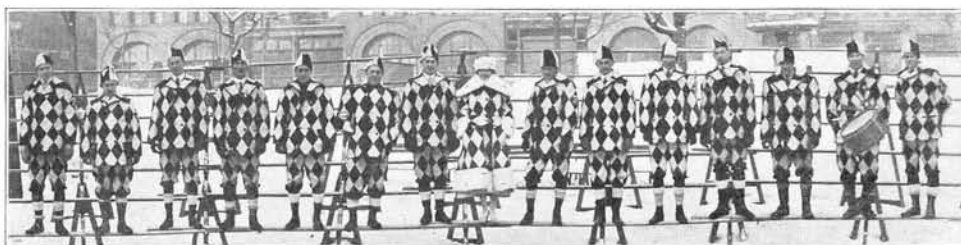
Women's Civic League



Banquet at Carling's for the Pendleton Buckaroos



The Dayton's Bluff Commercial Club Marching Club



Rexall Marching Club



Yoerg Brewing Co. Marching Club



Foley Bros. & Quinlan Marching Club



More of the King's Harem—Another Page of Queens



Stronge & Warner Marching Club



The "Burlington Route" On-Time Club



The St. Paul Dispatch Marching Club



Ryan Hotel Marching Club



The Peoples Bank Club



Farwell, Ozmun, Kirk Drum Corps



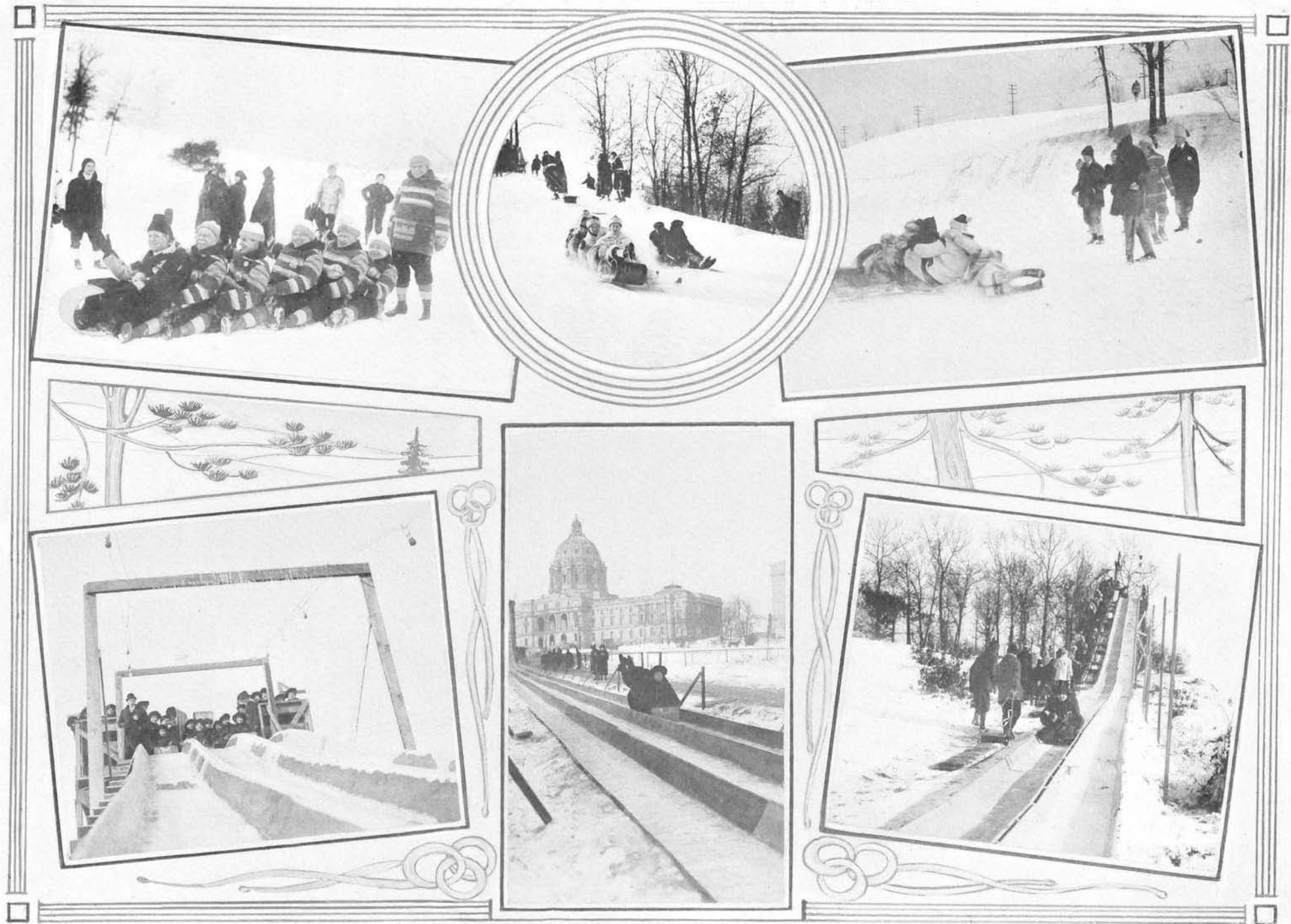
Some More Beauties from the Garden of Queens



Chas. Weinhalten & Co. Marching Club



Knights of Columbus Marching Club



A Page of Outdoor Sports. Tobogganing



Oldham Marching Club



Gotzian Shoe Co. Club



American Linen Supply Marching Club



Brooks Bros. Marching Club



Bazille & Partridge Marching Club



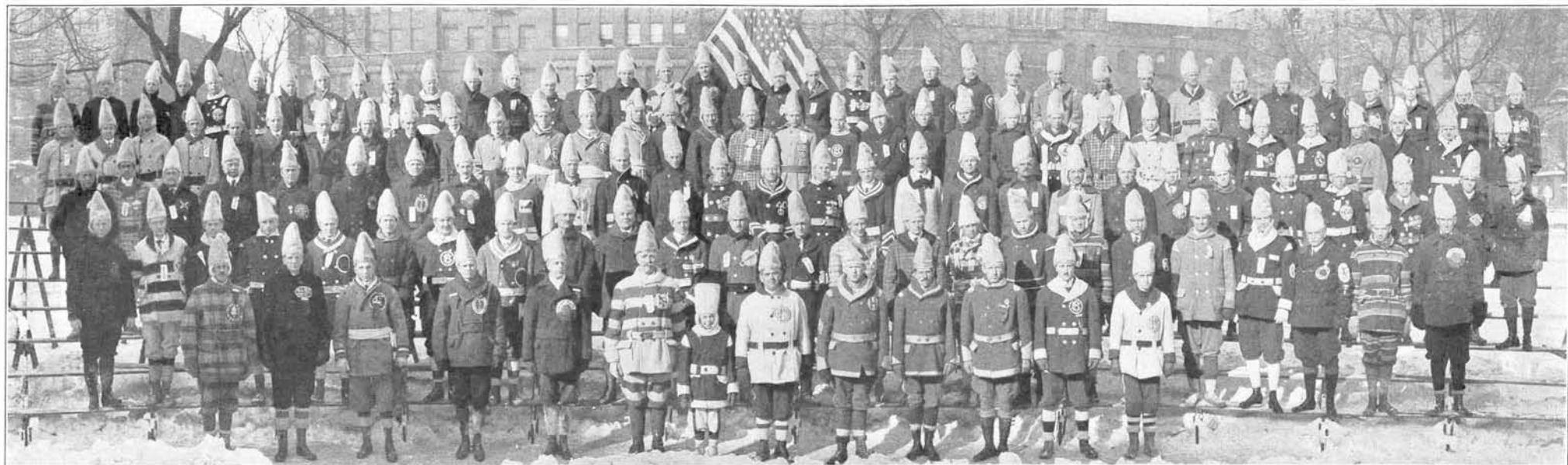
Degree of Honor Marching Club



The Golden Rule Drum Corps



Minnehaha Dry Cleaning Co. Marching Club and Queen



The Carnival Hussars



City and County Marching Club



Another Group of Beauties from the King's Harem



Nicols, Dean & Gregg Marching Club



Field-Schlick Marching Club



Top—A. Young of Pittsburg
King Boreas Delivering a Speech

Commissioner Goss
John Philip Sousa
W. R. Mills and Geo. Dawson "Going Into Action"

Mr. L. Newman of Great Falls, Mont.
Mr. E. F. Allen of Travel



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