

Concord's New Ultra-Modern Hotel Building Is The Last Word In Hotel Construction

Concord's long cherished dream of an elegant, ultra-modern hostelry has at last come true with the formal opening of the new Hotel Concord, an event that overshadowed everything else in local interest.

The half million dollar structure, standing as a towering monument to the civic pride of its owners and the genius of its builders, was opened June 10th at 2 o'clock at which time an interested public took advantage of the opportunity to inspect it minutely, so they could get first hand information about the much heralded structure.

Fifteen years ago Concord began to feel the need of a new and modern hotel. The growing city had only an antiquated hotel structure and a few rooming houses and with the traveling public was receiving a black eye. No one stopped over night here if possible to move on and Concord lost much good business.

This condition led to the erection of the modern hostelry which was opened recently. Several months ago a number of men and women of the city organized the Concord Realty Company, the object of the organization being the erection of a commodious and modern hotel in the city. The optimism of these people and the civic pride shown by those persons who subscribed for stock in the plant have made it possible for Concord to boast today of a hotel second to none in the South in structure, equipment and appearance.

Those persons who are familiar with such questions say the new Hotel Concord building is everything that a leading hotel architect of the country could make it, so far as a building of its size is concerned. Not a feature that might add to the efficiency of the plant or make it attractive and serviceable has been overlooked.

One enters the Hotel Concord through an arcade which offers attractive quarters for shops on either side. Large plate glass windows flank either side of the arcade which ends at the steps leading into the spacious lobby of the hostelry.

The lobby is large being about 40 by 55 feet, finished in walnut and having a handsome mezzanine just to the rear of the steps leading from the main entrance. The general desk, cigar counter and other features are conveniently located. The elevator shaft is just to the left of the stairway lead-

ing from the arcade, and an entrance to the coffee shop is just to the left of the shaft.

Across the lobby from the main entrance is the dining room, with seating capacity of 100. The room is exquisitely finished, being one of the most beautiful in the building. The furniture is of the finest and most beautiful design. The room is finished in fawn and old ivory, the ceiling and wall panels being in high lighted relief. Furniture, draperies, silverware, china and electrical fixtures blend harmoniously in the whole scheme of the room.

The ball room, located conveniently to the rear of the mezzanine, is a thing of great beauty. Great over-topped, cathedral like windows are curtained in rich old rose and gold, crystal lighting fixtures are used and the floor is of the checked design in gold-on-oak.

The kitchen, storage rooms, refrigerating plant, boiler rooms and main switchboard are located down on the ground floor behind and below the lobby, club dining room and ball room. These contain the last word in machinery and equipment.

The coffee shop is located on one corner of the building, with a Union street entrance. It can be entered easily from the interior of the hotel and promises to be one of the most popular features of the hotel.

The club dining room, over the coffee shop and near the ball room, is elegantly equipped and can accommodate 75 persons. In addition there is a private dining room for twelve, also handsomely furnished.

Baggage is brought in through the rear of the building and carried on a service elevator up to the sample rooms on the various floors. A service stairway is also provided for employees and all doors are soundproof to prevent any annoyance to guests in the building.

The 100 rooms in the hotel are practically the same in size, with a number of them arranged en suite. All are finished in handsome wall paper and walnut trimmings. All bath rooms are equipped with the best fixtures available.

The hallways are tiled floored as are other portions of the building and a heavy axminster carpet covering this makes the building almost soundless.

The Hotel Concord is as nearly fireproof as it is possible to make a building nowadays. There is no wood in the structure other than the small amount in the furniture, the doors, window sash and the floor in the ball room.

All in all the plant is all that the owners and patrons can desire.

Visitors to the building have been especially struck with the beautiful and serviceable furniture which is found throughout the building, careful thought having been given to this future when plans for the hostelry were made.

From the arcade entrance on through the lobby, dining hall, mezzanine, ballroom and up through the five stories of bedrooms the furnishings of the Hotel Concord are the best and handsomest that money can buy. All furniture is in basic walnut with here and there as in the ballroom, gold finish is employed to properly harmonize with the surroundings.

In the lobby the usual lobby furniture is found. This consists of deeply upholstered chairs and wide lounges, walnut tables in varying sizes and designs, and tastefully arranged floor lamps. The upholstery is in varied colors and is of the finest mohair and needle-point patterns. The mezzanine floor furniture is of largely the same rich pattern and design as that in the lobby proper, except that the carpet covers the entire floor instead of appearing in large druggets. The dining room is finished in fawn and old ivory with the ceiling and upper portions of the walls in high lighted relief, making a room of much beauty.

The 100 bedrooms in the hotel are tastefully finished and furnished. The rooms for the most part have modern wooden beds of attractive design, all in walnut. The iron beds have a walnut finish. Easy chairs, dressers, vanities and hanging mirrors make up the major portion of the rooms furniture. The rooms are arranged singly and en suite, so that guests singly or by party may be taken care of in the most approved fashion.

The menu for the opening dinner was one of variety and showed that the hotel has a steward and chef that rank with the best. Especially attractive were the designs in which the ice cream was served. Various flowers and fruits were represented by the moulded cream.

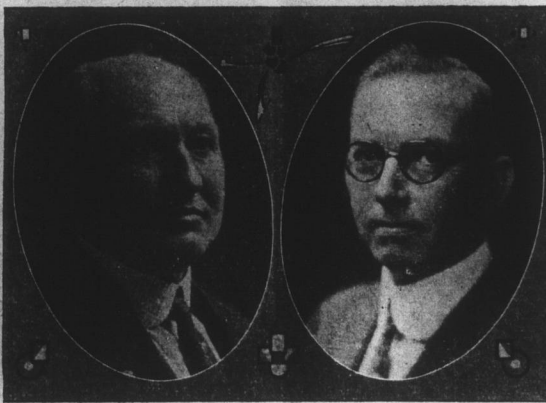
THE NEW HOTEL CONCORD



Main Dining Room



Ball Room



MR. WILLIAM FOOR

MR. O. W. DONNELL

William Foor is president of the William Foor Operating Corporation. Mr. Foor is a thoroughly competent hotel operator, having been in the business for the past 35 years. Mr. Foor has operated the famous chain of hotels known as the Foor-Robinson Hotel Chain and was the originator of the hotel chain which operates the O. Henry in Greensboro, N. C.; Hotel Charlotte, Charlotte, N. C.; The George Vanderbilt, Asheville, N. C.; The Aragon Hotel, Jacksonville, Fla.; The Sheraton Hotel, High Point, N. C.; and the Ponceleon Hotel, Miami, Fla. This chain of hotels is recognized as one of the leading southern chains and credit is due to Mr. William Foor.

O. W. Donnell, Secretary-Treasurer and General Manager of the William Foor Operating Corporation, is a thorough and competent hotel operator. Mr. Donnell was affiliated with the Ralston Hotel-Columbus, Ga., before entering the services of William Foor. Since that time Mr. Donnell was with the O. Henry, Greensboro, N. C., and was later made manager of the Hotel Charlotte, Charlotte, N. C., having opened this hotel and successfully managed same until September of 1925. Then Mr. Donnell was made managing director of the Washington Duke, Durham, N. C., which is recognized as one of the southland's leading hostelries and the finest in the state of North Carolina, having 300 rooms and 90 baths. Its success is largely due to the personal supervision of Mr. Donnell. Mr. Donnell is personally supervising every hotel that the William Foor Operating Corporation operates and is affiliating himself with competent hotel men that will make each hotel unit successful under the direction of the William Foor Operating Corporation.

THE HOTEL IS PRIDE OF THE CITY.

Concord boasts now of a hotel as modern and as handsome as the best in the State. Not as large as some others, to be sure, the structure is ultra-modern in that it offers all facilities and equipment found in the best hotel buildings everywhere.

The Hotel Concord is the pride of the city, representing as it does, the most comprehensive community project in the history of Concord. It represents, if you please, co-operation between citizens of Concord, and at

the same time optimism in the future Concord. It has been built with an eye to the future and rightly so. Too often has Concord built only for the present, to see the mistake in a relatively short time.

The new hotel belongs to the people of Concord, and as such it deserves the support of every one. It can be truly said that no city in the State has a better building so the success of the hotel depends upon the patronage it receives and the manner in which it is operated. The William Foor Hotel Operating Corporation

has a reputation that is linked with success, and we are certain the service here will be all that could be desired. The people of Concord need to take a personal interest in the hotel if they would give it the success it deserves.

MANAGER WENRICK HAS FINE STAFF TO AID HIM

Are For the Most Part Experienced Hotel Workers.

The staff of workers which is assisting Manager C. Ross Wenrick at the Hotel Concord are for the most part experienced hotel workers. Mr. Wenrick, who has been successful as manager of several hotels in the Foor chain, has selected the following after careful consideration in each case: G. H. McCarey, night clerk and auditor.

Ralph Isenhour, Concord, clerk. Betram Jones, Concord, clerk. Mrs. Leslie Maynard, housekeeper. She has been with the hotel company for a number of years, serving at the Sheraton at High Point and at the George Washington at Washington,

Pa. F. E. Foor, steward. Mr. Foor comes to Concord from the Washington Duke hotel in Durham. He has been with the chain for a number of years, and has secured a capable corps of assistants. He will have charge of the coffee shop and all catering done at the hotel.

C. M. Byrum will be assistant to Mr. Foor. Philip Escoffery, head waiter. He was with the United Hotels for a number of years and recently was at the Washington Duke.

R. H. Broadnax, cousin. He has served with a number of large hotels in the north and south for twenty years and has been with the Foor chain for five years.

Miss Clarice Carrington, bookkeeper. She comes to Concord from the Washington Duke Hotel at Durham.

Mrs. Bessie McConnell and Miss Dorothy Black, cashiers. Mrs. Alice Gilead will have charge of the waitresses in the coffee shop. M. Wishon, engineer.

Colored men will be used as waiters in the dining room, and those secured have had varied experience.

MR. C. ROSS WENRICK



Manager Hotel Concord



Lobby