



# HIRSHFIELD'S HERALD

No. 25 MARCH 15, 2025



131 years in business is a great opportunity to share our story with our customers, reminding them that we are a MN-based, family-owned company with a rich history - learn more about it below!

## The History of Hirshfield's PART 1

**1894** - The tradition of taking care of customers with good service and providing the best quality products available has carried forward for over one hundred years and five generations of Hirshfields. CEO Hans Hirshfield's great-grandfather, Frank Hirshfield, was a German immigrant and a wallpaper hanger by trade.

With a loan of \$100, Frank and his wife Elizabeth opened the first Hirshfield's store 131 years ago on the corner of Washington and Broadway Avenues in Minneapolis. Elizabeth managed the day-to-day operations while Frank was out hanging wallpaper. They lived in the back of the store, worked very hard and scraped by a living. The pace of business quickened following the turn of the century and the original store was relocated.

**1916** - Hirshfield's began to promote the sale of paints and wallpapers directly to the consumer from its new location next to Dayton's Department store in downtown Minneapolis. Even then, the motto of Hirshfield's was to guarantee every item sold in the wallpaper and paint department to be of the finest quality.

**1924** - Frank Hirshfield gave up being a paint and wallpaper contractor and devoted himself to the development of Hirshfield's wholesale and retail wallpaper and paint business.

**1930's** - In the early '30s, a new store featured a beautifully merchandised paint and wallpaper showroom. Frank Hirshfield set the style for the stores; the best of everything. The progressive and innovative paint and wallpaper facility was located at 325 East Lake Street. That same year, a devastating fire destroyed the Hirshfield's store near Dayton's. A new store was built just blocks away at 824 Hennepin across from the State Theater.

**1942** - Founder Frank Hirshfield passed away in 1942, just shy of witnessing the 50th Anniversary of the company he founded. During the '40s and '50s, Hirshfield's wallpaper, paint and sundries distribution business grew steadily with his son, Dr. Frank Hirshfield, at the reins.

Dr. Hirshfield maintained his medical practice while running the business. Though the number of store locations remained at just two, the connection with quality products and the name Hirshfield's flourished in Minnesota and the Upper Midwest. Hirshfield's developed an extensive distribution network for its products to other resellers and bolstered its direct sales to commercial accounts. Hirshfield's soon was a major wholesaler of wallpapers and decorating products to paint, wallpaper and hardware store accounts throughout Minnesota, Wisconsin, Iowa and the Dakotas. Wallpaper manufacturers relied on distributors like Hirshfield's to warehouse entire lines of wallcoverings and to sell sample books to dealer accounts that in turn would sell individual products to the consumer. When a dealer made a wallpaper sale to a customer, they placed the order with Hirshfield's who then filled and shipped the order from inventory stocked in its warehouse.

Dealer wallpaper distribution grew to become the dominant segment of the Hirshfield's business. An outside sales force and dealer sales order department were required to service over one hundred wallcovering lines and the 40,000 patterns stocked in Hirshfield's warehouse. More than 5,000 dealers depended on Hirshfield's as their primary resource for the wallpaper collections Hirshfield's chose to distribute. (For some perspective— Three floors of the warehouse were full of thousands upon thousands of rolls of wallpaper.)

*Read Part 2 of our story in the April newsletter!*

Design Resource's  
**New!** FURNITURE  
OUTLET



Open to the  
Public  
First Friday of  
Every Month  
8AM-4PM



OF THE YEAR WALL

## UPCOMING EVENTS

Scan Here  
for MORE!



### PILLARS

#### GREET

Smile, Make Eye Contact  
Use Their Name  
"I'll Be Right With You!"

#### INQUIRE

Actively Listen, Ask Questions  
"What Else Can We Help You With?"  
Take Initiative

#### SOLVE

Discover and Solve Problems  
Be the Expert  
"We Can Help With That!"

#### THANK

Say "Thank You For Your  
Business!" Every Time  
Carry Out Their Order



# FOR THE WIN

PROJECTS • ADVICE  
COLLABORATION

**PROJECT:** TJ Maxx Store  
**PAINTER:** A&A Drywall  
**SALES REP:** Tim Boettcher  
**SERVICING STORE:** Alexandria  
**PRODUCT:** Hirshfield's MHB & Dry Fall  
**DETAILS:** Tim, Alan, and the Alexandria team went the extra mile for this project. It was a Benjamin Moore National Accounts product order, but we were able to also provide MHB and Hirshfield's Dry Fall as well as tinting and delivering additional BM sales out of the store. Working with the General Contractor in Ohio added to the process, but the job is complete and will open in March. Great work up in ALEK!



Alex Dorman - Lakeville  
Daniel Harthan - Rochester  
Dawn Feda - Shop at Home  
Eric Roller - Bismarck  
Ian Burpee - Apple Valley  
Jeffrey Watson - Maplewood  
Jinsoo Choi - MPLS CSC  
John McElmury - Bemidji  
Lucas Jorgenson - Alexandria

Michael Scheveck - Maple Grove  
Nate Sockness - Woodbury  
Nicholas Pfennig - Bismarck  
Steve Tapper - Sioux City  
Susan Burke - Aero  
Troy Petrich - Lakeville  
Wes Hendrix - Tea  
Wesley Johnson - Baxter

## ANNIVERSARIES

Help us recognize and thank the following team members who are celebrating an employment anniversary this month!

Steven Boylan - Hopkins - 36  
Rod Wimberly Sr - Sales - 28  
Mark Eimers - Sales - 28  
Jamie Yang - Warehouse - 26  
Eva Quist - HR - 25  
Nicole Lange - Rochester - 12  
Jonathan Grivna - HPM - 11  
Jesse Begordis - Savage - 10  
Mike Snesrud - Ramsey - 9  
Peter Vacha - Fargo - 8  
Daniel Knudsvig - Fargo - 7  
Garrett Larson - Baxter - 6  
Jean Haukaas - Design Resource - 4  
Sara Kleinhesselink - Sioux City - 3  
Chaz Larson - Chaska - 3  
Jaykob Guest - Fargo - 1  
Carter Klukken - Fargo - 1

*Congratulations*



Starting at the top: Mary, husband Lyle. Children and grandchildren: Jeffrey & Hope (Eloise, Henry & Logan), Jared & Emily (Peyton & Sadie), Julie & Joshua

## ALL IN THE FAMILY

One needs a Hirshfield's Family Tree to keep up with the friend & family links at the H! Our latest set of connections includes Minnetonka's Decor Specialist,

**Mary Betterman**, who attended the same college as Mary Angell (retired District Manager) and Dawn Feda (Shop at Home)! Mary has been enjoying the rewarding work of helping customers find their perfect colors and wallcovering patterns for the past 29 years. Here's her story:

Mary hails from a dairy farm in Rockville, MN, the 11th of 12 children. After obtaining her interior design degree from Alexandria Technical & Community College, she worked in furniture sales for a small company in south Minneapolis and then went back to school for architectural drafting. While still in school, she started at the Hirshfield's Edina store...[READ MORE ABOUT MARY ON SP -->](#)



*Fun Fact: 3 of Mary's kids worked at the H!*

*Celebrating Richard Ward's Retirement in Rochester!*



Left to Right: Andy Simon, Mrs. Ward, Jim Hagen, Richard Ward, Rod Wimberly, Teri Moger, Dan Harthan, Nicole Lange

**BROWNS  
ARE TRENDING!**

*Here are a few to recommend to our customers:*

0217 OAK TONE

Beige - Has historically referred to the color of wool. Traces to Ancient Greek "byssos" meaning "linen".

R033 TUMBLED TRAVERTINE

Taupe - From a French word meaning "mole-skin" because it was thought to look similar.

R042 LEATHER PANEL

Umber - Either from the Italian region of Umbria or from the Latin word "umber" meaning shadow.

**32  
Years!**