

Fred Hellmers (actually John Frederick Hellmers) ran hotels at various locations on St. Charles Avenue from as early as 1865. In his earliest days, he ran a restaurant downstairs and offered lodging above. Apparently, Thomas Hoard was Hellmer's son-in-law.

ESTABLISHED 1865

FRED HELLMERS

THOMAS M. HOARD



FRED HELLMERS

Fred's Hotel

HELLMERS & HOARD
PROPRIETORS

411 ST. CHARLES ST.

Opposite The Liberty Theatre

PHONE M-~~9215~~ 9143

NEW ORLEANS, LA.