

DULUTH'S NEWEST WHOLESALE HOUSE



It was in May, 1916, that Jos. M. Averbook company embarked in the wholesale general merchandising, men's furnishings, covering —hosiery, underwear, overalls, work and dress shirts, pants, neckwear, collars, belts and notions, in truth, everything that a general store carries in stock. The new house has prospered and expanded

Jos. M. Averbook until today it occupies a spacious business location at 318 West First street, one of the most central trade zones of Greater Duluth, which enables them to properly handle their ever expanding trade throughout northern Minnesota and Wisconsin, the Michigan iron and copper country and rich agricultural domain of the northland. Jos. M. Averbook company employ four traveling salesmen to cover the trade zone of their territory, besides other salesmen to handle the special lines in season, that gives the large and small merchants who handle general merchandise not only the best of service, but an opportunity to keep posted on their trade wants as to prices, styles and quality of goods. This has been the key-note of the success of this most successful wholesale house, backed by ample capital to successfully handle the business. Another feature is the drop in trade of the out of town merchants and Parcel Post, two very important branches of the business, that is given the best of attention and quick service.

It is gratifying to state that Mr. Jos. M. Averbook, senior member of the company has been and is the master mind of the business, and that it was his foresight that made it possible for Duluth to expand its wholesale market in this line by the establishment of Jos. M. Averbook company. This company has connections with mills and manufacturers that enable them to give the best of values in spite of ever-increasing cost of doing business and are a great asset to the territory that they cover.