

EIGHT YEARS AGO ORECK'S NATIONAL STORE LAUNCHED, NOW LOOK AT IT, IN 1921

New Quarters Occu- pied in 1913; Remark- able Growth.

Eight years ago the firm of Oreck, Incorporated, was located in what is now the Kresge block, 13 West Superior street. It was known then as Oreck's National Store. Three blocks up the street, on the corner of First avenue West and Superior street, was another Oreck store, known as "The Leader," that had been established three years earlier than Oreck's National. In 1913 the two establishments were consolidated into Oreck, Inc., and a 99-year lease was obtained of the present Oreck store, 29-31 West Superior street, that had been occupied by the Albenberg company. The Oreck corporation moved into its new quarters in October of 1913.

The store is still known by old inhabitants of Duluth as the Hunter block. It was originally a bank, controlled by Bell & Eyster, but 15 years ago the Hunter block underwent complete remodelment. The entrance was lowered to the street level, and the whole building interior made into the modern up-to-the-minute women's apparel store that Oreck's is today.

Light Favors Store.

Situated on the corner of First avenue West, it has the advantage of daylight in place of electric lighting that has given Oreck's the name of "the daylight store." It occupies a total floor space of about 20,500 square feet.

The policy of Oreck's has always been women's apparel, and because it has been operated on a cash basis, without credit, the firm has been enabled to give Duluth people the greatest value for their money. The main floor is devoted to coats, suits, waists, gloves, and hosiery; the second floor has skirts, dresses, corsets, and children's apparel, and the millinery department is on the third floor.

A feature of the establishment is the lunch room quarters and the girls' rest and locker rooms. They are located in the basement. Steel lockers of the most modern improved make are provided for every employe. Lyle Oreck is a firm believer in the best working conditions for store employes that can be obtained, and the progressive improvements he has introduced are, if anything, ahead of this tendency of the times.

Mail Order Business.

As Oreck's has grown in importance to Duluth with each succeeding year of service, so has its mail order business grown until now it embraces in the extent of territory it serves both the Dakotas, Minnesota, northern Michigan and Wisconsin. Goods are sent prepaid to any part of this territory on approval, and any or all of them may be returned at the firm's expense. Marvin Oreck, who will return to the Minnesota "U," is at present the head of the mail order department at Oreck's.

The aims and ambitions of the Oreck company in giving Duluth people and mail order purchasers the greatest value for the lowest amount, that have guided the policy of straight dealing with customers from the very inception of the concern, are today being realized far more liberally than would ever have been believed possible in these acceptedly "bad" times. The future, however, holds forth promise of even greater realization of the ambition that the Oreck corporation has consistently held before it to become a real power for public service in the community and the northwest, and an agency for progressive ideas in the commercial world. It is a business that has been built up on one thing—"Service." And in return for the success that has greeted the Oreck's enterprise, the firm plans to go right on giving Duluth and the northwest the Service—with a capital S—that has given the public faith and confidence in it.