

# PIONEER DRY GOODS STORE HEAD HAD UTMOST CONFIDENCE

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The Fair was the first dry goods store to venture onto First street—and a venture it really was. For bankers and wholesalers who claimed to understand Duluth's retail tendencies boldly predicted utter failure to F. Labovitz, president and founder of the firm.

Mr. Labovitz felt, however, that the public would walk an extra block up an easy hill if real values in quality merchandise were offered. With this idea foremost in mind, with the perseverance of a pioneer, and with good, consistent advertising, Mr. Labovitz set out to not only build up his own business, but to a great extent build First street as a retail street, and thus add greatly to a much needed addition to the busy Superior street business sections.

Others followed his lead, and today

First street is considered by many who are interested in real estate as a coming business street.

The Fair's seventh commercial birthday just ended emphasizes the remarkable growth of that concern during the seven years of its existence. Starting modestly with a small stock of clothing and dry goods, with a staff of six persons, the store has grown so that today it employs from 25 to 30 people at all times, and carries a stock of merchandise which runs well over \$125,000.

F. Labovitz is on a vacation trip to Europe to visit relatives. E. Maurice Labovitz, junior member of the firm, is in charge of the store, with I. B. Aarons, formerly of The Hub at West Duluth as assistant manager. A. J. Klock, formerly of Escanaba, Mich. is advertising and display manager.