

WILL OPEN BIG EASTERN STORE

J. M. Gidding & Co. Have Made Arrangements to Enter Cincinnati.

J. M. Gidding & Co. will open a branch store in Cincinnati, and will begin transacting business in the Ohio city at an early date. The Gidding company operate one of the leading stores of Duluth, and J. M. Gidding, the head of the firm, has been watching for an opportunity to break into Cincinnati for some time.

The Cincinnati Enquirer, in commenting on the establishment of the Gidding store, pays a high compliment to J. M. Gidding, of this city, naming him as one of the shrewdest buyers visiting New York city. It says, in part:

"Cincinnati will soon have a high-class specialty store for women's wearing apparel.

"J. M. Gidding & Co., of Duluth, are to establish a store here, and have leased the property at 10 and 12 West Fourth street. The building has six floors, four of which will be devoted to selling space, one for alteration and stock and one for shipping and receiving.

"The plans for improvements are now being executed, and are said to be on a very elaborate scale, the exterior being of Rookwood faience up to the second floor, with many entirely new lighting features. The interior of the first and second floors is to be of mahogany and the balance to be carried out in various periods.

"J. M. Gidding & Co. are known in New York as clever and shrewd buyers and people of good taste. In fact, Mr. J. M. Gidding, of the firm, was chairman of the jury of awards of the Fashion show held at Madison Square Garden about three years ago, which in itself is of sufficient importance to assure Cincinnati people the best in women's fashions. They expect to open up here for spring trade."