

# MR. NATE GIDDING

## Returns From a Buying Trip to the Eastern Markets.

Mr. Nathaniel Gidding, of J. M. Gidding & Co., has just returned from an extended visit in the eastern markets, where, in company with Mr. J. M. Gidding, and a corps of buyers, he has been making extensive spring purchases.

Mr. Gidding says that conditions in the east appear to be much better than they have been for the past year and a half, and as soon as inauguration is over, and mercantile enterprises fairly on their tracks again, he looks forward to four years of great activity and prosperity. In fact he sums up the situation by saying that he has prepared for the greatest spring trade the firm has ever enjoyed.

This renewed activity, says Mr. Gidding, naturally results in heavier orders than were anticipated, and a consequential scarcity of desirable materials, which is due to a scarcity of woolen and worsted yarns, as well as the skepticism of the cloth manufacturers; therefore, in many cases, mills will not be able to turn out over 50 per cent of the goods which they already have booked.

"However, as my brother, Mr. J. M. Gidding, spends a great deal of his time in New York, we have been able to foresee these conditions, and have generously anticipated the results. Being on the ground continually, we have been able to purchase freely of the best things as they came out."

All in all, Mr. Gidding seems to have come back to Duluth feeling well satisfied with the past month's labors, and with a strong interest in the immediate future.

During the remarks, Mr. Gidding hinted at the extensive improvements which are to be made on the building they now occupy, and the increased space it will give them, as well as the consequential enlargement of the stocks and of the business in general.

When asked regarding the styles, Mr. Gidding made enthusiastic reply saying that materials, styles and colorings were the most beautiful he had ever seen, but said he feared he should want to talk volumes if he were to take up the subject at all. However, he said, owing to the time they devoted to women's wear, that they would be able to show many things that would be fairly in advance of what other stores would show, as well as many styles which were original and would be confined exclusively to their Duluth and Cincinnati establishments.