

# COMPANY AWAITS COURT'S APPROVAL

## Legal Action Necessary to Con- firm J. M. Gidding & Co.'s New York Lease.

Only the confirmation of the surrogate court of New York prevents J. M. Gidding & Co., of Duluth, from immediately entering upon a business career in the eastern metropolis. As soon as this difficulty is smoothed away, as previously announced, this progressive concern will open a retail women's furnishing store in New York city, at 564, 566 and 568 Fifth avenue, between Forty-sixth and Forty-seventh streets.

The property is owned by the estate of H. S. Tavhasanjain, and as the heirs to the estate are minors, the approval of the surrogate court is necessary in order to complete the deal. Should the court pass favorably upon the negotiation between the executors of the estate and J. M. Gidding & Co., the Duluth firm will secure a 21 year lease. The building, known as the Euclid block, will be remodeled and rearranged, and when finished will present one of the finest and most up-to-date establishments in Gotham.

The location about to be secured by J. M. Gidding & Co., is in the heart of the new fashionable business center of New York. This concern will have as its neighbors in business, many of the oldest established New York firms, which are taking up new locations. Among them are L. P. Hollander & Co., of New York and Boston; Lichenstein, Bushy & Simcox, B. Altman & Co., and Howard & Co.

The growth of J. M. Gidding & Co., has been watched with interest by Duluth people, and those of other cities. The Duluth store was established here several years ago, and after a successful business career, opened up a store two years ago in Cincinnati, where it has earned the same success. For many years, the firm has had offices in New York, from which they have been able to watch the trade along their line of business, and from where the two stores have been supplied with goods.

At this time, the members of the firm believed they had an excellent opportunity to re-establish a store in New York, and with their usual aggressiveness, made plans for the location. As a competitor for this location, it is understood, they had one of the largest and oldest business concerns of Chicago.

J. M. Gidding & Co., is composed of J. M. Gidding, Nathaniel Gidding, Joseph Gidding and Benjamin Gidding, all brothers. Nathaniel and Joseph Gidding are in charge of the Duluth store, while Benjamin Gidding is managing the Cincinnati store. J. M. Gidding is acting as general manager, and is general overseer of the two stores.