

MODEST BEGINNING TO SEVEN FLOORS IS STORE'S GROWTH

Few persons in Duluth and vicinity realize the large amount of space occupied by the First Street department store, according to A. Oreckovsky, general manager.

Seven floors, filled to capacity with merchandise, represent a tremendous outlay of capital and reflect a rapid turnover from a modest beginning in 1914 when the business was inaugurated under the guidance of Joseph Oreckovsky. It then occupied part of the present main floor.

Growth of 500 per cent was experienced in this eight-year period, according to the general manager. David Oreckovsky, a brother, is manager of the main floor.

"We have one of the largest shoe departments in the city on our basement floor," said A. Oreckovsky, "and we carry a complete stock of dry goods. Many of our regular customers often voice surprise at the magnitude of our line. Men's and boys' furnishings, clothing, drugs, ribbons, notions, etc., are but a part of our stock.

"Our second floor ladies' ready-to-wear department has doubled in size since the first of the year. We have just opened a large millinery section on the third floor and include therein lingerie, corsets, ribbons and the like.

"Curtains, draperies, rugs, carpets and all sorts of floor coverings, together with toys, are on our new fourth floor. The fifth and sixth floors are devoted to stockrooms, made necessary by the volume of our business.

"Our policy from the very beginning has been to sell high-grade merchandise at lower prices and, of course, it is hardly required to add that we aim to so continue."

Joseph Oreckovsky, founder of the business, is a well-known Duluthian, who foresaw First street's business opportunities. He enjoys the reputation of being a successful business man of high ethics and of remarkable ability as a buyer.