

# FRIEDMAN TALKS

## ON FALL STYLES

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Short, Stubby Ulsters Gain Favor  
Rapidly With Duluth's  
Best Dressers.

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Ben Friedman of Friedman Brothers is very optimistic over the way Duluthians accept the new vogue in men's overcoats and ulsters.

"This spells a great future for the tailoring business in Duluth," said Mr. Friedman yesterday. "The new styles are no sooner seen in New York city than they are accepted without question in Duluth. Easterners can no longer come here and say Duluthians do not know how to dress. I want to state that I am dealing with hundreds of men every week on the subject of dress and almost every one of them knows exactly what the new styles are, and does not hesitate to demand them. Our customers recognize the new styles just as soon as we talk to them. This will mean, of course, a great increase in business, as customers come to our store with their ideas ready formed as to what they want. The overcoat business this fall has been remarkably big and I look forward enthusiastically to the best winter season we have yet had in Duluth."