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Fred Goldsmith, secretary and treasurer of J. Goldsmith and Sons Co., of 1481 Peabody, was born in St. Louis, Missouri, in 1879. He received his education in Memphis, and then entered the department store business of his father.

He married Aimee Landman. Their children are, Dorothy, who is married to Dr. Joseph Gronauer, Jack L., who is associated with J. Goldsmith and Sons, and Fred, Jr., who is still in school.

Mr. Goldsmith is a prominent member of Congregation, Children of Israel, Rex Ridgeway Club, Sam Schloss Lodge of the B'nai B'rith, Federation of Jewish Welfare Agencies, Masons, Shrine. He is the past vice-president of the Memphis Chamber of Commerce, Vice-president of the Orpheum. He is also associated with the Tri-State Fair.