

# A TOWN BUILT ON IRON

The main title introduces the topic and attracts viewer interest.

*“The Evolution of  
Hibbing, Minnesota,  
1880-1980”*

The subtitle focuses the topic and limits what the project will interpret.

## Moving the Town

A subject label breaks down the topic into smaller parts for explanation and organization. These labels guide the viewer around the exhibit.

The original town site of Hibbing was located over a rich lode of iron ore. Because the ore was more valuable than the town, the buildings of Hibbing were moved to a new site in 1919.

Captions are the most detailed label and provide the opportunity for interpretation. These should be short, active, and clear.