

# Department Store

Back of every Honest Dealing business enterprise should be the policy that governs the relations between the store and the customer. The founder of Salkin's Golden Rule Department Store has behind him Twenty-Four Years of successful operation of stores in Central Pennsylvania; one of which has been located in Harrisburg the past two years. These Twenty-Four Years of experience has taught him the eight underlying principles that go to make the people's store a Popular Store. These eight underlying principles shall govern every transaction in The Golden Rule Department Store.

## Our Golden Rule Shall Be:

- ☑ Courtesy—generous courtesy to every one.
- ☑ Constant Fair Dealing to be kept uppermost in mind.
- ☑ Honest Statements — in all advertising and over the counter.
- ☑ Assured Values, truthfully stated gains the customer's confidence.
- ☑ Satisfaction is guaranteed on every purchase.
- ☑ Money Refunded
- ☑ Economy to the customer in every transaction.
- ☑ Goods exchanged

These will be the Policy Points, the Golden Rule, that governs The Golden Rule Department Store.



428-430 Market St. Opposite Subway

Several years ago Mr. Salkin opened his men's store at 428 Market street, next door to the new building, and by conscientious merchandising methods, managed to build up an excellent business. Less than a year ago, it was necessary to make extensive alterations in this storeroom and a back partition was torn out, throwing the whole into one large room. The original store will of course be maintained, being devoted exclusively to men's wear, but being connected by huge archways with the new department store, throwing both stores under one roof and one management.

## Salkin's Golden Rule Department Store

The Electric Lighting and Fixtures in this New Department Store were furnished and installed by the Dauphin Electrical Supplies Company, John S. Musser, Pres., 434 Market street. Electrical Construction Contractors and wholesale and retail dealers in Electric Novelties and Supplies and Lighting Fixtures, with the largest stock in Central Pennsylvania. Below are a few of the notable installations made by them in the past year:

- |   |  |
|---|--|
| Jennings Manufacturing Company, Harrisburg. | Doutrich & Company, Harrisburg.            |
| Standard Baking Company, Harrisburg.        | Harrisburg Academy Dormitory, Harrisburg.  |
| Montgomery Warehouse, Harrisburg.           | Civic Club House, Harrisburg.              |
| Robert Packer Hospital, Sayre, Pa.          | Mr. S. O. Goho's residence, Lewisburg, Pa. |
| High School, Canton, Pa.                    | Henderson Gilbert residence, Harrisburg.   |
| Zion Lutheran Church, Harrisburg.           | High School, Towanda, Pa.                  |
| High School, Shamokin, Pa.                  | Auto Transportation Company, Harrisburg.   |
| Forney's Drug Store, Harrisburg.            | William Felton's residence, Harrisburg.    |
| Patton Apartments, Wiring.                  | Dauphin Cigar Company Factory, Harrisburg. |
| Bowman's Department Store, Harrisburg.      | Wm. Strouse & Company, Harrisburg.         |
| P. H. Caplin Company, Harrisburg.           |  |

- All the above were furnished complete with fixtures and lamps, also
- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| Patton Apartments, Wiring.            | Camp Curtin M. E. Church, Wiring.    |
| Sylvan Heights Orphanage, Wiring.     | St. Lawrence Rectory, Wiring.        |
| Tenth Ward School Building, Fixtures. | Besides numerous new and old houses. |

VISIT OUR STORE AND GET OUR PRICES.

**Dauphin Electrical Supplies Co.**  
434 MARKET STREET

## FLOORS

Department Store Building were installed by **LOUGH**

Hardwood Floor prospective customers. Have your work done by the man who "knows how";—where only first class kiln dried lumber is used. All work guaranteed. Estimates cheerfully given, free of charge, 1715 Revere St.

### All Steel Construction Work

In The New Fireproof

### SALKIN'S STORE BUILDING

WAS ERECTED BY A LOCAL MAN

D. M. WEISER

Lemoyne, Pa.

Estimates furnished on all manner of steel construction work.

C. V. PHONE 61-R

### All Excavating For The New Salkin's Department Store Building

WAS DONE BY

### United Ice & Coal Co.

We shall be glad to submit estimates on all similar jobs and can insure prompt and efficient execution of all contracts.

Bell Phone 2460

Offices: Forster and Cowden Sts.

## LUMBER MILL AND WORK

For the New Salkin's Store

WAS SUPPLIED BY

Millersburg Manufacturing Co.,  
Millersburg, Pa.

We are prepared to make estimates on all similar jobs in either hard or soft woods. We can also furnish sash, doors, blinds, frames, moulding and siding on short notice. A letter or telephone call will reach us at our

Planing Mill and Lumber Yard

MILLERSBURG, PA.

Desiring the strongest protection against possible Fire Loss on the New Salkin's Department Store Bldg., the owners selected

London and Lancashire  
Fire Insurance Co. of  
Liverpool, England

J. HARRY STROUP

30 North Second Street

**JACOB TAUSIG'S SONS**  
DIAMOND MERCHANTS AND JEWELERS  
HARRISBURG, PA.  
420 MARKET STREET

ESTABLISHED 1867

Mr. Frank W. Morett,  
Contractor,  
Harrisburg, Pa.

Dear Sir:

With the completion of our new building at 430 Market Street, which will be occupied by Salkin's Golden Rule Department Store, we desire to express to you our sincere appreciation of your services as general contractor on the work.

Quite naturally we have watched closely your work and that of the sub-contractors working under you, and have been pleased to note that from the designing of the building to the last finishing touch the operation has been marked by the highest integrity, accuracy and dispatch.

In detail and construction we feel that the building measures up to the highest standards, and is a tribute to you as well as to ourselves.

Assuring you of our appreciation of your conscientious effort, and with best wishes for your continued success, we inscribe ourselves,

Faithfully yours,  
*Jacob Tausig Sons*