

# THRONG IN STORE ON OPENING DAY

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**"The Golden Rule" Has All  
the Business It Can Take  
Care Of.**

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That liberal advertising in the right kind of mediums pays was demonstrated yesterday by the throng that crowded into "The Golden Rule" store, 17-19 East Superior street, where the managers and clerks had all the business they could attend to yesterday and last night. While, of course, the souvenirs proved big attractions, more than ordinary interest centered in the displays of goods in the various departments.

The store is centrally located and has been remodeled to suit the requirements of the firm, which is headed by S. Y. Josephs. The other officers are: H. Y. Josephs, secretary, and Max Zalk treasurer. Four thousand dollars has been expended in making improvements and the stock is worth many times that figure. All the members of concern are successful business men and several of them are widely known to the trade in Duluth. R. Buckman, vice president of the company, was a successful dry goods man in New York city before coming to Duluth to make this his permanent home.

The store is equipped with the latest approved appliances, and the lighting, heating and sanitary arrangements are modern in every respect. The company has a long time lease on the building.

Speaking of the policy it is intended to follow, S. Y. Josephs said last night to a reporter:

"'The Golden Rule' is our motto, and we will do everything to live up to it. We intend to sell high class goods at the lowest possible prices and in this we will have no particular leaders. We want the confidence of the people and we will gain it by treating them right.

"That they have faith in what we announce in our public advertisements is evidenced by the crowds which visited our store yesterday and last night."

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