

GOLDEN RULE A Purchase That Will Revolutionize Prices!



HAVE THEY GONE CRAZY AT THE GOLDEN RULE?

Never before in the history of St. Paul has a dollar been so effective as it will be in our establishment commencing Monday Morning. One of the largest retail purchases ever made in Dry Goods in St. Paul was consummated by the GOLDEN RULE last week. In order to be able to place the goods on our shelves by Monday for this week's sale, we chartered a train to get them here on time. Everything will be sold without reserve. First come, first served. We bought from a jobbing house over Forty Thousand Dollars' worth of new goods, and at prices that will cause a sensation in the Dry Goods trade. This is the greatest stroke of merchandising ever made by any retail house west of Chicago. Will totally eclipse any and all sales ever made in this city. We have given the public many good bargain sales, but for a genuine Slaughter this will beat them all. We wish we might make a statement naming the firm we made this purchase of. Also want to impress upon the public the elegant values we shall offer in this sale. We want our customers to distinctly understand that the goods advertised are all new--this season's goods--and in many instances never have been taken out of their original cases; nor out of the United States Custom House more than a few weeks. It goes against the grain of the manufacturer, importer and jobber to see us sell such a stock of seasonal goods for at least thirty to fifty per cent less than wholesale prices. But such are the conditions of trade. We're merely taking advantage of unusual opportunities in the buying, and turning the goods over to our patrons at the same cheap prices that we bought them at. Remember, it's an opportunity which seldom occurs to buy seasonal goods at about half regular prices.

Now let every woman who has in mind the purchase of Dry Goods for this whole year, show her thrift by getting to the store early. You cannot come too early, for when the bell in the city hall strikes nine this sale will be in full swing. 'Tis the early ear that catches the early bird's sweet notes.

DRY GOODS DEPARTMENT

Silk Department.

- This Is the Way We Give Out Silks.
- 5,000 yards Colored Satins, 19 inches wide, all colors, for fancy work, trimmings, etc. These goods cost to import 25 cents a yard. They go in this great sale at..... **12 1/2c**
 - 50 pieces Plain Colored Surah Silks, 19 and 22 inches wide; also Black and Navy Blue and White Polka Dots; wholesale price 35 cents a yard. Our price while they last, and that will not be long, only..... **19c**
 - 15 pieces Black Bengaline, rich, heavy cord; a quality you cannot match less than 75 cents a yard; 20 inches wide; to go while it lasts at..... **39c**
 - 25 pieces heavy Black Gros Grain, 24 inches wide; we guarantee the wear of every yard; jobbing price, \$1.10 per yard; usual retail price, \$1.50. Our price for this great sale..... **89c**
 - 75 pieces Colored Satin Rhodames, 21 inches wide. In all the leading stylish shades; wholesale price, \$1 per yard; regular retail price, \$1.25. All you want during this sale at..... **69c**
 - 10 pieces Black Moire Antique, 24 inches wide, for sleeves, trimmings, etc.; can't be matched elsewhere for less than 85 cents. While it lasts..... **49c**
 - 15 pieces Black Imported Crystal Cord, 22 inches wide, elegant luster; these goods retail in a regular way at \$1.75 and \$2 per yard. You can buy them at our Great Slaughter Sale at..... **98c**

Black Dress Goods.

- (Samples Cheerfully Given for Comparison.)
- 50 pieces All-Wool French Henrietta, extra weight and silk-finished, 40 inches wide; the regular wholesale price, 60 cents a yard; retails in a regular way at 80 cents. We say for this Great Sale..... **48c**
 - Silk-Warp Dress of Anna**—25 pieces, 40 inches wide; jobbing house price, \$1.25 per yard; regular retail price, \$1.45; note the difference in our price for this Great Slaughter Sale..... **69c**
 - 35 pieces heavy French Cord, full 48 inches wide; cost to import, \$1 a yard; if you want a good, serviceable dress, and one of the greatest bargains you have ever seen, now is your opportunity. This quality goes at..... **59c**
 - 75 pieces French Serge, full 46 inches wide; jobbing house price, 60 cents a yard; regular retail value, 75 cents. We say for this great sale..... **46c**
 - 40 pieces Imported French Weaves, this season's choicest styles, in elegant designs, 42 inches wide; cost to import, \$1.25 per yard; the regular retail value is \$1.75. Come and get samples and see if you can match them at our price..... **98c**
 - 20 pieces Black English Mohair Brilliantine, 38 inches wide; goods that you positively can't equal anywhere at retail for less than 50 cents. These will cut prettily late in this price..... **29c**

Colored Dress Goods.

- THIS IS THE WAY WE GIVE OUT
- 3 cases (150 pieces) English Cashmeres, in twenty-five colors, 36 inches wide; the regular 25c and 35c retailers. All you want while they last, and it will not be long at this price, only..... **16c**
 - 50 pieces All-Wool Serges, full 46 inches wide, in twenty desirable Spring shades; wholesale price on these goods 52 1/2 cents a yard. Our price for this Great Sale only..... **39c**
 - 100 pieces All-Wool Ladies' Cloths, full 50 inches wide, in twenty colors; none of the wide, 50 inches, and absolutely Pure Wool; wholesale price, 55 cents a yard; regular retail price, 75c; these go on Bargain Tables at..... **38c**
 - One case (50 pieces) strictly All-Wool Armures, in fifteen new Spring shades; this is a fine, firm, serviceable cloth; cost to make, 50 cents a yard, and worth 75c to retail. This lot will go during this great sale at..... **39c**
 - 20 pieces Silk and Wool Suitings, the latest Spring novelties, full 50 inches wide; every yard worth \$1.25; to go in this sale--see them; samples given for comparison..... **59c**

Wash Dress Goods.

- NOTICE THE WAY WE SHALL CLEAR OUT
- 200 pieces Dress Gingham in light and dark colors, stripes, checks and plaids; the kind that retails everywhere at 8 and 10 cents a yard. All you want during this Great Slaughter Sale at..... **5c**
 - 2 cases Irish Lawns, 40 inches wide, the very best quality made in new styles, light grounds, with small, neat figures; wholesale price, 15 cents a yard; regular retail price, 18c. These go at..... **10c**
 - Zephyr Gingham—Four cases, 200 pieces, 33 inches wide; the very best American Zephyrs, in the choicest dandy colorings; these goods are worth 20c a yard by the case; never retail less than 25 cents. Our price on this lot is..... **17c**
 - 100 pieces Fast Black Oranzies in a large variety of styles, checks and stripes, guaranteed absolutely fast color; manufacturer's case price, 10 cents a yard; these are an exceptional bargain for 12 1/2 cents; to go at just one-half their actual value; get here early; they will go like wildfire at the price on Bargain Tables at..... **6c**
 - 150 pieces Fast Black Broaded Satines, 3 cases, bought in the original packages; these are the very finest quality, made in the latest tasty designs; manufacturer's case price, 22c; this quality retails everywhere at 35c a yard. We say for this sale..... **18c**

LINENS, SHEETINGS AND WHITE GOODS.

Muslins And Sheetings.

- 5 cases yard-wide Unbleached Muslin, the regular 6c grade, For..... **4c**
- 3 cases "Fruit of the Loom" Bleached Muslin; every one knows this retails at 9 cents. This goes at..... **7c**

Pepperell Sheetings.

- 5 cases 8-4 Bleached, worth 20c, for..... **16c**
- 5 cases 9-4 Bleached, worth 22c, for..... **18c**
- 5 cases 10-4 Bleached, worth 25c, for..... **20c**

Crash Toweling.

- 100 pieces Stevens' All- linen Brown Crash, the regular 8-cent retailer. We say..... **5c**
- 100 pieces Barnsley's Bleached All- linen Crash, 18 inches wide, jobbing-house price 12 1/2 cents a yard. Our price for this sale..... **9c**
- Towels—500 dozen Bleached Huck and Crepe Towels, size 20x44, good value at 18 cents each. For this sale we say..... **10c**
- 200 dozen Hemstitched Pure Linen Huck Towels, size 18x36; this quality is retained nowhere less than 25c each. On Bargain Tables, while they last, at, each..... **15c**

Table Linens.

- 25 pieces Cream Irish Damask, 54 inches wide, Pure Linen, cannot be bought outside of our store less than 50 cents a yard. Our Slaughter Price..... **33c**
- 40 pieces Silver-Bleached Damask, full 62 inches wide, in new and beautiful patterns, entirely free from dressing, real value 65 cents. This lot will go quick at..... **48c**
- 20 pieces 72-inch Cream Damask, Pure Linen, in the latest patterns; this quality is a big seller at 85 cents a yard. While it lasts, we say..... **56c**
- 35 pieces Bleached Irish Damask, strictly Pure Linen, 64 inches wide; this is a regular 75-cent quality, for..... **49c**
- 25 pieces Extra Fine Quality in Full-Bleached, Double Satin Damask, full two yards wide, in the very latest new designs; see this line, compare it with others in the city at \$1.35 per yard. This line goes in this great sale at..... **89c**
- Napkins—200 dozen All-Linen, for Restaurant and Hotel use, sold usually at 75 cents a dozen. Go at..... **49c**
- 100 dozen Pure Irish Linen Damask Napkins, 3/4 size, extra fine quality, worth \$2.50 per dozen. While they last..... **\$1.69**

White Goods.

- 500 pieces Lace and Satin-Striped Nainsooks and Dimities; the identical same goods are retailing in St. Paul at 10, 12 1/2 and 15 cents a yard. This entire lot will go very quickly at..... **6c**
- 200 pieces Victoria Lawn, full 40 inches wide, elegant value at 12 1/2 cents a yard. This entire purchase to go at..... **7c**
- 100 pieces Dotted Swiss, various patterns for Dresses and Drapery purposes; match poorer quality are selling in this city at 15 cents a yard. We say for this great sale..... **12c**
- 500 pieces Imperial Long Cloth, 12 yards in a piece; sold by others at \$1.65 a piece. We say, while this lot lasts..... **\$1.29**
- 3 cases, just 300 Spreads, full size, in white crocheted in beautiful Marcellite patterns; they are the kind sold by jobbing houses at \$1.25 each; the regular retail value is \$1.50 each. We say, while they last, which will not be long, only..... **98c**

DOMESTIC DEPT.

200 pieces Turkey Red Prints, with small, neat black figures, large variety, fast color, the regular 7-cent quality. All you want in this sale,

4 1/2 Yard.

500 pieces Best American Indigo Blue Prints, with white and gold figures, every style that's made, absolutely fast colors, the regular 8-cent goods. All you want while they last,

5 Yard.

OUTING FLANNELS.

5 cases in heavy weight, light and dark colors, some are half-wool, worth 10 and 12 1/2 cents a yard, for

6 Yard.

OUTING FLANNELS.

3 cases—150 pieces, in the most choice styles and qualities made, in all the neat, dainty checks and stripes, in baby colorings, the kinds that others retail at 12 1/2 and 15 cents. We say for this great sale all you want at

9 Yard.

APRON GINGHAMS.

5 cases—250 pieces very best quality made, Amoskeag and Lancaster Staples; these goods retail usually at 8 cents a yard; no limit in quantity; our price,

5 Yard.

DRAPERY DEPT. SILKALINES.

500 pieces 32 and 36 inches wide, in choice figures, large variety of patterns, jobbing house prices 10 1/2 and 12 1/2 cents a yard; this is the greatest bargain ever offered in St. Paul. All you want at

6 Yard.

LACE CURTAIN NET.

Saturday we advertised 100 pieces of Lace Curtain Net at one-half the real value; we sold forty pieces; have just sixty pieces left to go in this sale while they last at the same prices. Various widths. New patterns. 20-cent qualities for 10c yard. 25-cent qualities for 12 1/2c yard. 35-cent qualities for 17 1/2c yard. 40-cent qualities for 20c yard. 50-cent qualities for 25c yard. 75-cent qualities for 37 1/2c yard.

IRISH POINT CURTAINS.

500 pairs, full 3 1/2 yards long, to go like this while they last: \$3.50 qualities for \$2.45 pair. \$5.50 qualities for \$4.48 pair. \$8.00 qualities for \$5.98 pair. \$10.00 qualities for \$6.98 pair.

CHENILLE CURTAINS.

100 odd pairs, in desirable colors, worth nearly double what they will be closed at. \$4.50 qualities to go at \$2.98. \$5.00 qualities to go at \$3.50. \$7.00 qualities to go at \$5.00. \$10.00 qualities to go at \$7.00.

CLOAK DEPT.

Meet the eye here. Every garment shown is the product of this season, and as attractive as the flowers of spring. A comparison of our Quality, Styles and Prices is to us an assurance of your patronage.

CAPE At \$1.98. Others ask \$2.50.

CAPE At \$3.50. Worth \$5.00.

CAPE At \$4.98. Lace-trimmed on top and around bottom; cost \$7.50 elsewhere.

JACKET At \$2.98 and \$3.98. Special lot, made of All-Wool Materials, Black, Navy and Tan, worth \$1.00 and \$3.00.

JACKET At \$5.00. That will match against any \$7.00 garment in Minnesota.

CHILD'S and MISS' JACKET—1 to 14 years, at \$1.49. Cannot be bought elsewhere less than \$2.00 to \$3.00.

MILLINERY DEPT.

Genuine bargains in new and stylish Hats and Flowers. You surely are in need of a Spring Hat. What is the use of paying fancy prices, as you can find in our Millinery department the best styles and qualities for half the price you would have to pay in regular Millinery stores. Here are our special prices: Monday morning we will sell 50c Sailor Hats, in black, brown, navy and white, for 25c only. 65c Ladies' Dress Shapes, in all colors, for 38c only. 75c Children's Hats, in different styles and colors, for 48c only. 1,000 Ladies' Hats made from fine straws, pretty styles, such as you would have to pay in regular millinery stores, \$1.00, \$1.25, \$1.50; our price, 50c, 50c, 98c each. Also, we carry a fine line of French Flowers, and our prices are 50 per cent lower than any store in the Twin Cities.

LADIES' GLOVE DEPT.

BARGAINS IN GLOVES For Tomorrow. 4-Button Suede Gloves in desirable shades for spring, with large stylish buttons, fitted and warranted, for only **95c**. 4-Button Glove in Lisle thread, in emerald and navy blue; regular \$1.75 quality for, per pair..... **\$1.15**. 5-Button Genuine Jovyn Gloves, excellent value for **\$1.50**. \$1.75. Our price..... **\$1.15**. We have a complete line of Ladies' and Misses' Lisle Thread, Taffeta and Silk Gloves and Mitts, from 10c a pair to **\$1.00**.

STATIONERY DEPT.

Bicycle Cards, only 10c. National Owl Cards, only 3c. Texas Star Cards, only 10c. Apollo Gill-Edge Cards, cheap at 20c; our price for tomorrow, only 15c. 14-inch Poker Chips, 25c per 100. 13-inch Poker Chips, 30c per 100. 12-inch Poker Chips, 35c per 100. These are the best quality. Good Quality Commercial Note Paper, 6c per quire, or 25c lb. Hurd's Irish Linen (special), 9c quire, and Envelopes to Match, 6c per bunch. Hurd's Baby Pink or Baby Blue in boxes, only 20c per box. Le Mont's quadrille ruled papers, 10c quire, and Envelopes to Match, only 10c bunch.

RIBBONS.

1,000 yards of All-Silk Ribbon, worth 20c per yard, only 10c per yard.

SHADES.

Opaque Shades, complete, 3x3 **19c**; feet; worth 45c. Special..... **19c**.

CURTAIN POLES.

A full line in all kinds of wood, with trimmings to match. We present as fine a line of Curtain Fixtures as any house in the city.

House Furnishing Department.

BASEMENT.

Harker's Celebrated Waffle Irons, the best made and easiest to work, with wood handle complete; worth 79c. Monday special..... **49c**



Mrs. Potts' Sad Irons, Nickel-Plated, 3 in set, including stand and handle, worth \$1.10. Monday special..... **69c**



Wash Boilers—8-inch Copper bottom, heavy tin; worth \$3c. Monday special..... **69c**

9-inch Copper bottom, heavy tin; worth \$1.10. Monday special..... **79c**

SHOE DEPT.

Shoes of all kinds at way-down prices, special for Monday, Tuesday and Wednesday.

SEE THE FOLLOWING:

LADIES' SHOES.

1,000 pairs Ladies' Fine Dongola Kid Button Boots, Genuine Hand-Turned, with Patent Tip or Plain Toe; this is a good \$3.00 shoe. We name the Low Price for three days only.... **\$1.98**

Ladies' Button Boots, all sizes, 98c

LADIES' OXFORD TIES.

1,300 pairs Ladies' Fine French Dongola Kid Oxford Ties, with Cloth or Kid Top, 12 new styles to select from, good value at \$1.50 to \$2.00. We say take them Monday, Tuesday and Wednesday for.... **98c**

Ladies' Oxford Ties, all sizes, 49c

MEN'S SHOES.

1,200 pairs Men's Genuine Satin Calf or Dongola Kid Shoes, in Congress or Lace, all styles and all sizes, good value at \$2.50. We name the Low Price.... **\$1.48**

Men's Solid Leather Shoes.... **98c**

BOYS' SHOES.

1,000 pairs Boys' and Youths' Genuine Satin Calf Shoes, in Lace, Button or Congress, all Solid Leather, worth \$1.75. We say take them for.... **98c**

UMBRELLAS!

For Rain or Shine. Solid Facts and Genuine Bargains. If low prices on good goods are in the least degree effective, this will be a sale that sells. The prices quoted below are arguments that should convince the most conservative man that now is the time to buy. It is easier to save money than it is to earn it—especially when such an opportunity presents itself. **\$1.00**

Buys an English weather-proof twill or Miller Bros. silk aloria, both warranted waterproof and fast color, mounted with natural twist, fancy oxidized silver, mourning, celluloid, La Tosca and silver-trimmed Dresden handles. Also plain and carved horn handles. **\$1.25**

Buys a silk serge, with solid acaela handle, or Otto Miller's best silk aloria, with solid plain or wound acaela handles, or with fancy horn posts and tops, or with extra line oxidized silver or gold-trimmed Dresden handles. Also plain and carved horn handles. **\$1.50**

Buys Union silks, with a large variety of the latest patterns in Cape Horn, imported celluloid and genuine hand-painted Dresden balls. **\$1.75, \$2.00, \$2.25, \$2.50, \$2.98, \$3.00, \$4.00, \$4.50 & \$5.00**

Umbrellas are here also, and this is what we have to say of the entire line: Our prices are at least 25 per cent less on the same article, or our article is at least 25 per cent better at the same price.

DRUG DEPT.

The exploded combine who were in session last Friday and Saturday in Detroit are once more trying to organize, and with their newly

CONCOCTED SCHEME TO FREEZE US OUT

So that they can again SQUEEZE an innocent public by charging them enormous prices.

BUT WE WILL SAY RIGHT HERE THAT WE DEFEAT THE INTERESTED DRUG COMBINE, and as long as we remain in active business the public will be at the mercy of highway robbers.

PRESCRIPTIONS AND PATENT MEDICINES

Can and will be sold in St. Paul at

CUT-RATE

prices, no matter which way the Jacks lamp. All we ask of the public is: When you are in need of anything in the Druggist line walk on until you reach the proper place, and that place is the Golden Rule.

FOR MONDAY.

Syrup of Figs, 8 1/2 size..... **65c**
Pinkham's Compound, 8 1/2 size..... **65c**
Mellin's Food, 7 1/2 size..... **55c**

ARTIST MATERIALS.

Winsor & Newton Tube Paints, Geraults & Le Franca's Pastel Colors and Artist Materials generally. You will serve yourself by seeing us before you buy.

NOTION DEPT.

DOWN WITH FANCY PRICES.

200 pairs Ladies' Gored Belt Hose Supporters, white and black satene, with security button fastener, sold everywhere for 25c and 35c. Our Monday price, 16c pair.

50 dozen Genuine Extra Fine Canned Dress Shields, best goods made, guaranteed to give satisfaction, 25c, size and 35c goods. Monday they go at 19c pair.

SHOE DEPT.

Shoes of all kinds at way-down prices, special for Monday, Tuesday and Wednesday.

SEE THE FOLLOWING:

LADIES' SHOES.

1,000 pairs Ladies' Fine Dongola Kid Button Boots, Genuine Hand-Turned, with Patent Tip or Plain Toe; this is a good \$3.00 shoe. We name the Low Price for three days only.... **\$1.98**

Ladies' Button Boots, all sizes, 98c

LADIES' OXFORD TIES.

1,300 pairs Ladies' Fine French Dongola Kid Oxford Ties, with Cloth or Kid Top, 12 new styles to select from, good value at \$1.50 to \$2.00. We say take them Monday, Tuesday and Wednesday for.... **98c**

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1,200 pairs Men's Genuine Satin Calf or Dongola Kid Shoes, in Congress or Lace, all styles and all sizes, good value at \$2.50. We name the Low Price.... **\$1.48**

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