

# GOLDEN RULE

## A WOMAN'S EARS

Are always open to offerings of genuine bargains, and the women of St. Paul, by their liberal attendance, have proved their appreciation of the matchless inducements we have offered them this Spring. Now for more Bargains! We've got to double our business in the month of May, no matter what it costs—it must be done. Drive the knife in deep, deeper, down to the hilt—slash, cut, slaughter, if need be. These are the orders, and they will be carried out to the letter. All come! You'll find new goods for less than wholesale prices. It's a fact universally conceded that our establishment has revolutionized the trade in St. Paul. You'll search in vain to duplicate our offerings in any store in America. Read carefully; don't miss a single line or an item, for it will be money in your pocketbook.

# DRY GOODS DEPARTMENT!

## Bargains. Bargains. Bargains.

<b>SILKS.</b> How are these for Bargains on New Goods: 100 pieces Plain China, 35c quality, this week, 23c 30-cent Printed Indias, 22 inches wide, 39c 3 quality Printed Indias; our sale price, 79c \$1 and \$1.25 Black Silk Green, 24 inches wide, entire length, 75c \$2 quality Black Satin Duchesse, 22 inches wide, elegant finish, sale price, \$1.19 \$1.50 quality Colored Faille Francaise, elegant finish, pure silk, 22 inches wide, 98c \$1.25 quality Black More Francaise, pure silk, elegant finish, this week, 98c 70-cent quality Black and White Stripes, stripes and checks, very stylish, this week, 45c	<b>Dress Goods.</b> All new this season. Nothing left over. 30-cent quality All-Wool Cheviot, Spring shades, sale price this week only, 15c 25-cent quality, all dark, staple colors; special sale price, 12 1/2c 70-cent All-Wool Henrietas and Serges, full 46 inches wide, all shades; special sale price, \$1.25 \$1.50 quality Imported Nattes Serges, full 46 inches wide; sale price this week, 98c Fayettes—Silk and wool, plain color, all new Spring shades, for graduating dresses, worth \$1.70 per yard; sale price, \$1.23 50 pieces quality Checked Suiting, every one wanted and can't find except at the Golden Rule; worth \$1.25, for, 85c	<b>Black Goods.</b> Greatest variety in the city, but not overstocked. Can hardly supply the demand. "Reason Why?" Look at our prices for this week: 60-cent quality Black All-Wool Serges, sale price, Monday, come in the morning, 29c 70-cent All-Wool Henrietas, full 46 inches wide, silk-finished, 10 pieces, while they last, 48c \$1.50 quality in latest imported Fancy Weaves, 42 to 46 in. wide, elegant assortment, 98c 70-cent Black Figured English Mohair Suitings, very stylish, only, 48c 90-cent quality Storm Serge for Eton Suits; best in city for the money; sale price, 59c \$1.75 quality Black Silk Warp Henrietas, full 46 inches wide; sale price this week, \$1.25
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<b>Draperies.</b> 50 to 100 Per Cent Saved. Here are Every Purchase, 12 1/2 and 15-cent Figured Silk, 8c 20-cent Figured Draperies, entirely new patterns, 32 inches wide; sale price, 18c Lace Curtains, 100 pieces, new designs; this week, 10c 100 pieces quality Black and White Curtains, worth \$2 each, sale price, \$1.23 50 Irish Point Curtains this week, \$6.98 50 Irish Point Curtains this week, \$7.50 50 Irish Point Curtains this week, \$8.00 50 Irish Point Curtains this week, \$9.00 50 Irish Point Curtains this week, \$9.48	<b>Wash Goods.</b> "Here Are Some Snaps." Light Ground Figured Challies, 3c Shirting Prints, this week only, 2c Best Standard Dress Prints only, 4 1/2c Seersucker Gingham this week, 5c Best American Indigo Prints, 5c Fast Black Organdy, checks and stripes, 12 1/2-cent quality, 7c 18-cent quality Dimities, full 40 inches wide; this week only, 12 1/2c 25-cent quality Zephyr Gingham, full 32 inches wide; sale price, 17c 500 pieces best American Dress Style Gingham, 10-cent goods, 7c	<b>Linens and White Goods.</b> We have enough to supply all the other fellows in the city, and still we're not overstocked. Read the list for this week: 200 pieces Bleached Muslin, worth 7c; this week, 5c 500 pieces 10 and 12 1/2-cent quality Nainsooks, 6c 100 pieces 10-cent quality Victoria Lawn, 40 inches wide, 7c 50 pieces Black India Linon, 18-cent quality, 5c 100 pieces Stevens' All-White Crash, 8c quality, 5c 100 dozen Turkish Bath Towels, 15c and 18c quality for, 11c 50 Scotch Damask Table Towels, worth \$2.50, for, \$1.95 100 pieces White Dotted Swiss, worth 35c, for, 25c One case extra heavy Bed Spreads, full size, Marseilles pattern, worth \$1.50, for, 98c
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**Lace Department.**  
Tomorrow morning you will find the largest and most tasteful display of popular-priced laces ever shown in this city before.  
ORIENTAL LACE, White or Butter Color, 5c, 8c, 10c per yard.  
POINT D'IRLANDE LACE, White or Butter Shade, 8c, 10c, 15c per yard.  
BLACK ESPRIT, in handsome designs, 14c, 16c, 23c per yard.  
BLACK LORLORDON, 17c, 18c, 25c per yard.  
CREAM APPLIQUE LACE, in a great many designs, at 25c and 35c per yard.  
100 yards of 45-inch BLACK SILK DRAPERY NET, worth 85c, only 39c per yard.  
Hand-Made TORCHON LACE for 10c per yard, worth 18c.  
You will find that our styles and prices are all right.  
Do not fail to visit our Lace Department Monday.

**Millinery Department.**  
100 cartons of fine French Flowers, in good many different styles, such as you would have to pay in millinery stores 75c, \$1.00, \$1.25 per bunch. Our Monday price will be 30c per bunch.  
REBBIAN, 200 yards of All-Silk Ribbon, extra heavy quality, worth 30c. Our Monday price will be 10c per yard.

# THE POPULARITY OF OUR SHOE DEPARTMENT

## IS UNQUESTIONED!

Trustworthiness and Low Prices!  
Have Made It the Shoe Hoarse of St. Paul.  
Shoes for young and shades for old, shoes for men or mothers fair, shoes that suit because well soled, shoes that please because they wear. If you want a PERFECT FIT, Come and we will give you it.

All the LATEST NOVELTIES in Footwear at Rock Bottom Prices CAN BE HAD AT—  
**The Golden Rule Shoe Department**

Ladies' fine French Dongola Kid Button Lace Blucher, and the new Congress; 17 of the latest styles to select from; hand-sewed and hand-turned; these are the best \$4 and \$5 Shoes in the market. Any style you can name. Our price only, \$2.98	Men's fine French Calf Hand-Sewed Shoes in Congress, Lace or Blucher; 30 new styles to select from; these are the best wearing and most comfortable Shoes made; good value at \$4. Make your choice this week for \$2.98
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Ladies' French Dongola Kid Button Boots, genuine Hand-Turned Patent Lip or Plain Toe; 12 styles to select from; these are good \$3 and \$3.50 Shoes. Our sale Price only, \$1.98	Men's Genuine Calfskin Shoes in Congress or L'ace, with smooth inner soles, special for comfort. These are the best \$3 Shoes on earth, and we say take them this week for \$1.98
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**LADIES' DONGOLA BUTTON SHOES. 98c**  
**MEN'S WORKING SHOES. 98c**

Ladies' Fine French Dongola Kid Oxford Ties and Julets, in Black, Rust or Tan Color; 12 styles to select from. Shoe store price, \$2.50. Our Sale Price Only \$1.49

Ladies' Dongola Kid or Tan Goat Oxford Ties, 10 styles to select from. Shoe store price, \$1.50 to \$2.00. Our Sale Only 98c

LADIES' TAN GOAT OXFORD TIES. 74c  
LADIES' DONGOLA OXFORD TIES. 49c

SEE OUR WINDOW DISPLAY OF SUMMER FASHIONS IN ARTISTIC FOOTWEAR!

# CLOAK DEPARTMENT.

## JACKETS AT HALF-PRICE.

New, Stylish, High-Grade Jackets from the manufacturers, will go Monday at Half-Price.  
\$10.00 Jackets at \$5.00  
\$15.00 Jackets at \$7.50  
\$20.00 Jackets at \$10.00  
\$25.00 Jackets at \$12.50  
\$30.00 Jackets at \$15.00  
The above reductions are from our regular low prices. No marking up.

**LADIES' WAISTS. SPECIAL PRICES THIS WEEK.**  
Duck Suits, Eton Suits, Tuxedo Suits.  
Standard Print Waists, ruffle front, worth 20c, go at 10c  
Twilled Silk Waists, with belt, worth 30c, go at 15c  
Black Waists, extra good for wear, worth 25c, go at 12c  
Elegant styles in Lingerie Waists, all the newest styles and patterns at 75c, 98c, \$1.25 up

See our All-Wool Duck Suit at \$1.98; Navy and Black; Jacket is silk-lined. You can't match it here.  
Compare! Investigate! Scrutinize! That's the way to find out where your CASH will buy the best. Our garments will stand the test every time, and our prices are cash the lowest.

**MEN'S FURNISHING DEPT.**  
**SILK SHIRTS.**  
We are showing a handsome line of Twilled Silk Shirts, which will be sold one week at \$2.00 apiece.

**MOTORMEN.**  
We will save you 25c a pair on your Rubber Mittens. The Goodyear Rubber Glove Co.'s Rubber Mittens (sold everywhere for \$1.25), \$1.00 per pair.

**HOSIERY.**  
**EXTRA SPECIAL MONDAY.**  
3 Cases Children's Fast Black School Stockings, sizes 6 to 9 1/2; a good 25c quality; will be sold Monday at 15c

**DRUG DEPT.**  
7 Sutherland Sisters Hair Grower, \$1.00 size, 50c  
7 Sutherland Sisters Hair Grower, 50c size, 29c  
Hair Cleaner, 20c  
Camphor Gum, per lb., 60c

# JEWELRY DEPARTMENT.

## "Money's Worth or Money Back."

**SPECIALS FOR MONDAY.**  
2,000 Silver-Plated Salt or Pepper Holders, handsome new design, worth 25c. While they last you can buy them at half-price.  
Ladies' Shirt Button Sets, 3 in a set, best quality roll plate; 25c quality, Monday choice of 25 patterns, terms.  
Brass Photo Frames, for cabinet photos; our regular \$1.00 style. Monday we say.  
Have you seen our Columbian Steel Scissors? Most stores get 50c for them. Our regular price, 25c  
Sterling Silver Tea Spoons, per set of 6, \$2.70

**NOTION DEPT.**  
Hooks and Eyes, only, 1c card  
Some Casin's silk-stitched, only, 1c yard  
Best Whalebones, 5-10 inch wide, 30-inch long, only, 18c each  
Best Silk Braids, only, 4c doz.  
Horn Bone, all lengths, 10c goods, only, 5c doz.  
Uncoverers Dress Steels, all lengths, only, 4c doz.  
Best Silk Seam Binding, only, 10c bolt  
Extra good quality Horn Hooks and Eyes, (2 dozen on card), only, 5c card  
Golden Rule Mending Fixing, with directions for use, only, 1c paper  
Dr. Warner's Anticrust Corset Steels, only, 1c each  
Gold Thimbles, only, 1c each  
3 1/2 Darning Cotton, only, 4c doz.  
Collar Buttons, only, 2c each  
Tracing Wheels, only, 2c each  
Pinkutz Irons, all sizes, only 6c each

**DRESS TRIMMINGS.**  
1,000 yards Fancy Braids and Silk Gimp, worth up to 30c yard; your choice on Thursday, only 6c yard  
800 yards Fancy Couture Gimps, worth up to 50c; for a drive, only 10c yard  
75 pieces Mohair Braid Ruffing, in black and color; your choice, 10c yard

**CORSET DEPT.**  
La Reine the Latest.  
A Word to the Ladies.  
If you are looking for something extra good in Corsets, we have them. La Reine, the new French Corsets, are perfect in every particular. They are made expressly for us, in black and drab, black being made of best fast black English saten, handsomely embroidered. The drab of the best Jean, with best English saten striped, handsomely embroidered. If you will give this Corset a look you will be convinced that it is the most perfect-fitting and best quality Corset ever produced for the money. Our price for La Reine will be \$1.00. Why pay other dealers more for a corset no better?

**BUTTONS.**  
700 cards good Ivory Dress Buttons, 2 dozen on card; for drive, we say 4c card.  
300 cards good Jet Dress Buttons, 2 dozen on card; your choice while they last, 10c card.  
1,000 cards Pearl-Finish Horn Buttons, good assortment of colors, 2 dozen on card, only 7 1/2c card.  
We are also showing a beautiful line of large Pearl and Metal Buttons; they are one of the popular dress trimmings this season. See our line before purchasing.

# OUR POPULAR HOUSE-FURNISHING DEPT.

## IN THE BASEMENT.

Comes boldly to the front with the following exceptional offerings for Monday and during the week:

One good heavy Wood Fiber Pail, No hoops or Seams, Worth 20c. Special for Monday, 15c.

**HARDWARE DEPT.**  
3-Piece Garden Set; regular price, 25c; Special tomorrow, 15c  
10-Tooth Garden Rake, 17c.  
Garden Hoes, solid shank, all steel, 25c.

**SEED DEPT.**  
We furnish you good reliable Garden and Vegetable Seeds, 1c package.  
Gladoli, 2 for 5c  
Tuleroses, 2 for 5c  
For this week we will mix Red Lawn Grass, 15c lb.  
Timothy, 6c lb.  
Red Clover, 15c lb.  
Blue Grass, 14c lb.

**REFRIGERATORS.**  
We have the largest and most complete line of Refrigerators in the city, and one of the best and oldest in the market, the "Belding Perfection." They will not only preserve your food, but will save you more ice than any other one on the market, and pay twice their cost in one season. The best is always the cheapest.  
Prices From \$6.98 Up.

**ICE CREAM FREEZERS.**  
The Lightning Freezer is fully warranted. The tub is made of cedar, and the hoops are sunk into the wood so that when the wood shrinks the hoops can never fall off. All the inside parts are coated with pure tin (not zinc). Tomorrow the price will be, as a starter—  
Worth 1 2 3 4 6 gts.  
Monday, \$1.09 \$1.19 \$1.49 \$2.19 \$2.69

**LAWN MOWERS.**  
The lightest, best, most durable and easiest-running machine in the market—  
14 16 18-in. mowers.  
Special, \$2.08 \$3.15 \$3.08

**PICTURE FRAMES.**  
MADE TO ORDER.  
Bring in your Pictures; all work done at Cut Prices.

**Girls' Tricycles and Boys' Velocipedes.**  
Hammocks and Croquet Sets, Monday at Way-Down Prices.

**SCREEN DOORS.**  
Basement.  
5 1/2-inch Four-Panel Screen Door, all sizes complete, with hinges, screws, knob and hook. Special tomorrow, 87c

**SCREEN WINDOWS.**  
24-inch high, extends from 21 to 29 inch, 15c  
24-inch high, extends from 23 to 34 inch, 48c  
Wire Screen—24-inch, 4c foot  
30-inch, 5c foot

**SHELF PAPER.**  
In all colors, 24 yards for, 2c.

Monday, 9c.

**SILK BODICES POPULAR.**  
THEY ARE VERY FASHIONABLE FOR THE THEATER.  
ALSO FOR AFTERNOON WEAR.

The Empire Frill of White Lace Headed by Yellow Satin Ribbon—Summer Silks Never More Elaborate Than This Year—A Pretty Bonnet Worn by Mrs. Kendal.

Special Correspondence of the Globe.  
NEW YORK, May 4.—The writers and talkers of today call this the age of progression. That this is true is shown not only in the advance of every art, but in the greater knowledge, not only to the use, but of the beauty of dress. The costume of today is sensible and beautiful. Skirts do not sweep the streets, bodies are not worn too tight, and the very womanly belongings of lace and ribbon are daintily and artistically arranged upon the fashionable frock.

The separate bodice, which originally appeared in the form of a blouse or shirt waist, is probably one of the best evidences of progression. It is always of use, even in its simplest form, but it is most becoming and most fashionable developed in silk and lace and made to do duty for the theater, or for afternoon wear. Every woman knows how a skirt will outwear a blouse, consequently she who has innumerable pretty skirts can fit to them new and becoming bodices, and appear in what seems to the lookers-on as an entirely new gown. The silks fancied for the new bodices are white ones, with stripes of scarlet, blue, lavender, or moss green upon them, while the trimming is invariably of lace and ribbon. Plain colors are noted, and so are the changeable silks; pale yellow, grey, rose and moss green make especially pretty bodices for wear with summer silk skirts of a darker shade.

That ladders should make silk bodices is most proper, for the chief necessity of a bodice is that it should fit well, and a pretty headband, a very smart bodice just made by the well-known tailor and to be worn by a bride of six weeks, who found nothing so beautiful in her French trousseau, is the one pictured here. It is made of pale yellow silk, draped to fit the figure and closing at one side invisibly by hooks and eyes, but apparently by the finely cut steel buttons that are so effective against the golden background. An Empire frill of white lace is headed by yellow satin ribbon, while above it is another frill of lace that falls from under the folded collar of yellow silk. The full sleeves are drawn in under yellow satin ribbon, from under which comes

folded band of pink velvet ribbon applied to hold in the puff over the deep cut of pink silk. The bonnet is of coffee-colored lace with pink velvet roses just in front and gray wings at the back. The gloves are of gray undressed kid, and the parasol is of gray chiffon, lined with pink silk.

The hats that are exhibited in the shop windows are very seldom these that are worn by the women who consider themselves good dressers. They are apt to be over-trimmed, over-lace and somewhat loud in effect. The fashionable woman has her large hat for the country as a matter of course, then her traveling cap or hat, but for times that she counts as of special value she appears in a bonnet. The bonnet most favored is small, of jet, steel or straw lace, and has the flowers upon it arranged in little bunches that rest well down on the hair, and so either take away or give, whichever may be desired, to the complexion.

An extremely pretty bonnet worn by

musical ear is the national birthright. Every Welsh preacher who migrates to an English church finds the greatest difficulty in abstaining from that peculiar intonation of his sermon which is known as the bawl, and which is often strange and objectionable to English ears.

Another remarkable and subtle fact which will be interesting to English readers and at the same time significant of the sensitiveness of the Welsh musical ear, is that it is positive discord to many among the Welsh congregations if the minister, in "giving out" the first verse of the hymn, does not pitch his voice that it shall be in harmony with the key in which the tune has preliminarily been played by the instrumentalists.

**THE BEAT BEATEN.**  
An up-town citizen, hard up for his morning cocktail, accosted one of the political leaders of his ward for the wherewith to purchase a brace, and the statesman, having in his possession a leaden dime, handed it over in jiffy. The thirsty one gave the coin a casual glance, and said:  
"You think you're smart, don't you? Think I can't pass it, don't you? Well, I'd rather have this than a good one, for it will go further. I'll go into a saloon, get a drink, throw down the dime, and the bartender will shove it back and say 'It's no good. I'll tell him it's all I've got, and then I'll go the rounds and get on a regular jamboree.' He ambled to the nearest saloon, and a few minutes later was seen standing on the steps with a woe-begone look. 'What's the matter?' asked a friend. 'Why,' he replied dejectedly, 'the confounded bartender never looked at the money, and just chucked it into the drawer.'

**MUSICAL WALES.**  
Every Church and Chapel Has Its Choir of Fine Voices.  
Westminster Review.  
Every church and chapel in every village and town has its choir, often numbering 60, 70 or 100 voices, and every choir has its musical prodigies, leaders of parts, mayhap, who have never had a lesson in music in their lives, or some untaught chorists or sopranos, with voices which, had they been trained and developed, might have made of them great singers. District after district has its "united chorals union," which would take up the study of some work of the great masters and deliver it at an annual concert or Christmas festival, not in the pale, flickering, dispassionate style which is so characteristic of some English choirs, but with rugged fire and intensity.

I have had the good fortune to hear the greatest oratorios rendered under the most brilliant conditions that talent and culture could render in this, the most talented and cultured of all metropolises, and I have never heard the most brilliant chorals of the "Elijah" rendered with such soul and nerve and impetuosity as the women who consider themselves good dressers. They are apt to be over-trimmed, over-lace and somewhat loud in effect. The fashionable woman has her large hat for the country as a matter of course, then her traveling cap or hat, but for times that she counts as of special value she appears in a bonnet. The bonnet most favored is small, of jet, steel or straw lace, and has the flowers upon it arranged in little bunches that rest well down on the hair, and so either take away or give, whichever may be desired, to the complexion.

An extremely pretty bonnet worn by

**THE EXCITING GAME.**

1—Billy—Dat's it, Hennie. Hold 'er down an' I'll tell yer all about de game.

2—Billy—Go it, Kelly. Make a home run—

3—all de way 'round—let 'er go—let 'er go.

4—Gone.

**THE FEELING**  
That Takes Possession of the Bridesmaid.  
Chicago Record.  
If you can't be a bride it is a good thing to be a bridesmaid. You dream—just for a tiny moment, of course—that it is your own wedding, and wonder vaguely why the groom doesn't appear. You feel like laughing and crying, and on are scared to death for fear you'll sneeze. Then you worry a lot of new wrinkles in your forehead because you feel sure that either the bride or the groom will be too nervous to sink out the necessary "I do."  
The very first chance you get you turn your head to see how the little woman is getting along. You expect to see a wild-eyed, swaying bundle of satin and tulle with chattering teeth and wild hair, but she is far from being nervous. She has been getting her courage up for weeks, and now she strides gracefully along with the dignity of an empress and the composure of a cat on his own back fence. When the groom takes her hand in his solemnity of the whole occasion is spoiled by his murmuring: "Frightened?" and it's all you can do to keep from forever disgracing yourself by sending forth a giggle. "Frightened?" Well, that is funny when you look from the calm bride to the groom, who couldn't appear more scared were he about to read his own death warrant. It's always the groom whose nerves

are turning somersaults and tying themselves into knots. And yet they say that some men are actually so brave that they dare talk back to rainors and policemen. But of course you can't believe all you hear.

Countess and Sea Captain.  
New York World.  
A California woman bears the double honors of countess and sea captain. She is the wife of Count Peatetics, and she is the owner of the yacht Tolna, of San Francisco, with which she proposes to sail the South Seas. She has applied for the commission of master of the Tolna, in order that she may sail where she pleases without having to comply with the requirements of entering and clearing at any foreign port. Her husband, not being an American citizen, was ineligible for such a commission.