

GOLDEN RULE

75 TO 101 EAST SEVENTH ST. ST. PAUL, MINN.
SEND US YOUR MAIL ORDER. MONEY WORTH OF MONEY BACK.

Facts and Figures Bring the People.

We are not fishing for Business with any Bait that will Deceive Your Confidence, but with Honest Goods and Value.

IT PAYS TO BUY AT THE GOLDEN RULE.

That's the secret of our success, the very foundation upon which we built our business and that upon which it still rests. We stand solely on the character of the merchandise we offer, the certainty of proper prices, the truthfulness of our every statement and the faithfulness of our service. Every shopper in St. Paul and vicinity of 500 miles knows that empty promises are no part of our platform. Our ceaseless, tireless work of gathering dependable goods and selling them on a basis that makes it pay our patrons to buy has been met by the public with wholesale appreciation. It never was more true than it is today, that IT PAYS TO BUY AT THE GOLDEN RULE, for never was our store so replete with money-saving opportunities in new, seasonable merchandise.

The Popular Dry Goods Department.

New Silks for Monday.

Among the attractions at our always busy Silk Department. Here are a few bargains that should crowd every inch of available space with eager buyers:
20 pieces fancy two-toned Novelty Silks for waists, dresses or trimmings; you would pay in other stores at least 50 cents a yard for as choice styles. Special price..... **25c**
Black Figured Gros Grains, decidedly new patterns, extra heavy quality, so much used for waists, also separate skirts; the kind others advertise at \$1. Monday..... **73c**
24-inch Black Crystal Silk, extra heavy weight, for dresses; the regular \$1.50 grade. Just think of it! It goes at..... **98c**

27-inch Black Satin Duchesse, pure silk and dye; best value ever offered at \$2.25. Monday, special..... **\$1.25**
New line of fancy two and three-toned Silks for waists; beautiful, rich and effective colorings; cheap at \$1 a yard, but we always advertise bargains..... **69c**
Black Pekin Stripe Taffeta Silks for dresses or fancy waists, with stylish colored stripes; cheap at \$1.25. Only..... **85c**
Extra Special—Another lot, about 2,000 yards, in short lengths, Plain and Fancy Silks, all new styles, from 2 to 8 yards, to go Monday at exactly..... **HALF-PRICE**

Black Dress Goods.

New, reliable, high grades for less money than you'll pay for old passe cotton warp goods in other houses; everything that's new in fabrics, either rough or smooth, we have at the lowest prices on earth.
200 pieces more of Pure Wool Serges and Henriettas just received, the kind the old pioneers advertise at 50 cents a yard. We say all you want at, per yard..... **25c**
Priestley's Silk Warp Endura. Why pay others \$1.50 a yard when you can buy the same here for..... **89c**
Fancy Figured Mohairs, new designs, worth 45 cents a yard; we say this week, while the lot lasts, only..... **25c**
56-inch Mohair and Wool Serge, very serviceable, with silky luster, for dresses or separate skirts; \$2.00 grade for..... **\$1.35**
50-inch Imported Duchesse Broadcloths, twilled back; a bargain at \$1.00 a yard. Sale price this week..... **65c**
46-inch Pure Wool, Double Warp, Imported Serge; worth 75 cents a yard; only 50 pieces. To go this week at..... **49c**
Fancy Mohair and Wool Crepes, beautiful styles, exclusive designs for dresses, and imported Clay Worsted Diagonals for tailor dresses or capes; worth \$3.50 a yard, for..... **\$1.98**

Colored Dress Goods.

Not merely a Bargain Ripple, but a regular tidal wave in new, stylish and reliable goods at the lowest prices ever quoted in a newspaper on equal quality.
150 pieces strictly Pure Wool Serges in all shades, same as the old moose brand sold at 50c. We say..... **25c**
25 pieces Pure Wool English Suiting, 46-in. wide, worth 75 cents a yard, for..... **48c**
25 pieces Novelty Granite Suitings in ten different shades, \$1.00 grade..... **73c**
Silk-and-Wool Persian Suitings in four-toned colors..... **59c**
46-inch French Serges, extra heavy weight, double warp, former retail price, \$1.50. Sale Price..... **56c**
150 pieces Pure Wool Henriettas, all staple shades for street dresses; sold by others at 40c. We say..... **25c**
44-inch Imported Bonelles in dark winter shades; a bargain at \$1.25 a yard, for..... **85c**
56-in. Duchesse Broadcloth, twilled back; imported to retail at \$1.25 a yard. All colors. This week..... **65c**
Pure Wool Ladies' Cloths in plain colors and mixtures..... **25c**
200 pieces, 36 to 40 in. Suitings, all new styles, worth up to 50 cents a yard. On Bargain Table at..... **19c**

UNDERWEAR

Ladies' Jersey Ribbed (Natural) Vest and Pants, 3/4 wool (fleece), silk-trimmed, finished seams. Compare this garment with the one being advertised elsewhere at this price, and we get your trade. Notice the ad., for their garment says finished seams. See the garment, and you will find the seams are not finished. We ask only a comparison. Our price..... **50c**

OUR MAIL ORDER DEPT.

Will save travel and expense. It gives great satisfaction. Send us your orders and send us your friends. Both will be taken care of.



GROCERY

Special for Monday.

Toilet Sets. Toilet Sets.



If you intend to buy a Toilet Set, do so any time this year. Take advantage of this special drive to make room for Holiday Goods. We will quote you a few prices in different size sets:

- A Six-piece Toilet Set, two colors, Monday, only..... **\$1.58**
- A 10-piece Toilet Set, two colors, Monday, only..... **\$2.25**
- A complete 12-piece Toilet Set, including Slop Jar, three colors, Monday, only..... **\$3.48**

These are the lowest prices ever quoted on underglazed Toilet Sets, giving you choice of two colors.

We have a limited quantity of Handed White Granite Slop Jars. Remember, we only have 500, and for those who missed the sale before. Come early Monday morning. Monday, only..... **79c**

Only one to each customer.

Hanging Lamp Sale.

Monday only. Two of the greatest bargains in Hanging Lamps ever put on sale:

A complete Hanging Lamp, gilt finish, No. 2 Burner, all complete, for..... **\$1.25** Monday, only.

A complete Hanging Lamp, in gilt finish, large dome shade, 30 glass prisms, No. 2 Burner, complete, for..... **\$2.19** Monday, only.

Remember, this is a chance you don't get every day. Monday only.

Ladies' Kid Gloves.

Attention, Ladies! We extend to you a cordial invitation to step in and examine our immense stock of Gloves and compare the qualities and prices with those elsewhere; we do not urge you to buy, but will take great pleasure in showing you our Gloves and feel confident that you will be favorably impressed.

100 dozen four large pearl button Glace Kid Gloves, in English Red, Tan, Brown and Black. Will place on sale tomorrow, for per pair..... **75c**

2 Patent Clasp Pique Sewed Gloves, nothing to equal them for bicycle riding, driving or street wear; good value for \$1.50. Our price, per pair..... **\$1**

Ladies' Pure Silk Gloves, in opera shades, for evening wear; 12-button length. Per pair..... **59c**

Ladies' and Children's Wool Mittens, 10c per pair.

DRESS LININGS.

- 50 to 100 per cent saved by buying here.
- 12 1/2-cent fast black Back Linings..... **5c**
- 12 1/2-cent Black Back Linings..... **5c**

COTTON WASH GOODS.

- 500 pieces Amoskeg and Lancaster Ginghams..... **5c**
- 500 pieces 8-cent Indigo Blue Prints..... **5c**
- 10 and 1 1/2-cent Dark Dress Ginghams..... **7c**
- 8-cent Twilled Dress Prints..... **5c**
- Special..... **5c**
- Dark ground Figured Napped Sack..... **12 1/2c**
- 12 1/2-cent Fast Black Dress Sateen..... **7c**

LINEN DEPARTMENT.

- The greatest values in Toweling ever advertised. Prices lower than cost of manufacture.
- 250 pieces twilled or checked Bleached Toweling; regular 6-cent grade..... **3 1/2c**
- Special..... **3c**
- 100 pieces Pure Linen Unbleached Crash. Regular value 8 cents a yard. While it lasts..... **5c**
- 12 1/2-cent Bleached Irish Linen Toweling. Special price this week..... **12 1/2c**
- regular 18-cent grade; special price..... **12 1/2c**
- 500 dozen Fine Knotted Fringe Damask Towels; regular 10-cent grade..... **25c**
- Special..... **25c**
- 72-inch Fine Double Satin Damask; very latest patterns; worth \$1.35 a yard, for..... **89c**
- 50 dozen Dark Gray Cloth; regular value \$1.75, for..... **25c**
- Monday at..... **25c**

FLANNEL, BLANKET and CLOAKING DEPARTMENT.

- 50 pieces 7-cent Shaker Flannel..... **3 1/2c**
- One case 12 1/2-cent Canton Flannel..... **8c**
- Monday special..... **25c**
- 35-cent Pure Wool Navy and Scarlet..... **25c**
- 200 pieces 36 and 42-cent Outing Flannels..... **5c**
- BLANKETS.**
- 200 pairs White, Gray and Tan, the others sell at 75c. We say..... **59c**
- 50 pairs 10-4 Gray, regular \$1.25 grade..... **98c**
- 100 pairs 10-4 White, worth \$1.35..... **\$2.89**
- 50 pairs 10-4 White, pure wool, worth \$1.75, for..... **\$2.98**
- 50 pairs 10-4 pure wool Scarlet, worth \$2.00, for..... **\$2.25**
- CLOAKINGS.**
- The largest assortment of Plain and Novelty two and three-toned Astrachan Cloakings in the Twin Cities. Note the prices: \$2.25 grade, black, 32 inches wide, only..... **\$1.69**
- \$3.50 grade, black, 32 inches wide, only..... **\$2.48**
- \$1.00 grade, Novelty, 54 inches wide, only..... **\$1.48**
- \$1.75 grade, black, 32 inches wide, Novelties, for..... **\$2.95**
- DRAPERIES.**
- 100 pieces Japanese Tinsel Draperies, sold in furniture houses at 50 cents..... **19c**
- Extra Special—50 pairs Tamboor Curtains, extra large size, in beautiful designs; worth \$15.00 per pair..... **\$6.00**

Cloaks! Cloaks!

A Locomotive doesn't have to whistle all the time in order to make its presence known.

By the same token it isn't necessary for us to daily blow the word bargain, yet we have them constantly in stock. Intelligent customers, who make careful comparisons, will find that when quality and style are considered our prices lead them all. Our Cloak Department is never caught without some great inducement. We want every lady who cares to save money to compare our jackets with others, no matter where from or what price.

Special Values Monday in Beaver Boucle Cheviot Chinchilla at \$3.98, \$4.98, \$6.98, \$7.50 and \$9.98.

See our beautiful new Caterpillar Weave Silk Crepon Jacket; all silk-lined. It beats them all. See that price..... **\$13.50**

New Style Box Coat Reofer Suit, all-wool Cheviot Suiting, new French seamed sleeves, jacket all silk-lined, extra wide skirt-lined throughout; a \$10 suit everywhere. Our price tomorrow..... **\$6.98**

Mackintoshes—Three of the best values we could find in the United States at..... **\$4.98, \$7.50, \$9.98**

One of our special good values is made of fine All-Wool Cashmere, double detachable cape; ENTIRE GARMENT SILK-LINED, black with black lining, and navy with changeable lining; they're best; thousands of them sold at \$15.00. Our special price..... **\$9.98**

Do you know a good thing when you see it? If so, come here before you buy.

PAINT DEPT.—BASEMENT.

Next to good eating there is nothing that will increase the number of your friends on this earth to such an extent as cheerfulness. You can add to this cheerfulness by painting your property. Fall painting has arrived, and we will make it a very small matter for you as far as price is concerned. We guarantee everything in the list below to be strictly pure high grade goods.

- Our Own Brand House Paint, Ever Gallon Covers 2 coats, 2 coats..... **95c** Per Gallon!
- A Good White Wash, Cut: Worth 6c..... **45c.**
- A Regular 1 1/2-qt. Brush for..... **85c.**
- 90c Brushes, 65c. All guaranteed.
- Furniture Varnish, 1/2-pint can..... **12c.**
- Berry Bros' Hard Oil Finish, per gallon, bring can, \$1.75. Liquid Granite for hardwood floors, dries elastic, will not scratch, sold everywhere for \$1.00 a quart. Our price, 75c.

Key Stone Metallic Paint, for roof, bars, sidewalks, etc., in gallon pails only..... **60c**- Our Own Brand Floor Paint, dries over night, 1-Gallon Pails..... **80c**
- Neal's Carriage Paints, the best in the market, dries quick, no varnishing after..... **50c**
- Paint Cans..... **30c**
- Very desirable for painting lawn chairs..... **30c**

Enamels, all colors, for wood work..... **13c**- 1/2-Pint Jars..... **25c**
- 1-Pint Jars..... **39c**
- Iron Enamel for stovepipes and grates, etc..... **12c**
- 1-Pint..... **23c**
- Bath Tub Enamel..... **39c**
- Paint Can..... **39c**

Lepage's Glues, Small Bottles..... **8c**- Quart Cans..... **50c**
- Half-Gallon Cans..... **90c**
- Crocker Cement, the same as sold on the street for 25c..... **12c**
- Sewing Machine Oil, per bottle..... **3c**
- Lepage's Mucilage, per bottle..... **3c**
- Gold Paint, in sets..... **10c**
- Japanese Gold Paint, 2 1/2 size..... **15c**
- Gold Bronze, dry, per ounce..... **5c**
- Bronzing Liquid, per bottle..... **7c**
- Paraffine Wax for dancing floors, per pound..... **20c**
- Mankato Boiled Oil, per gallon..... **48c**
- Radiator Gold Bronze, dry, pound can..... **75c**

Granite, Enameled and Blue and White Ware.

SPECIAL OPENING SALE FOR THE FALL TRADE.

Enamel Steel Pre-serving Kettles.	Genuine Agate Tea or Coffee Pots.
First size..... 15c	1-qt..... 39c 1 1/2-qt..... 49c
Second size..... 17c	2-qt..... 53c 3-qt..... 58c
Third size..... 19c	4-qt..... 63c 5-qt..... 79c
Fourth size..... 23c	
Fifth size..... 29c	Steel Enameled Tea or Coffee P. ts.
Sixth size..... 33c	1-qt..... 35c 1 1/2-qt..... 49c
Seventh size..... 39c	2-qt..... 43c 3-qt..... 57c
Eighth size..... 45c	4-qt..... 63c 5-qt..... 75c
Ninth size..... 49c	
Tenth size..... 59c	

TEA OR COFFEE POTS.

Soap Dish, Steel Enamelled, as cut, 12c.	Enameled Cham-bers, good size, 40c.	Water Pitchers, 2 1/2 and white, 50c.	Rice or Milk Boilers, 2-qt. size, 75c.	Enameled Pie Plates, 9 or 10 in, 12c.	Good Size Enameled Fry Pans, 39c.	Agate Round Hand-Ed Dipper, 21c.
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Extra Special Sale--Silverware Dept.

Full Quadruple-Plate, Hand-Chased, Burnished Border. TEA SET! consisting of six pieces, worth \$20. MONDAY, SIX PIECES.. \$9.98! JUST HALF-PRICE.

COFFEE SPOON, Silver-Plated, 5c Each. Fancy Handles.	TEA SPOONS, Full Size, 1 Cent Each.	BUTTER KNIFE, Sugar Shell in box, 2 pieces, 25c.	ROGERS' KNIVES and FORKS, 12 Pieces, \$2.75.	STELLING SILVER TEASPOONS, 6 in Set, \$2.98 Set.	BERRY SPOONS, Ruby Glass, Silver Holder, Worth \$1.50, 73c.	SUGAR BOWL, Ruby Glass, Silver Holder, \$1.23.	CHILD'S CUP, Hand-Engraved, 25c.
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ETIQUETTE OF WEDDINGS.
How to Conduct Them From the Time the Invitations Are Sent Out.
The most important event in a woman's life is her wedding day, and it is of the utmost importance that she should be prepared for it. It is a day of great joy and interest to all who are connected with it. The bride's friends and relatives should be invited to the ceremony, and the bride should be prepared to receive them. The wedding should be a day of joy and interest to all who are connected with it. The bride's friends and relatives should be invited to the ceremony, and the bride should be prepared to receive them.

and certainly with much less worry and exertion, but away from the large cities where neither stationer, florist nor caterer is accessible, there is often a great deal of anxiety as to the proper form and the proper thing. To send the invitations out is the first of the numerous details. This sets the ball rolling that is not to stop until the last old shoe is found and the last pound of rice that the neighboring groceries have in stock is bought to throw after the happy two, made one.
Etiquette regarding wedding invitations has undergone but little, if any, change for a long time. The paper should be of regulation size, plain white or cream, and to fold once for a square or long envelope. These should be engraved, and if for a church wedding should read "Mr. and Mrs. James Levering request your presence at the

marriage of their daughter, Blanche Miller, to Edward K. Zane, on Wednesday, November 2d, at 12 o'clock, noon; at the Church of the Redeemer, Locust and Twelfth street, Philadelphia." If it is desired that only those who are invited shall witness the ceremony, or sometimes when the relatives and friends alone will fill the church, cards of admission are enclosed. These cards may have engraved on them "Present at the Church." signed, too, if a reception is to follow the church service. It is sometimes preferable that all who are asked to the church shall not be bidden to the house, and in this case a card to the reception is also enclosed to those who are invited to the house. These latter cards are larger than the ones for admission to the church, often being the size of the invitation when folded once, and should be worded, "Mr. and Mrs. James Levering. At home, Wednesday, November 2d, from 1 to 3 o'clock, 23 South Twentieth street." If a wedding reception is not given and the young couple are to have a special day for receiving, cards are enclosed same as above, only that they will bear the name of the newly wedded pair and their future residence.
These cards, with the invitation, are enclosed in two envelopes. The first one of the two must be the same quality as the name of the church. The second envelope must be of inferior quality, if expense must be considered. If the wedding is a home affair and only a few relatives and friends are to be invited, the bride-to-be may write them each a simple note, telling of the ceremony, as she would of an informal entertainment. In this case announcements should be sent out immediately after the wedding to those the young people still desire to retain as friends. Such an announcement comes from the bride's family,

though not requisite, that a railroad pass be enclosed with the invitation. Should the affair be a large one, and especially if it is to be in church, a rehearsal is the safest way of being sure that everything will move smoothly.
The groom's friends are seated on the right and the bride's on the left of the church. A certain number of pews should be reserved for the families and near friends, so that there may not be any confusion, and a list given to the ushers as to who are to be admitted to the pews that are reserved.
The wedding march is begun when the carriages of the bridal party are known to be at the door, and continues until the procession reaches the altar. I have heard it continue in very low strains through the entire ceremony and it is very effective. The bridal chorus from "Lohengrin," Mendelssohn's wedding march, and the march from "La Prophete" are commonly used.
The ushers meet the bridal party at the door, and two and two walk first up the aisle. The bridesmaids follow and the maid of honor last, next to the bride, who enters on the arm of her father. The ushers and bridesmaids separate as they come to the altar. The groom, with his best man, waits at the chancel, where he claims the bride and leads her to the altar. The father stands near to give away the bride at the proper time, and also the maid of honor stands near to take her bouquet or glove when the ring is received.
The music increasing to full tone announces the ceremony ended. The procession goes down the aisle with the newly-wedded pair leading, the best man and maid of honor next and the bridesmaids, each escorted by an usher following.
The only part that the groom should assume in the finances of the occasion is to buy the bride's bouquet, the flowers carried by the bridesmaids, the buttonholes, ties and gloves of the ushers and best man, and the clergyman's fee. This latter should be regulated by the affluence of the groom.
If the wedding occurs before 6 o'clock in the evening the groom wears day costume, that is light trousers, black Prince Albert coat and white waist-

CONSUMPTION

To the Editor: Please inform your readers that I have a positive remedy for the above-named disease. By its timely use thousands of hopeless cases have been permanently cured. I shall be glad to send you bottles of my remedy free to any of your readers who have consumption if they will send me their express and postage ad dress: T. A. Slocum, M. C., 135 Pearl St., New York.