

GOLDEN RULE

95 TO 101 EAST SEVENTH ST., ST. PAUL, MINN.

FACTS! NOT NEWSPAPER WIND TELL THE STORY.

Another week passed, and if we were masters of the situation then, we must be doubly so now, judging from the unbounded enthusiasm displayed by the thousands of buyers who throng our establishment daily. Those who visited our store Thursday, Friday and Saturday of last week saw a sight that they will long remember. Every foot of space seemed occupied by a monstrous moving mass of good-natured humanity, which kept three hundred employes busy attending to their wants. That alone goes to prove that we are gaining in popular favor day by day. From Monday morning until Saturday night there is not an idle moment in this great establishment. There must be a reason for the increasing of the crowds that come our way. Here it is: People are on to the fact that at the Golden Rule prices are so that they meet the smallest purse as well as the largest. No wonder that our business is constantly growing; no wonder that new trade is constantly coming every hour, and no wonder that a "customer once is always a customer." No wonder one customer brings another. No wonder the old pioneers stand amazed as they contrast the busy scene—compare the steady stream of buyers that daily crowd the Golden Rule's Doors—with the woe of lack of activity and business that characterizes their own shops. No wonder buyers are also amazed when they reach here and become personally conversant with the unprecedented values we are offering.



Domestics and Draperies.

Best values in the world. To convince yourself, ask for samples, and MATCH US IF YOU CAN.

- 5,000 yards of Indigo Blue Prints, Light Blue Dress Prints and American Shirting Prints; regular selling prices, 5c to 7c a yard. If you can get through the crowd take them Monday at 3c. **3c**
- 3,000 yards of Shirting Chevots in lengths from 3 1/2 to 7 yards, well worth 10 cents a yard. Monday they will go at 5c. **5c**
- 2,000 yards of Unbleached Cotton Flannel, a good article at 7 cents a yard. To swell the crowd, take them Monday at 4 1/2c. **4 1/2c**
- 50 pieces of Fancy Striped Satine Ticking, heavy quality and guaranteed to hold feathers; well worth 18c a yard. Monday. **13c**
- 15 pieces Cassimeres, for men's and boys' pants; worth 35, 40 and 45 cents a yard. **29c**
- 75 pieces of Spring Cloakings, a variety of styles and colors, 54 inches wide; sold by others at \$1.48 to \$1.75 a yard. Monday. **\$1.25**
- 200 Home-Made Comforters, filled with pure white batting; well worth \$1.48 each. Monday. **\$1.19**
- 100 pieces of Curtain Swiss, in small dots and coin dots, 36 inches wide; the wholesale price on them is 12 cents a yard, but to get you better acquainted with our Drapery department, take them Monday at 10c. **10c**
- 35 pieces of Figured Denims, sold by others at 30 and 35 cents a yard. Your choice Monday at 17 1/2c. **17 1/2c**
- 15 pieces of Scotch Madras, in various colors and patterns, 36 inches wide; worth 25 cents a yard. Monday. **19c**
- 10 dozen of Chenille Table Covers, dining room size. For a one-day bargain, take them Monday at \$1.39. **\$1.39**
- 200 pairs of Nottingham Lace Curtains, in 17 different patterns, sizes from 54 to 64 inches wide and 3 1/2 yards long; regular selling prices on them are from \$2.25 to \$3 a pair. To clean out the lot, take them Monday at \$1.89. **\$1.89**

MATTING SALE.

All Day and No Limit. 500 pieces of China Floor Matting at a price never offered by any concern in this part of the country before. These goods are worth more money at wholesale, but to make it a Red-Hot Sale day, we let it go Monday at 9c. **9c**

Colored Dress Goods. FOR MONDAY.

Printed French Flannel, in all new styles, 50c and 60c qualities. Special, 35c.	All our Half-wool Suitings, values up to 25c a yard. Special, 10c.	46-inch French Serge and 46-inch German Henrietta, in all colors, price all over, 50c a yd. Special, 25c.
46-inch Camel's Hair Novelty, style like the \$1.50 kind, and strictly pure wool. Special, 39c.	45-in. Thunderland Novelty, same as others have as specialties at 50c a yd. Special, 49c.	Best French Challies, in both dark and light grounds. Special, 24c.

NOTICE.

All our high grade Novelty Dress Patterns at nearly one-half what you would pay at any other store in St. Paul. See our get samples, and match us if you can.

LADIES' EASTER GLOVES.

If the law prohibited the wasteful extravagance of money we would have a monopoly of the Ladies' Kid Glove trade of St. Paul. For tomorrow: 4-Button Glove, in white, pearl and butter color, with self and black 3-run heavy stitching, also English Reds, Tan, Mode and Black, with white stitching, very stylish, every pair fitted, for **\$1.00**. On our Bargain table will be found some excellent bargains in Kid Gloves. A 4-button, with three-run heavy stitching, in all colors, and a 5-hook Foster Lacing Kid Glove, regular \$1.00 and \$1.25 qualities, for, per pair. **79c**. Misses' 5-Hook Foster Lacing Kid Gloves, the \$1.00 quality, for. **89c**.

CLOAKS

Main Floor, 7th & 8th Street Entrances. We must emphasize again and again that our Cloak Department contains garments which cannot be purchased elsewhere except at largely increased prices. For instance:—

DRESS SKIRTS—Why pay others \$2 or \$2.25 for figured Mohair Skirts that you can get here for **\$1.49**. Why pay others \$2.75 or \$3 for Box Front Skirts, with pearl buttons, that you can buy here tomorrow **\$2.49** at. Figured Brillantine and All-Wool Serge Skirts, advertised by others as \$5 values. Our price tomorrow, **\$3.25** only. (Why pay more?)

JACKETS—Hundreds of new latest style

Jackets and Capes arriving to replace those sold during the Easter week rush. **SPECIAL VALUE**—100 stylish Box Coats, Tan color, wide drop sleeve, wide self-facing, new coat back; the correct effect. **\$2.49** Tomorrow. (Match them if you can.) Better ones up to \$25.00.

CAPES—We have so many splendid

Cape values that we will not attempt to describe them in this ad. We mention just one—**The Best (a)pe Value Ever Offered in St. Paul.** Velour Capes, (exactly like cut), made from excellent quality velutina, very full sweep, 16 inches deep, lined throughout with silk, full silk ruching—a perfect copy of a \$20.00 Cape, at **\$4.98**.

CHILDREN'S JACKETS—If you enjoy

looking at a collection of Children's Jackets as fine and fashionable and cunning as human skill and ingenuity could produce. See Ours. **98c to \$7.50**. New Spring styles are here. Extra special low prices to sell quantities. Come in and get prices for comparison. **MACKINTOSHES.** New Spring styles are here. Extra special low prices to sell quantities. Come in and get prices for comparison.

Men's Spring Underwear

Again we loom up with the largest assortment of Men's Spring Underwear in Plain and Fancy Balbriggans, Jersey ribbed, all colors Merino, and Sanitary Wool Shirts and Drawers, at **25c, 39c, 48c, 75c, 98c.** Come and look them over, and then **MATCH US IF YOU CAN.** **SPECIAL** Five cases, 180 dozen, Jersey Ribbed and Buff Color Merino Shirts and Drawers; actual value, 50 cents. **39c**

Silks and Black Dress Goods

SILKS. This department in keeping with the times. New and desirable goods at the Golden Rule popular low prices. For Monday and Tuesday we will sell: 20 and 21-inch Novelty Taffeta Silks for fancy waists; others advertise them worth 75 cents. Our regular price is 49 cents. For Monday and Tuesday, only. **33c** 36-inch Cream Habutai Wash Silk, same as others sell for 69c. For two days. **48c** 24-inch Black Peau de Soie, Satin Duchesse, Gros Grain, Crystal Cords, Faille Francaise and Armures, various weaves. These are our \$1.00 quality. For Monday and Tuesday. **75c** We show a handsome collection of new Printed Warp Persians and Monitone Silks at the popular prices. One line of Printed warp, very special, at **69c**.

BLACK DRESS GOODS. Remember, we have the largest stock, greatest variety of new choice weaves in the city, at prices competitors can't touch. Monday and Tuesday we will sell: 44-inch Pure Mohair Sicilian for separate skirts, others say it is worth 60c. For Monday and Tuesday. **39c** 40-inch all-wool Imported Fancy Weaves, new spring styles, retail everywhere for 75 cents. For two days only. **50c** 46-inch Grenada Cloth, for Bicycle wear, good value for 75 cents. For Monday and Tuesday. **59c** 40 and 46-inch Raye Cords and Stripes, Sebastopol Cloth, Mohair and Wool Jacquards, the regular retail value is \$1.50, \$1.25 and \$1.35. On Bargain Table for two days, only. **83c**

UNDERWEAR!

40 doz. Ladies' Lisle Thread Combination Suits, low neck, sleeveless, high neck, long or short sleeves. None in the lot worth less than 75c; most worth \$1.00. All go Monday at **48c.**

SILK UNDERWEAR. Special Sale Monday.

Ladies' Pure Silk Vests, fancy Crocheted Shoulder Straps and Neck; colors, cream, pink and sky. Instead of 49c, Monday. **37 1/2c** Ladies' Pure Silk Vests, crocheted shoulder straps; colors, cream, pink, sky and black. Instead of 69c, Monday. **48c** Ladies' Pure Silk, very fancy trimmed, V or square neck; colors, cream, pink, sky and black. Instead of \$1.00, Monday. **69c** 10 dozen regular \$1.25 Pure Silk Vests (cream color only) at **92c** Only. 10 dozen regular \$1.75 and \$2.00 Pure Silk Vests, lace trimmed, go Monday **\$1.48** At. Mail orders filled up to Wednesday morning. Sale for one day. Quantity limited to customers.

MEN'S AND BOYS' HATS AND CAPS.

The Price of a Hat depends as much on the place you buy it at as the quality of the hat. Hat stores do not make hats; they buy of big factories, making millions of hats—hats for the Golden Rule and hats for the so-called tony hatters. All made from the same stock, on the same bench, by the same hands. Certainly two pairs of water from the same well ought to be very much alike. All the difference is in the place you buy at. If you buy a spring Hat here that we sell for 98c, \$1.25, \$1.45, \$1.98, \$2.39 or \$2.75, on the very same hat you save from 50c to \$1.50. **WHY NOT SAVE?**

CROCKERY!

Advance Sale of Toilet Sets. If you are going to need a Toilet Set this spring, take advantage of this sale on Monday. 100 6-piece Toilet Sets, consisting of wash bowl and pitcher, covered chamber, soap dish and mug, in 3 colors, 6 decorations; regular price, \$2.25. Monday's Sale. **\$1.48** 50 10-piece Toilet Sets, consisting of wash bowl and pitcher, covered chamber, covered soap dish, brush holder, mug and small pitcher; assorted decorations to select from; regular price \$3.48. Monday's Sale. **\$2.48** 100 12-piece Toilet Sets, same pieces as 10-piece set, with slip jar included; new shapes, new decorations, assorted colors to select from; regular price, \$5.50 set. Monday's advance sale. **\$3.48** **FLEMISH STONE WARE.** We have just received something new for every housekeeper. Flemish Stoneware Pails, with wire handle and air-tight cover to match. The most practical thing made for keeping Pickles, Butter, etc., in proper shape. 1-quart size. **17c** 2-quart size. **21c** 4-quart size. **29c**

Women's Footwear

It isn't a small shoe that makes a pretty foot. In fact, the size has very little to do with it. It is the FIT that makes a foot graceful. Well-fitted, it cannot look ill; ill-fitted, it cannot look well. It cannot improve a large foot to pinch it. FIT FIT! That means both comfort and grace. We are shoe fitters. If you come to us we will fit you so that you will have peace day times and rest at night, and we will improve the appearance of your foot, and we charge you less than those who misfit you.



FOR THIS WEEK.

Ladies' French Dongola Kid Button Boots. In the newest styles. This is the Celebrated **ROCHESTER \$3 SHOE.** Our Price for Monday. **\$1.59**

THE NEW WOMAN'S BOOT. Ladies' Fine Dongola Kid, lace or button, the 20th Century Boot. This Boot has \$5.00 worth of style, and will wear equal to any \$3.00 Shoe in the market. Our Price for Monday. **\$1.98**

Only **\$1.59** for genuine Hand-Sewed Shoes for Ladies, made of Fine Dongola Kid, manufactured and warranted by the Dalton Shoe Co. They were made to sell for \$3.50. We bought them at a low price, and you can have the snap Monday for **\$1.59**

Ladies' First Quality Rubbers, sizes 2 1/2 to 5, only. **25c** Misses' and Children's Rubbers, all sizes. **25c** Men's First Quality Rubbers, all sizes. **50c**

LINENS, SHEETINGS and WHITE GOODS.

Our enormous outlet of Linens and Sheetings enables us to offer better qualities and very much lower prices than goods of equal all-around excellence were ever before sold for by any other house in the Twin Cities. Here are glad tidings for economical housekeepers for Monday:

LINENS. Pure Linen Table Damask, 54 inches wide. Special, per yard. **25c** 72-inch Cream Damask, per yard. **39c** 60-inch Silver Bleached Table Damask. Special, per yard. **45c** **TABLE CLOTHS.** 200 Bordered Satin Damask Table Cloths, excellent quality, sizes 2x2, 2x3 and 2x3 yards. Your choice Monday, **\$1.65** special, each. (Worth nearly double) 100 dozen 22x22-inch Heavy Cream Napkins, worth **\$1.00** \$1.50; per dozen. 100 dozen Hemstitched Huck Towels, size 17x31. Special, each. **72c** 1,000 yards Satin-Striped Apron Lawns and India Linons, worth up to \$1.80. Special, Monday, per yard. **10c** **SHEETINGS.** One Case 8-4 Unbleached Sheetting, per yard. **11c** 1 case 9-4 Unbleached Sheetting, per yard. **12-1-2c** 1 case 8-4 Bleached Utica Sheetting, per yard. **16c** **BEDSPREADS.** 1 case 11-4 size white crochet Spreads, our regular 95c quality, for **69c** **WHITE GOODS.** 1,000 yards fine quality Dotted Swiss Muslin for dresses, 28 inches wide, and a regular 48c grade, on sale Monday at, a yd **12-1-2c**

Ladies' Hosiery. Special Sale of Box Hosiery Monday.

Buy Your Hosiery Monday by the Box and Save Money. We Make Special Prices for One Day's Sale. **Six Pairs Ladies' Hose for 60c.** Two-Thread Fast Black Cotton Hose, spliced heel and toe; regular price 15c. Special, Monday, box of six pairs. **60c** **Six Pairs Ladies' Hose for 90c.** Ladies' Hermsdorf Black Hose, double sole, high spliced heel, 40-gauge; regular price 21c. Special, Monday, box of six pairs. **90c** **Six Pairs Ladies' Hose for \$1.20.** Ladies' Maco Yarn Hermsdorf Black Cotton Hose, double sole and toe, extra high spliced heel; regular price 25c. Monday, special, box of six pairs. **\$1.20** **Six Pairs Ladies' Hose for \$1.65.** Ladies' Maco Yarn Albert Black Hose, fine gauge, Lisle spliced heel and toe and foot; regular price 35c. Monday special, box of six pairs. **\$1.65**

NOTIONS!

We don't like to call them bargains (we never liked the word), but that's what they really are. 1,000 yards all-silk frill edge Elastic, good value at 20c. We say, yard. **10c** 500 dozen fine imported Tooth Brushes, good value at 20c. Our price, each. **10c** 1,000 doz. Cotton Tape, all widths, for the day, per dozen. **8c** Kid Hair Curlers, 10c quality, only, per bunch. **5c** Darning Cotton, on balls, four balls for. **5c** Machine Needles, 3 in a paper, only, per paper. **4c** 500 pairs Lisle Elastics, to close out, per pair. **5c** 1,000 Cabinet Boxes good Hair Pins, 5c quality, only, box. **1c** Clinton Nickel-Plated Safety Pins, all sizes, doz. **4c** 1,000 Hair Pins, worth 15c, only, doz. **3c** 1,000 yards best Lisle Garter Elastic, 5c and 6c goods, yard. **2c**

WASH GOODS.

Compare these prices with the prices advertised by other stores and you can easily guess where the crowd will be Monday. One case of fine Dimity, full 30-in. wide, light grounds with neat floral designs and stripes; cheap at 12 1/2c. Special for Monday, only **7c** One case of La Belle Crepons, in lengths from 2 to 10 yards; the regular price for these goods all over is 12 1/2c. We say, all you want Monday, only. **8c** 100 pieces of Duchess Cloths, full 36-in. wide. Advertised by others as a bargain at 15c. We say, special for one day. **11c**

Linings. Linings.

One case of Black Skirting Moreen, 30-in. wide, in lengths from 2 to 8 yards. Our regular price for this quality is 18c. Special, only **10c** 25 pieces double-faced Silesia, 36-in. wide; good value at 15c. Our special price, only. **10c** One case of fast black Rustling Taffeta, full 36-in. wide, and advertised by others as worth 25c. Special for one day, only. **9c** One case Imitation Hair Cloth. **4c**

Housekeeping.

THE LARGEST STRONGEST EASIEST TO WORK AND CLEAN IT HAS 100 USES. Fruit Press or Potato Masher, **25c.** Measuring Glass, Graduated Egg Beater, as good as one as is made. Special, **43c.** **GROWTH OF BABIES.** THE BABY CARRIAGE. Is a most essential element in the proper physical development of Babies. Every mother knows that. That's the reason we show such a great and beautiful line of CARRIAGES. All proud parents should look over our line before buying. Prices range from **\$3.98 to \$35.00.** **ARTISTS' MATERIALS.** BASEMENT. Stretchers mounted in Winsor & Newton's best Canvas. 12 by 14, 16, 18, 22. **29c** 14 by 20, 24. **39c** 16 by 20, 22, 24. **48c** 18 by 24, 30. **59c** 20 by 24, 30. **65c** 24 by 34. **75c** 30 by 40. **89c** Academy Boards, 18x24, each. **10c** Oil Cups, suitable, each. **7c** Palettes, Oiled Mahogany, each. **12c** Palette Knives, three-inch. **15c** Badger Hair Blenders, Rd. **19c** Water Color Paints in Boxes, 12 colors, three brushes; just the thing for school work; per box. **29c** These Prices for Monday Only.