

WHITE GOODS & LINENS

1,000 yards Black India Linens; Monday, while the quantity lasts, per yard... 3 1/2c
50 dozen Fringed Linen Damask Napkins and Doylies, worth 10c and 12 1/2c, but slightly mussed and soiled, each... 5c
2 yards and 2 1/2 yards wide, Unbleached Sheeting, Special, Monday, per yard... 11 1/2c
10 pieces extra fine Sheer Imported India Linen, regular 45c and 50c goods. Special... 25c
All-Linen Bleached Barnsley Crash, per yard... 5c
10 pieces Red Border, 54-inch, All-Linen, Cream Table Damask, worth 45c. Special... 25c
66-inch Satin-Finished Bleached Table Linen, worth 90c, to go Monday, per yard... 59c
NAPKINS.
22x22-inch 1/2 Bleached German All-Linen Damask Napkins, worth \$1.75. Special, per dozen... \$1.29
1 hole 36-inch Unbleached Sheeting, per yard... 3 1/2c

Colored Dress Goods.

To sell quick and have a steady outflow we content ourselves with a very small margin of profit. All extravagance taken out of prices. Come and see!
50-inch Navy Blue Coating Serge and 52-inch Storm Serge. Our low price, 50c. Monday Special... 29c
Our 48c Henriettas, strictly pure wool and 46 inches wide, in all colors. Special... 23c
All our 48c, 59c and 69c Novelties in light colorings. To close at... 35c
44-inch Brillantines in all the new light colorings, others get \$1.00 a yard. Monday we say... 49c



BETTER AND BETTER BARGAINS EVERY DAY.

THIS WEEK the best yet, Special purchases and special reductions all contribute to make up the grand sum total of this week's marvelous bargains. No exaggerated values or statements. No unreliable representations. No disappointed customers at the GOLDEN RULE. Did you hear the other fellows' cry of distress last week—"We are overloaded"? The high prices they get for their stuff would overload an elephant and break a camel's back. It's no longer a question of where to go for genuine bargains in St. Paul. The GOLDEN RULE has settled that a long time ago. Unlimited resources and methods of modern merchandising, selling large quantities at a close profit, brings the overloaded manufacturer into the very grasp of our customers' hands, thus giving the people double buying power by trading here. The imitators whom we have brought to the surface is really a compliment to the enterprise and popularity of this store. Compare our offerings with the other fellows—they are only weak imitations, not equals. They may catch some of the overflow of the crowd, but that's all. Shrewd shoppers will continue to stream to the store that's never overloaded, rain or shine—makes no lame excuses about the backwardness of the season—don't crawl into a hole like a snake when advertising anything to make a run on—a store that never sells trash. That establishment is the GOLDEN RULE, THE PEOPLE'S STORE.

Things Worth Knowing.

DRESS LININGS. SLASHING PRICES.
Former Price. Now.
Imitation Herringbone Haircloth... 10c 1c
36-in. Silesia, staple colors... 12 1/2c 7c
Fast Black Back Fancy Silesia... 15c 9c
French Haircloth, black... 35c 22c
Pure Linen Dress Facings, all colors... 12 1/2c 8c
Edwards' Best Lining Cambric... 5c 3c
Crimoline, all colors... 8c 4c
Grass Cloth, all colors... 12 1/2c 6c

WASH GOODS.

We will place on sale all our Imported and Domestic Gingham, in neat checks and stripes, just as pretty as any 35c Gingham you ever saw; none of them worth less than 19c. Special for one day ONLY... 12 1/2c
One case of Fast Black Sateen, full 30 in. wide; the high-price stores sell this quality for 12 1/2c. We say special for Monday ONLY... 7c
50 pieces of very fine Figured Batiste, full 40-in. wide, in Dresden and Persian designs; they are good value at 25c. Special for one day ONLY... 12 1/2c
One case of fine Wash Goods, consisting of fine Dimities, fine Jacquets, Lawns, Cordelle, Lace-Striped Gingham; none of them worth less than 10c; others worth 12 1/2c and 15c. Special for Monday ONLY... 5c

HOUSEFURNISHINGS. Special for Monday.

Dion Bros' Model Carpet Cleaner... 15c
Victor Mincing Knife... 10c
Edgar Nutmeg Grater... 7c
Never Slip Car Openers... 8c
50 feet Sisal Clothes Lines... 7c
Hardwood Toothpicks, per box... 2c
Washing Compound, per package... 2c
Nickel-Plated Kitchen Spoons, per set... 2c
14-inch Lawn Mowers... \$2.25

CLOAK DEPT.

THE DEMAND
For Ready-to-Wear Dress Skirts continues to increase. Women who have never worn any other than dressmaker-made clothing now find that they can get here a more stylish, up-to-date, perfect hanging skirt ready to wear for about the retail price of the material alone. We are devoting special time and attention to this department. You will never find HERE any of the "make-myself" half-made kind so extensively advertised by certain stores who endeavor to meet our prices by offering "job lots" and trash.

SPECIAL VALUES—100 Figured MOHAIR SKIRTS—20th Century style, 5 yards wide, extra good lining and binding, tailor-made finished seams; better and wider than so-called \$4 values elsewhere. Our price... \$2.49
200 Figured Brillantines Skirts, handsome, dainty patterns; 5 1/2 yards wide, best quality lining and binding, a beautiful hanging skirt, ready to wear, at the price the material would cost you. See... \$2.98
Very Stylish Skirts of Plain Brillantines and Silk Figured Mohairs, made in new style, wide flare; the high-price stores would ask \$6 to \$8 for them. Our prices: \$3.98, \$4.50, \$4.98 and \$5.75

OBSERVE—We employ expert refitters.

Waists—Look at every Waist
stock in town, examine carefully, they come here and make your own comparison; no such variety of up-to-date styles to be seen outside of the big Eastern cities. New styles are being received daily. We have no room or time for the trashy kind of Waists commonly advertised as baits to get people into the store.
All \$1.50 and \$2.75 Waists are sold here at... \$1.98
All \$2.00 and \$2.25 Waists are sold here at... \$1.49
All \$1.50 and \$1.75 Waists are sold here at... \$1.25
All \$1.25 and \$1.30 Waists are sold here at... 95c
All \$1.00 Waists are sold here at... 75c
All 75c Waists are sold here at... 49c
P. S.—If you fail to get fitted to your entire satisfaction elsewhere, try one of our "Marquis" Waists—the most perfect-fitting ever made, and sold by all first-class stores in the United States.

PARASOLS.

This is a thriving department. Close buying and closer selling—producing business activity.
White China Silk, enameled ribs and stick, full regular size... 73c
Persian Silk Parasols with canopy top, pearl ferrule, extra finish, Special... \$2.98
A changeable all Silk Tafeta; Natural Stick, enameled ribs. Special... \$2.48
A complete line of fine Parasols, both in Black and White.
A full line of children's Parasols from 15c to \$3.00.

KID GLOVES.

This is a most interesting subject to the ladies just now. New Gloves are necessary for spring. And we have them as you cannot possibly find elsewhere. Such beauty and style are rarely combined for such low prices.
Genuine Bargains in Kid Gloves.
4-button Jouvin Suede or Glace Real French Kid Gloves, in colors only, every pair fitted and guaranteed, for three days, only... \$1.19 Per Pair.
2-clasp Chamois and 4-button Chamois, in natural and white, guaranteed washable, 95c Per Pair.
We have a full line of Kayser Patent Finger Tipped Silk Gloves, 50c, 75c and \$1.00.
Ladies' and Misses' Pure Silk Mitts, etc., 15c, 19c, 25c.



It Makes Us Smile!

To say OUR SILK BUYER was too busy last week to run down to Chicago, but, notwithstanding, we are prepared to give you for Monday, Tuesday and Wednesday the best Silks in St. Paul for the least money. We don't approve of picking up odds and ends of unsalable goods from other cities and representing them as being the latest.
SILKS! SILKS! SILKS!
At 1-2 Price

Short lengths of Silks for Monday. The greatest of all silk sales which we inaugurated last week, was an instantaneous and overwhelming success. The result was it left us with thousands of short lengths, of every conceivable kind of silk, ranging from 1/2-yard to 10 yards. In addition to these we got out hundreds of short lengths of Velvets, Velvetens and Corduroys, in every color from white to black suitable for Dress Trimmings and Dress Facings. To make a long story short they will all be arranged upon two large front tables in center aisle Monday and sold at ONE-HALF of our marked low and popular prices.
The larger pieces which we had left from our sale, and a great many others, will be divided into three lots like this: 19c, 39c and 49c per yard, former prices from 39c up to \$1.50 per yard. (Don't buy until you see our line.)
OUR IDEA of conducting a department is new, clean goods at low prices.

700 yards more of those elegant colored Japanese Silks, Monday at... 9c
No Mail Orders filled at this Price.
Sale ready at 9 A. M.

Black Dress Goods

You will find in this Department all the leading new novelties and fancy weaves in Worst and Mohair, Silk and Mohair, Silk and Worst Effects, Bicycle Serges and Corduroys, at our extremely low convincing prices. Ask to see them.

NOTIONS.

500 pairs Razor Steel Scissors, every pair warranted; they are cheap at 50c, assorted sizes. Your choice for 19c one day, each... 19c
100 dozen fine Imported Tooth Brushes, worth 10c 20c. Only, each... 10c
50 dozen good, solid wood back Hair Brushes, with good French Bristles, worth 19c 35c. Only, each... 19c
Golden Rule Mending 5c
Tissue, only, each... 5c
100 dozen double wood handle Curling Irons; sold by others at 8c. Our price, each... 2c
100 dozen extra quality Rubber Dressing Combs, worth 15c and 20c, only, each... 8c
Hat Pins, only, per dozen, 2c.
Cabinet Boxes of Hair Pins, 75 in box, 5c quality, only, each... 1c
Darning Cotton, others get 4c. Our price only, per ball... 1c
Patent Adjustable Handle Curling Irons, worth 15c, only, each... 7c
Celluloid Hair Pins, in shell, amber and black finish, 1 dozen on a card; worth 25c. For this sale, per dozen... 19c
Kid Hair Curlers, 10c quality, only, per dozen... 5c
Ladies' Silk Side Elastics, worth 35 cents only, per pair... 19c

SHOES.

Large sales and small profits is the very foundation of this department. Selling FIVE pairs of Shoes where others sell ONE, it naturally follows that we can afford to sell at ONE-FIFTH the profit of the other shoe stores. Not only this, but our large sales give us the INSIDE TRACK with the manufacturer, enabling us to BUY CHEAPER than other dealers; furthermore, owing to the continuous demand, our stock is always fresh and new, embracing invariably the latest correct styles of the season. Thus, by buying from us, you actually get BETTER GOODS FOR LESS MONEY than you can buy inferior qualities elsewhere.

Ladies' Genuine Dongola Kid Oxford Ties, in Black, Russet or Brown; any style you can ask for. Shoe store price, \$1.50. Golden Rule Sale Price... 98c
Ladies' Fine Vici Kid Oxford Ties, Russet, Brown or Black, 16 styles to select from. Shoe store price, \$2.25. Golden Rule Sale Price... \$1.49
Ladies' Genuine Dongola Kid Oxford Ties... 59c

Misses' and Children's Shoes, made of fine Dongola Kid, Russet, Brown or Black, the kind you pay shoe stores \$1.50 and \$1.75 for. Golden Rule Sale Price... 98c
Children's Genuine Dongola Kid Shoes, the celebrated Little Pennant School Shoe, that sells everywhere for \$1.00. Golden Rule Sale Price... 69c

Men's Satin Calf Shoes, Congress or Lace, ten styles to select from; solid leather throughout; manufactured to sell for \$2.25. Our Sale Price, \$1.48.
Men's Genuine Calfskin Shoes, Lace or Congress, made in the newest styles; good value at \$3.00. Our Sale Price... \$1.98
Men's Veal Calf Shoes, Congress or Lace... 98c

Men's Summer Underwear.

Two Big Bargains in Genuine French Balbriggan.
160 dozen Men's fine French Balbriggan Shirts and Drawers, made by C. Bonbon & Co., France; every seam finished. Our price for the genuine Bon Bon only... 45c
100 dozen Men's very finest M. M. C. French Balbriggan Undershirts and Drawers, none better made; others get \$1.00 for this quality. Our special price... 59c
Remember, this is not an odd lot carried over from last year, but new, fresh goods. All sizes.
Peppercil Jean Drawers, with patent knit ankle; very best goods. Monday special... 39c

Drugs and Toilet Articles.

SPECIAL FOR MONDAY ONLY.
Manahan's Mammoth Pine Tar Moth Sheets; size 40x48 inches, for lining trunks and boxes; proof against moths and other insects.
7c Per Sheet. 69c Per Dozen.
Best Witch Hazel Extract (double distilled), 8c Per Pint. (Bring bottle.)
Woodbury's Facial Soap, the 35c cakes. Monday, 15c Per Cake.
California Unfermented Grape Juice.
Pint Bottles... 25c
Quart Bottles... 40c
25c Belladonna Plaster... 8c
\$1.25 Kufiko (Dr. Peters)... \$1.03
\$1.00 Chyenger's Indian Hair Balsam... 48c
\$1.00 Ayer's Sarsaparilla... 65c

Cycle Wear.

If you want to see genuine Bargains (and lots of them) in the best makes, such as Headwear, Gloves, Hose, Belts and Sweaters, don't miss Monday's sale. Your most sanguine expectations will be exceeded by our offerings.
HEADWEAR.
New English Golf Caps, in all colors of cloth and corduroy, silk-lined; val. 39c, 50 and 75 cents. Our price... 39c
Very newest Scotch Tweed Bicycle Caps; others ask \$1.00. We say... 75c
Ventilated Golf Caps, latest pattern, cool and comfortable. Our price... 85c
Stitched Cloth Bicycle or Tourist Hats. Our price only... 79c

GLOVES.
Leather Palm Bicycle Gloves, with ventilated back; regular \$1.00 Gloves. 75c
Our price... 75c

HOSE.
All-Wool Golf and Bicycle Hose; val. 39c up to 75 cents. Special... 39c
Imported Golf Hose, the usual \$1.25 kind. Our price... 98c

BELTS.
Sole Leather Belts, tan or orange color; 25 and 35-cent belts... 19c
Fine Leather and Crash Belts, worth up to 75 cents. Our price... 39c

SWEATERS.
Egyptian Yarn Sweaters, all colors... 39c
Our price... 39c
Strictly All-Wool Sweaters, \$1.25 val. 98c
Pure Worsted or Striped Sailor Collar Sweaters. Our price... \$1.48
Finest Worsted or Turtle Neck Sweaters. Here only at... \$1.98
Boys' Strictly All-Wool Sweaters. 69c
Special... 69c
Boys' Sailor Collar Sweaters. Our price... 98c

PAINTS! PAINTS!

In times past painting a house was quite a serious matter, and there was some excuse for living in a house with paint the worse for wear, but our Ready Mixed Paints at our marvelously low price give everybody a chance to decorate their houses for a small sum of money.
Inside and Outside Paints, special, per gallon... 85 cents
Floor Paints, the same price.
We have sold these paints five years without complaints.
Don't buy your Paints where they change the brand every year.
The Best No. 1 Coach Varnish, per gallon... \$1.25
Berry Bros' Hard Oil Finish; bring your can; per gallon... \$1.75
Lion Brand Wall Finish, 15 beautiful tints; one package will do a large room; per package... 29 cents
The best Wall Paper Cleaner, per package... 12 cents
Silver Polish, per box... 10 cents
Crockery Cement, sold on the street for 25 cents... 10 cents
Leather Cement, per bottle... 19 cents
Rubber Cement, per bottle... 15 cents
Dustless Oil, per gallon... 90 cents
The best oil on earth for floors. You can see it on our store floor. Wears well and longer than any other oil made.

FLOWERS • FLOWERS

1,000 bunches of different styles of Flowers; regular millinery price, 15c, 19c, 25c.
MONDAY, WE SAY
9c Per Bunch

Domestics and Draperies.

Lace Curtains will not keep out the wind, it is true. We don't recommend them for either weight or warmth, but there is solid satisfaction in their dainty folds. A heart-warming suggestion of comfort and prosperity that banishes care. With these delicate draperies absent, your parlor is dreary, your sitting room unsightly, chambers and dining room cheerless and dull—in fact, home is not home without them. Compared with what they used to cost, the expense now is trifling. We want to show you ours.
WE WILL DO A GREAT BIG CURTAIN BUSINESS THIS WEEK.
And we desire those who do not know WE sell Curtains to come and look—they will be surprised at the extent of the stock, the patterns, all so beautiful, so different from what one sees generally—and, above all, everybody must be impressed by the excellent wearing quality of every pair and the low prices.
This week we are doing away with profits to induce enough customers to come to fill this department to the uttermost—it will be a banner week for buyers.
500 pairs of choicest patterns, at 58c, 98c, and \$1.29 a Pair.
Over 1,000 pairs at \$1.98, \$2.48, \$2.98 and \$3.48 a Pair.
These are such extra good values, so new and beautiful in pattern, that they cannot but command attention.
It's in these lower priced curtains, which 90 of every 100 ladies buy, that we want to give you superior value. You will buy, be pleased, and your friends will do likewise. Therefore, come, look and see if we do not more than substantiate our assertions.
Irish Point and Brussels Effect Curtains, fit to grace any parlor, \$1.12 1/2 to \$7.43 a pair.
Chenille Portieres at prices you never can match, all wide borders and heavily fringed, this week, \$1.49, \$1.98, \$2.69, \$3.48 and \$4.48 a pair.

Cream White Embroidered Baby Flannels.

No such a bargain in the line of Flannels ever sold over the counters of any concern in this part of the United States before; they are worth at wholesale 60, 70 and 95 cents a yard. The work on them is from 4 to 6 inches in width, twelve different patterns, take your choice Monday at... 50c
Standard Dress Prints, Indigo Blue Prints, Turkey Red Prints, new goods, all guaranteed fast colors. Special... 3c
Cheese Cloth, all colors, 36 inches wide. Special... 5c
Fine White Fattening, the best 8-cent quality. Special... 6c
Feather Ticking, guaranteed to hold feathers. Special... 11c

Ladies' Sailor Hats.

It is a fact that women know a bargain when it stares them in the face, and it doesn't need a lengthy argument to convince them of the value of these Hats.
Five hundred fine Milan Braid Sailor Hats, Black or White, in very becoming shapes, are trimmed with Gros Grain Ribbon, Velvet Ribbon or Dresden Ribbon. Regular \$1.75 and \$2.00 Hats. Monday, only
98c Each.
Come and see them and you will surely buy.