

# GOLDEN RULE

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

## KEEPING EVERLASTINGLY AT IT!

This Store keeps right on increasing its business, and all our plans for Fall and Winter are on a larger scale than ever before. It's worth your while to know that. The fact of a Presidential campaign is no proof that the country is going to the dogs. There's a good deal of nonsense in politics, and with due regard to our own convictions, we're satisfied to keep straight ahead. The upward and onward progress of the Golden Rule furnishes an object lesson to the old Mossbacks. We are enlarging and spreading out. "Actions speak louder than words." Our new annex, 50x150 feet, on Robert Street, will be completed for the holiday trade and occupied by our Dry Goods Department. For the past three years we've felt our Store to be altogether too small for our ever growing and increasing list of patrons, hence this new addition. The particular emphasis of trade just now is the lower prices for almost all classes of goods. Under existing conditions manufacturers are satisfied to turn goods into money and money back again into goods. Never before has merchandise been sold so low. An opportune time to make purchases. We are offering Reliable Goods tomorrow which bear convincing evidence that the Golden Rule is unquestionably the store for economical persons to do their buying.

### LOWEST PRICES ON SILKS EVER QUOTED!

We can't emphasize that too strongly. Panic times among importers. Manufacturers have brought prices way down, and our control of a great outlet makes very cheap buying. The jingle of 50 cents doing the work of a dollar carries everything before it. Any woman wanting Silks will find chances for economy now beyond anything ever known. It's a time for bargains! All classes of Dry Goods haven't been as cheap since "before the war." You have no doubt seen Silks advertised before. For the benefit of those who have not and those who have, we're ready to deepen the impression, whether your mind is made up or the mind's open. We're sure of your trade one way as well as the other, if you will look and compare carefully our offerings. Such Silks as these, at such prices, ought to crowd our Silk department this week to overflowing.

### LISTEN TO THESE PRICES FOR TOMORROW:

- 5,000 yards more of high-grade and all this season's Silks found their way to our counters.
- Two large cases of Silks came Friday direct from the manufacturers. They, together with thousands of yards left from last week's big Silk sale and our own well-selected stock, will be dumped on tables in the dry goods aisle for Monday's big sale, and divided into three lots.
- Haskell's Black and Colored Taffeta Sale All Day Monday.**
- LOT 1--39c.** Worth double. 3,000 yards of strictly new and high grade Silks, all styles and colors.
- Haskell's Black and Colored Taffeta Sale All Day Monday.**
- LOT 2--49c.** Worth double. 3,500 yards of the best values ever offered over a retail counter for the money. This line includes Blacks and colors, Plains and Brocades. You never saw their equal for the price.
- Haskell's Black and Colored Taffeta Sale All Day Monday.**
- LOT 3--59c.** Worth double and treble. 5,000 yards about; an immense assortment of Black Silks in Brocaded Gros Grains, Brocaded Satins and Brocaded Taffetas. In plains, they are Satins, Gros Grains, Failles and Crystals. In colors, they include nearly everything made and shown this season, and the values are immense.

**SEE OUR SILK WINDOW!**  
Silks and Prices That Will Paralyze All Competition.  
**HASKELL'S BLACK AND COLORED TAFFETAS.**  
Monday we will sell Haskell's Taffetas in all colors and black. Remember these are the Genuine Haskell's Taffetas; they only make these qualities. So don't be misled.  
Haskell's Black No. 1, and all colors.....60c  
Haskell's Black No. 1 1/2.....70c

**The Late Weaves for Shirt Waists.**  
The Boulevard Velvet in 75 colors; noted for wear and finish; 75c  
width 24 inches. Price.....  
The Cordereines in all the latest colorings and the best quality made; width 28 inches. Price.....75c  
The flat embossed Velveta Cords, the extreme novelty, in all colors, width 22 inches. Price.....\$1.18

### BLACK GOODS.

(100 Pieces New Black Goods for Monday.)

Our enormous Black Dress Goods trade of this season has put our department in such excellent condition that we are in shape to take hold of all good values offered us, providing the qualities, dyes and weaves are correct.  
Monday we will be able to give you values and prices that are to be had here and nowhere else for the money. The kinds and styles are too numerous to describe.  
The only way to appreciate these extraordinary values is to come and look them over. We defy all competition in styles and prices of Black Goods.  
1,000 different styles to choose from, and remember, the cheapest is all wool and a yard wide. Prices from 18c to \$2.50 per yard.

### ENTHUSIASM!

We're feeling first-class! We're doing first-class business! The whole store from stem to stern is like an ocean greyhound making a new record. All the conditions are favorable. Hundreds of active brains are working to make this more and more your store. We're not figuring on past reputation. It's the crowd we're after—the big, bounding enthusiasm that echoes and re-echoes through the aisles like the notes of a song.

### DRESS GOODS SPECIALS FOR MONDAY.

- Scotch Suitings in handsome colorings. Price all over, \$1.00 a yard, **Monday 59c Special.**
- Silk and Mohair Etamine, in Wine and Black, Blue and Black, Green and Black and Browns and Black. None like them in the city at \$1.50, **Monday 79c Special.**
- 52 inch Finitine Suiting in Wine, Blue, Green and Brown. Regular \$1.00 quality, **Monday 69c Special.**
- Storm Serge, 46 inches wide, in Navy Blue only, **Monday 39c Special.**
- Flannel 52 inches wide, pure wool, in all colors, **Monday 33c Special.**
- Serges, all-wool, 40 inches wide, in all dark colors, **Monday 23c Special.**

### HERE ARE SOME HOUSEHOLD NECESSITIES.

- For Monday we will sell a large lot of imported spice Cabinets for.....29c
- Wine Sprink Potato Mashers for.....3c
- Kindergarten Lunch Baskets for.....6c
- 500 Wooden Toothbrushes for.....2c
- 7 cases of Fairbanks' Floating Bath Soap for.....25c
- Large Strong Washboards for.....9c
- 300 Tipped Wooden Washub Stands to introduce them, for one day at.....10c
- Sapolla for cleaning and polishing, 4 packages for.....25c
- Curain Stretchers; usual price \$1.38; Monday for.....73c
- Large Bottle Amovils for.....4c
- Stained Wood Ash Sifters for.....5c
- Wash Bottles, extra heavy, full size, best quality tin, heavy copper bottom, 45c.

### TIME TO CHANGE YOUR UNDERWEAR!

The weather begins to emphasize the need of warmer underclothing. That gives us a chance to say that there isn't a store anywhere that provides so fully for all sorts of real wants. We have the cheapest that anybody ought to buy. We also keep as fine underwear as anybody wants, and variety enough for shoppers of every circumstance.  
We're ready to set the stock before you. If you find yourself wanting lower-priced underwear of any sort than we have in this list you're trying to throw your money away and we're not going to help you. You're perfectly safe in buying any of these:

- Men's Jersey Ribbed Shirts and Drawers, all seams finished, drawers made with double seat; cheap at 50c. Sale price, only.....**39c** or 75c a suit.
- Hygienic Fleece-Lined Shirts and Drawers, double ribbed cuffs and tail, equal to any 69c garment in the city. At this sale, we say.....**45c**
- Camel's Hair Shirts and Drawers, good winter weight, always sold at 75c. For this sale, we say.....**48c**
- Natural Wool Shirts and Drawers, 65 per cent wool, match them if you can for less than 75 cents. Our special, only.....**59c**
- Dr. Boache's Celebrated Wool Fleece Health Underwear, the best on the market; usual price \$1.39. Here only, at.....**\$1.00**
- Finest Sanitary Natural Undyed Wool Shirts and Drawers, none better sold anywhere for.....**\$1.49**

### SHOE DEPARTMENT.

**A BOSTON**  
Shoe manufacturer's entire stock of High-Grade Footwear, bought at 63 cents on the dollar, 7,582 pairs Ladies' Fine Shoes, in all the latest styles, will be placed on sale tomorrow morning  
**At About Half-Price.**

- Ladies' French Dongola Kid Button or Lace Boots, strictly hand sewed, tailor-made, the latest styles, all sizes; all widths, A to E, made to sell for \$4.00. Our sale price.....**\$2.48**
- Ladies' Genuine Vici Kid Button or Lace Boots, with extension sole, in the newest style; all sizes and widths, B to E; made to sell for \$3.00. Our sale price.....**\$1.98**
- The New Woman's Boot, made of fine Dongola, button or lace, a perfect-fitting, good-wearing shoe, in all sizes and widths, C to E; made to sell for \$2.00. Our sale price.....**\$1.48**
- Ladies' Genuine Vici Kid Button or Lace Boots, with extension sole, in the newest style; all sizes and widths, B to E; made to sell for \$3.00. Our sale price.....**\$1.67**

### BOYS' AND GIRLS' SCHOOL SHOES!

AT CUT PRICES.  
Our Little King School Shoes wear like iron.  
**SEE THEM.**

- THE LITTLE KING.**  
Youths' Genuine Veal Calf Shoes, button or lace, in all styles, with heel or spring heel; good value at \$1.75; all sizes, 11 to 2. Our sale price.....**\$1.24**
- THE LITTLE KING.**  
Boys' Genuine Satin Calf Shoes, any style you can ask for; good value at \$2.00; all sizes, 2 1/2 to 8 1/2. Our sale price.....**\$1.49**
- IRON-CLAD.**  
Boys' and Youths' Veal Calf School Shoes, button or lace, solid as a rock and will wear like iron; good value at \$1.50; all sizes, 11 to 2 and 3 to 5. Our sale price.....**98c**
- LITTLE GENTS'**  
Spring Heel Shoes, made of genuine satin calf, lace or button; all sizes, 9 to 13; good value at \$1.40. Our sale price.....**98c**

### Hosiery.

**SPECIAL MONDAY,** 200 dozen Ladies' Silky-Fleeced, Full Regular Made Hose, double heel and toe, regular 25c quality, 15c.  
**Underwear.**  
**SPECIAL MONDAY,** 80 dozen Ladies' Heavy Ribbed Cotton Fleeced Vests, regular 25c quality, 15c.

### MEN'S HATS

We haven't reached the enthusiasm of a complete Hat store, but we're getting there as fast as our selling space will admit. In addition to a bigger stock and better variety we're doing already a largely increased Hat business. That means we've a grip on the most popular line of goods, and that we're selling them at popular prices.  
Our interest is to save you money. If there's any advantage between stores your judgment will tell you it lies with us. As a rule we're able to buy cheaper. For a fact we're selling Hats 25 per cent less than clothing store prices.

### SPECIAL TOMORROW.

50 dozen Men's Fine Fedora and Derby Hats, satin lining, fine silk trimmings, in black and all new fall shades, the correct Fall '96 Shape. Regular \$2.00 Hats. Tomorrow,  
**\$1.45**  
Our Gotham \$2.50 Hats, the equal in quality, finish, style and durability of any \$3.50 hat made; the most popular shapes of the season. Don't pay \$3.50 for one no better. See our Gotham at  
**\$2.50**

### FIX MONDAY FIRMLY IN YOUR MIND.

- As a grand day for money-saving bargains in our Domestic Dept.
- Colored Outing Flannels in neat stripes and checks; others would ask you 7 cents a yard for them. Our price, Monday.....**4c**
- Heavy All-Wool Scarlet Flannel; good value at 35c a yard. Our price, Monday.....**19c**
- Cream White Embroidered Flannel, silk work, 1 to 4 inches wide, worth 55c, 65c, 75c and 98c a yard. Your choice, Monday.....**49c**
- Blue and Brown Denim for floor covering, sold by others at 15c a yard. Our price, Monday.....**10 1/2c**
- Fancy Mohair Striped Elderdown Cloakings; regular every-day price, 69c a yard. Our price, Monday.....**45c**
- 100 bales of Pure White Batting. Our price, Monday.....**4c**
- 50 pair of squared shaped Horse Blankets; they are excellent values at \$1.25 each. Our price Monday will be.....**75c**

### Comforters.

- 79c Comforters at 55c.
- 98c Comforters at 79c.
- \$1.25 Comforters at 98c.

### Blankets.

- Match these prices if you can:
- 10-4 Gray Blankets, **43c**
- 11-4 Gray and Tan Blankets, **59c**
- 11-4 Gray and Mottled Blankets, **89c**
- 12-4 Gray and Tan Blankets, **\$1.19**
- The Celebrated Melrose Blanket, 10-4 size, and the Iowa Gray Blanket, 11-4 size, will go for one day.....**\$1.75**
- 200 Gray and White Blankets, guaranteed strictly all-wool, 11-4 size, will go for one day, **\$2.48**

### JEWELRY COUNTER!

- Everything New, Fresh From the Manufacturers.
- "The Eastern Craze," Rabbits Feet, mounted with sterling silver; can be worn on your watch chain. Brings you luck. We have them worth 50c. To introduce them in St. Paul.....**25c**
- Neat Sterling Silver Rings, for Ladies and Misses, have "Forget-Me-Not" enameled settings; worth 25c. Tomorrow we say.....**10c**
- Ladies' Solid Gold Rings, "guaranteed," Emerald, Ruby, Sapphire, Imp. Opal, settings worth \$2.00. Choice.....**98c**

### SILVER.

- We have the only Genuine Rogers Bros.' "1847" All Silverware. Special Sale Tomorrow.
- Rogers Bros.' "1847" Child's Sets, 3 pieces—knife, fork and spoon, in push-lined box; always sold at \$1.23. Tomorrow, complete.....**67c**
- Rogers Bros.' "1847" Combination Set, butter knife and sugar shell, pieces in a neat lined box; always sold at \$1.25. Tomorrow, complete.....**67c**
- Rogers Bros.' "1847" Knives and Forks, 6 Knives, 6 Forks, set of 12 pieces; jewelers say \$5.00. We say, 12 pieces.....**\$2.75**
- Campaign Pins, hard enameled, worth 25c, see them, only.....**10c**
- If you are patriotic wear an emblem. Flag Pins, hard enameled,  
**2 FOR 6c.**
- GOLD BUGS,** with American flag enameled on back; worth 10c,  
**5c.**

### Cloak Headquarters. COMPARISON

Is the only true test of merit—especially in Cloaks—That's how we sell ours. More than **TWO THOUSAND NEW GARMENTS** arriving to replace those sold last month. They're from the best makers in America—made better, more stylish and perfect-fitting than those offered by other stores at higher prices.  
**Comparison Will Prove It.**

- Jackets of Black Cheviot, new style Franklin front, correct sleeve, raised tailor-stitched seams, storm collar; better than \$3.75 Jackets in high-priced stores; sizes 34 to 42; here at.....**\$2.98**
- New Style Jackets of Brown mixed, heavy, wool Melton—new sleeve, new back and new Franklin front, trimmed with two large and twelve small buttons; would be advertised as \$7.50 value by the old high-priced stores. Our price tomorrow.....**\$4.50**
- Many new, up-to-the-hour styles of high-grade, Tailor-made Jackets of Kerseys, Bouclés, Irish Frieze, etc. Some lined throughout, made to sell in high-priced stores at \$12.00 and \$12. Our unmatched price tomorrow \$9.98 and.....**\$7.50**

### DRESS SKIRTS.

Every woman who sees our Tailor-made Skirts will have no other; because there are no others "just as good."  
See our Figured Brilliantine Skirts at \$1.79, \$2.98 and \$3.50, and match them if you can.  
Better Skirts, in many new weaves, up to \$40.00.  
All Skirts guaranteed to fit perfectly.  
No extra charges for alterations.

### LINENS, WHITE GOODS AND SHEETINGS

- Our reputation for selling first-class Linens cheaper than any other store in the Twin Cities is our best advertisement. Our special prices for tomorrow are so low that we have to limit the quantity to each purchaser in order to guard ourselves against dealers.
- Table Linens.**  
15 pieces 72-inch Bleached Germantown Satin Damask warranted pure linen; others would ask you \$2.00 per dozen; our regular price is 75c. Tomorrow you can have all you want up to 16 yards at, per yd. **50c**
- Napkins.**  
75 dozen 24x24-inch Heavy Bleached Satin Damask Napkins, with fast edges; others would ask you \$2.00 per dozen; our regular price, \$1.50; for tomorrow's special sale we limit the quantity to 50 dozen to each purchaser and name the lowest prices ever quoted for equal quality and size, **\$1.16** per dozen.....  
100 dozen Fringed Napkins and Doilies, each.....**3c**
- Barnsley Crash.**  
Bale All-Linen, Bleached, 18-inch Barnsley Crash, worth 10c; our regular price 8c; tomorrow's special price for 10 yards to each purchaser, per yard.....**5 1/2c**
- Pepereil Sheetting.**  
Enough to last all day of Pepperell 36-in. Unbleached Sheetting; regular price, 7c and 8c; tomorrow we limit the quantity to 15 yards and cut the price to **4c**
- White Goods.**  
5,000 yards India Linon, Plaid and Checked Nainsook, Striped Dimities, Striped Nainsooks and Striped Lawns; just what you need now for white aprons; **7 1/2c** tomorrow, per yard.....

### DRESS LININGS.

- It is an acknowledged fact that we sell more Linings than all the other stores in the city put together. Why? Because we sell reliable goods at such prices that the other fellow has to pay for them. (Trashy linings we don't sell or keep.)  
Read every item, it interests you.
- Wash Goods.**  
One case of Fleece Back Flannellets, fast color, regular 10c goods. Special for Monday, only.....**6c**
- 50 pieces of Fancy Silk Effect Dress Goods, half wool, in all the latest colorings for fall wear. They are extra good values. 15c. Special, only.....**10c**
- 25 pieces of Habit Cloth in green, navy, wine and blue; they are 34 inches wide and half-wool. Just the thing for Children's school dresses. Other houses sell them for 19c. Special for Monday, only.....**12 1/2c**

### DRAPERY DEPT.—AND STILL IT GROWS!

- Not a sign of abatement in the interest which our Lace Curtain Sale has awakened. On the contrary, signs thicken that it is gathering fresh impetus every day. Nor is it any wonder when you realize the extraordinary fresh attractions which we are continually adding to the array of bargains, which, like Caesar of old, came, saw and conquered.  
We ask you to take a look at the special inducements we hold out for Monday's trade.
- 10,000 yards of Dotted Curtain Swiss will go Monday at.....**6c**
- 150 pairs of Nottingham Lace Curtains will go tomorrow at.....**29c**
- 200 pairs of Nottingham Lace Curtains, worthy for elsewhere, will go tomorrow at.....**79c**
- 135 pairs of Nottingham Lace and Irish Point Curtains, 3 1/2 yards long, 54 inches wide, worth \$2.25 a pair, will go tomorrow **\$1.49**
- 200 pairs of Nottingham Lace and Irish Point Curtains, 54 to 60 inches wide, 3 1/2 yards long, worth \$2.48 to \$3.00 a pair, will go tomorrow at.....**\$1.98**
- 75 pairs of Tambour Swiss, Brussels Net and Irish Point Curtains, full size, a large variety of styles, none worth less than \$4 a pair, will go tomorrow at, per pair.....**\$3.49**
- 75 pairs of Irish Point Curtains, ecru or white, no concern in this city will sell them for less than \$7.50 a pair. Our price for one day will be.....**\$4.98**
- 150 Smyrna Rugs, size 3x6, all new patterns, house furnishers ask you \$5 for them. Our price all day Monday.....**\$2.49**
- Odd Curtains in Irish Points, Novelty Net and Nottingham. Monday at.....**Half-Price**
- 200 pair Chenille Curtains, in all colors, heavily fringed and bordered on top and bottom; they are worth \$2.48 in the other stores. Our price for one day.....**\$1.79**
- 200 pairs of Chenille Curtains, with border on top and bottom, heavily fringed, 45 inches wide, 3 1/2 yards long; cheap at \$3.50 a pair, all colors, Monday at.....**\$2.48**
- 150 pairs of Chenille Curtains, 48 inches wide, 3 1/2 yards long, others will ask you \$6.00 a pair. These same goods and call them cheap. Our price a pair Monday, will be.....**\$3.69**
- 150 Smyrna Rugs, size 3x6, all new patterns, house furnishers ask you \$5 for them. Our price all day Monday.....**\$2.49**

### CROCKERY.

- Haviland China Dinner Ware**  
MONDAY at prices never before equaled in the city. The latest Ranson shape in White and our own Pink (new decorations). Both in open stock. Buy just what pieces you need and you can always replace them. Note the wonderful low prices for Haviland China MONDAY ONLY.
- White Ranson Shape.
- Dinner Plates, dozen.....**\$2.48**
- Breakfast Plates, dozen.....**2.19**
- Tea Plates, dozen.....**1.98**
- Dessert Plates, dozen.....**1.69**
- Coupe Soup Plates, dozen.....**1.75**
- Sauce Plates, dozen.....**1.19**
- Bone Dishes, dozen.....**1.39**
- 10 inch Meat Platter, each.....**39c**
- 12 inch Meat Platter, each.....**89c**
- 14 inch Meat Platter, each.....**1.49**
- 16 inch Meat Platter, each.....**1.99**
- 11 inch Chop Dish, each.....**69c**
- Covered Vegetable Dish, each.....**1.19**
- Covered Sauce Turcun, each.....**1.19**
- Gravy Boat, each.....**89c**
- Covered Butter Dishes, each.....**89c**
- Salad Dishes, each.....**1.19**
- Pickle Dishes, each.....**29c**
- Tea Cups and Saucers, each.....**23c**
- Coffee Cups and Saucers, each.....**29c**
- Individual Butters, dozen.....**73c**
- No. 11,985 Decorated Patterns.
- Dinner Plates, dozen.....**\$2.75**
- Breakfast Plates, dozen.....**2.39**
- Tea Plates, dozen.....**2.10**
- Dessert Plates, dozen.....**2.10**
- Coupe Soup Plates, dozen.....**1.75**
- Sauce Plates, dozen.....**1.19**
- Individual Butters, dozen.....**83c**
- Bone Dishes, dozen.....**1.69**
- 10 inch Meat Dish, each.....**43c**
- 12 inch Meat Dish, each.....**73c**
- 14 inch Meat Dish, each.....**1.53**
- 16 inch Meat Dish, each.....**1.93**
- Open Vegetable Dish.....**73c**
- Covered Vegetable Dish, each.....**1.33**
- Covered Sauce Turcun, each.....**1.33**
- Gravy Boat and stand, each.....**1.19**
- Covered Butter Dishes, each.....**83c**
- Salad Dishes, each.....**1.19**
- Pickle Dishes, each.....**29c**
- Covered Sugars, each.....**63c**
- Creamers, each.....**33c**
- Tea Cups and Saucers, each.....**23c**
- Coffee Cups and Saucers, each.....**29c**
- Remember this is the Genuine Haviland & Co. China, our own importation. These special prices for Monday only. See what you need in China and come early.