

OPENING OF OUR ANNEX!



WE LIFT THE CURTAIN

TOMORROW on a stock of merchandise gathered together with the greatest of care and untiring energy, with the object in view of giving the public of St. Paul and surrounding country the choice of a new, desirable stock that will be sold at live and let live prices. We owe our phenomenal success to public recognition, building upon solid rocks of integrity, merit and industry. A trusting public realizes absolute safety within our store. We enter upon our eleventh year in business in St. Paul with an array of patrons equaled by few stores in America. Daily recruits—no deserters. Every day witnesses a perfect ovation at the Golden Rule. It's the tribute that popular appreciation pays to honest enterprise. In vain do the moss-backs strive to stem the tide of customers that is coming this way. A horde of imitators are daily at our heels, but in spite of all we keep on drawing bigger than ever. This week, with the opening of our new store, we intend to overflow our two buildings with customers, and to do so we have made extraordinary preparations. Many lines of desirable goods have been reduced in price—not because they were dear or unsalable, but because we want your trade and want you to see one of the finest dry goods salesrooms in this country. We do not—like some—hunt for cheap, trashy truck to look cheap in the newspapers. Economical, intelligent and discriminating buyers, with cash in their pockets, invariably come here, because we have the goods they want, at the lowest prices. We also want you to come here any time before buying and compare quality and prices. We have found it pays to underrate rather than overrate values in our ads, so what you read is gospel truth. Every department in the Golden Rule will contribute tomorrow its quota of absolutely matchless and unprecedented bargains—bargains in all the word implies, and more. Better bring your lunch with you and stay all day.

NEEDLE ART DEPT.

Will be in enlarged quarters. Our best efforts are pledged to the intelligent collection of such stocks as you are sure to need. Apply that fact to Needle Art and Fancy Articles, and the serviceableness of the store was never so apparent. Prices are not merely right but liberal. This list shows the trend of values:

- 5,000 lbs. Extra A.A. German Knitting Yarn, full 1/4-lb skeins, sold other places 25c and 30c. See that price.
- 16c** SKEIN.
- 2,000 lbs. Extra Imported Germantown Yarn. Sold other places at 12c and 15c. We say 6 1/2c skein.
- 3,000 lbs. Extra Imported Saxony Yarn. The other fellows are getting 8c and 10c skein. We say 4c skein.
- Extra Imported Angora Wool. Other dealers consider it cheap at 15c and 16c. We say 9c a ball.
- 100 dozen Pure Linen Venetian Point Lace Doilies, worth 39c and 50c each. For this sale 19c each.
- 1,000 Spools Pure Silk Thread Knitting Silk, well worth 15c. For one day 7c spool.
- Tissue Paper, all colors, 4c per dozen sheets.
- Large rolls Best Imported Crepe Paper. The other fellows get their big 25c. Our price 11c a roll.
- 1,000 Denim Cushion Covers, size 22x22; worth 19c. Our price 10c each.
- 500 Stamped Linen Photo Frames, with glass front and easel back; good value 50c. Our price 21c each.
- 200 Stamped Linen Cushion Tops for Bulgarian Embroidery, sold other places at 50c. Our price 39c.
- Materials for working above Covers only 5c skein.



IN OUR ANNEX

More Room, More Style, More Light, More Comfort, More Enterprise, More Satisfaction.

One of the first things done in the plan of enlargement was to make all our Dry Goods Departments bigger and better. The next thing is to get people to see how much bigger and better they are. The enthusiasm of "opening day" remains, and we expect bigger crowds now than ever after seeing our display. Such a stock is bound to win the admiration of shoppers, and such styles are sure to bring the trade our way. It's important to know that you can get stylish Goods without having to pay much. Prices such as these help you to get the style you want without having to pay much:

DRAPERY DEPT.--ANNEX

We do a large business in this department—we couldn't exist if it didn't sell a great deal. But we wouldn't want it to exist if that was all. We mean to be headquarters for everything you need in draperies, with so much of interest that it'll always be the pleasantest place you can visit. Every possible convenience for shoppers and never any occasion to spend a cent here unless you want to.

- Curtain Scrim, 38 inches wide, goes Monday at **2 1/2c**
- Figured Art Denims, they go all over at 20 cents a yard, our price Monday **12 1/2c**
- Figured Silkline, 36 inches wide, new goods and the best quality, goes Monday at **5c**
- Curtain Swiss, in Dots and Figures, 36 inches wide, goes Monday at **8c**
- 50 pieces of Tapestry, 50 inches wide, suitable for Furniture Covering, Draperies, Couch Covers, etc., worth 48c a yard in all stores in the Twin Cities. Go for one day, per yard **29c**
- 200 Smyrna Rugs, new patterns, go Monday at **\$1.19**
- 2 dozen Chenille Table Covers, 64 size, go Monday at **59c**
- 100 Chenille Table Covers, dining room size, worth \$2.48 the world over, handsome for Christmas gifts. Will go for one day **\$1.98**
- 75 pairs of Chenille Portieres, with wide border, heavily fringed on top and bottom, called snaps at \$3.48 a pair, in all colors; go at, pair **\$2.98**
- 75 pairs of Chenille Portieres, wide border, heavily fringed on top and bottom, 54 inches wide, 3 1/2 yards long, sold by others at \$6.00 a pair. Our price for one day, pair **\$3.98**
- 200 pairs of Nottingham Lace Curtains, good length and width; you can't buy them at any other time for less than 75c a pair. **39c** Go at **39c**
- 150 pairs of Novelty Net Curtains; if the other fellows had them they would ask you \$1.25 a pair for them. Our price for one day **79c** will be **79c**
- 500 pairs of Novelty Net and Nottingham Lace Curtains, in Brussels effect, 54 to 60 inches wide, 3 1/2 yards long, worth up to \$3.00 a pair. Go for one day at **\$1.98**
- 350 pairs of Novelty Net and Nottingham Lace Curtains, in Brussels effect, new goods; they are worth from \$3.25 up to \$3.98 a pair. All go for one day at **\$2.69**
- 45 pairs of Novelty Net Curtains, new designs, very handsome, worth \$4.75 a pair, five styles to select from. All go **\$3.69**
- 125 pairs of Irish Point Curtains, in white or ecru, and Tambour Swiss Curtains, all new, the high-priced fellows in town will ask you \$8.00 a pair for them. For a nice Christmas present get your friend a pair of these. Tomorrow at **\$4.98**
- 12 pairs of Irish Point and Tambour Swiss Curtains, every store in the Twin Cities will ask you \$12.00 a pair for them—Our price for just one day **\$7.48**

COLORED DRESS GOODS CARNIVAL.

TOMORROW—Opening Day In Our Annex—We offer in our Colored Dress Goods Department New Winter Merchandise at PRICES CUT CLEAR TO THE BONE—We want the women out in full force, rain, snow or shine, to see our exposition of all the New Dress Goods, and learn a valuable lesson in economy. To insure a great crowd we offer tempting values. Read these impressive bargain facts—every item at a wonder price, and this is but a drop from a huge volume of money-saving possibilities. Every department in our Annex is on its mettle—great quantities of everything—but we advise coming early, as it is certain there will be a great demand, as these bargains are unapproachable.

All Our Imported Dress Patterns, Your Choice, a yard... **\$1.48.**

You may have seen them on our counters at \$25.00 a pattern. COME EARLY. GET FIRST CHOICE.

50, 52 and 54-inch French Cheviots, Mohair Canvas and Illuminated Granite Suitings; also best 45-inch Fayette in evening shades, pure silk and wool, and good value at \$1.50 a yard.

52-inch Dress Flannels. Opening Price,

Silk and Wool Suitings, 50-inch Novelties, worth 50c, and our large line of Jamestown in fancies and checks; also Serges, Henriettas and Mohairs, worth up to 50c a yard.

50-inch Navy Blue Serge. Opening Price,

\$1.00 and \$1.25 Novelties, 40 to 50 inches wide, in beautiful styles and colorings; also New Imported Vigoreaux Suitings for Tailor-Made Dresses and Gowns.

Opening **90c** Price. **23c**

Opening **23c** Price. **23c**

Opening **29c** Price. **23c**

Opening **23c** Price. **23c**

Opening **73c** Price. **73c**

Special Prices on Light Goods for Evening Wear.

Silk and Wool Brocates, Figured Canvas Suitings, 46-inch Arnold's Best Henrietta in all colors, excellent value in any store at 75c a yard.

40-inch Mohair Suitings. Opening Price,

7, 8, and 9-yard lengths of this season's choice styles in Novelty Dress Goods. Do not miss this Bargain, it's worth double.

36-inch English Cashmeres. Opening price,

A full line of Broadcloths in all dark colors, none better in the city at \$1.00. Silk and Wool Sublimes in light colors for evening wear, regular price 75c.

Opening **47c** Price. **14c**

Opening **14c** Price. **14c**

Opening **\$1.98** A Dress Pattern. **12c**

Opening **12c** Price. **12c**

Opening **53c** Price. **53c**

ALL OUR REMNANTS AT HALF-PRICE.

Wash Goods--Annex.

- Two cases of fine Cotton Plaids; they are 28 inches wide and fast colors, and never sold for less than 12 1/2c. Our opening price only **8c**
- One case of Wool and Cotton Dress Goods (silk effect); they are retailed everywhere at 15c. Our opening price only **9c**
- 150 Dress Patterns of nine yards each, in black and fancy mixtures; they are worth double the price. Our opening price **\$1.33**
- One case of Fast Black Sateen, full 30 inches wide; regular 12 1/2c quality. Opening price only **8c**

REMNANTS AT HALF-PRICE.

We will place on sale, in front of our Wash Goods Department, Remnants of Gingham, Half-Wool Dress Goods, Crepes, Sateens, Flannelettes, Fancy Plaids, Ducks and Percals at just EXACTLY HALF-PRICE.

Dress Lining--Annex.

On Monday morning we will be in our new quarters, with plenty of room and extra salespeople to wait on trade. Everything in this department will be an extra special. Below are a few of the many bargains which we have to offer:

- Others' 35c English Herring Bone Hair Cloth, 18 in. wide **20c**
- Others' 40c French Hair Cloth, best quality made **27c**
- Others' advertise Black Taffeta 36 in. wide for 10c; we say **6c**
- Others' 12 1/2c English Silesia, 36 inches wide **7c**
- Others' 15c Silesia, black back **9c**
- Others' 30c All-Wool Skirting Moreen **19c**
- Others' 18c Zig-Zag Moreen, fancy stripe **10c**
- Others' 12 1/2c All-Linen Grass Cloth **5c**
- Others' 18c Fast Black Percalines **10c**
- Others' 25c All-Linen Canvas Dress Facing **15c**

Shoe Department...

MAIN FLOOR.

Overshoes at Cut Prices.

Men's Fine Jersey Cloth Alaska Overshoes, pointed toe, all sizes and all widths; manufactured and warranted by the American Rubber Company; the kind that sells for \$1.10.

Our Cut Price, 75c. **11c**

Ladies' First Quality Alaska Overshoes and Fleece-Lined Rubbers, made by the Boston Rubber Company; the best on earth; regular price, 75c.

Our Cut Price, 49c. **11c**

Men's High-Grade Rubbers, manufactured by the Boston Rubber Company, all sizes; good value at 75c.

Our Cut Price, 50c. **11c**

Boys' Extra Heavy Moosehide Moccasins, all sizes; the kind that sells for \$1.00 and \$1.25.

Our Cut Price, 75c. **11c**

Dollar Gloves and Others.



For ordinary every day and Sunday wear a dollar is enough to pay for a pair of Gloves. And the Dollar Gloves have long been one of the strong features of our Glove Department. They have been getting better and better, too, for a dollar, as rival manufacturers have learned how many dollar gloves we sell and have put forth their best goods to get our orders. All our dollar gloves, you know, are guaranteed and fitted. Here are two kinds—

- Ladies' 4-button Kid Gloves with pearl and metal buttons and embroidered backs. They come in red, brown, tan, mode, slate, green, blue, honey, white and pearl.
- Ladies' 2-clasp Pique Gloves, the popular gloves for shopping, driving and traveling, extra good quality, in tan, brown, white, black, ox-blood and English red.

Ladies' Silk Mittens, Silk-Lined, Fancy Back. Special Low Price,

48 cents.

NOTIONS AND SMALL WARES.

We're prepared this week for a record-breaking Notion Sale. If the saving of money is an object to you, you'll be on hand, simply can't afford to stay away, your dollars will go two and three times as far as usual.

- 500 dozen John D. Cutter's 100 yard Spool Silk, 10c quality. While it lasts, per spool **3c**
- 100 dozen John D. Cutter's 16-yard Buttonhole Twist, 5c quality. 2 for **5c**
- Hump Hooks and Eyes, per card **1c**
- 5,000 yards extra quality Corduroy Skirt binding, sold elsewhere at 7c. Our price, per yard **3 1/2c**
- Best Silk-stitched Bone Casing, sold other places at 2c and 3c. Our price, per yard **1c**
- 500 pairs Silk Rubber-lined Dress Shields, good value at 25c. We say, per pair **12c**
- 500 pairs Children's Combination Shoulder and Hose Supporters, 35c quality, per pair only **19c**
- (No more than two to a customer.)
- Our best Sewing Needles, per paper **3c**
- Extra quality Silk Garter Elastic, 30c quality, only, per yard **15c**
- Kid Hair Curlers, 10c goods, only, per bunch **5c**
- 1,000 pieces Finishing Braid, 8c and 10c goods, each, only **6c**
- Golden Rule Mending tissue, with directions for using, only, each **5c**
- 1,000 7 and 8 inch rubber Dressing Combs, 8c quality, only, each **3c**
- 5 boxes good Hair Pins **1c**
- 1,000 pairs Ladies' Side Elastics, button fastening, as cut shows, worth 15c. For one day, per pair **5c**
- Not more than three pairs to a customer.
- 200 pairs Ladies' Satin Belt Hose Supporters, the other fellows would consider them good value at 39c; we say, pair **19c**

Leather Goods.

- 50 dozen Genuine Seal Leather Combination Pocket Books; they are very cheap at 50c. For this sale, each **35c**
- 10 1/2 full size Ladies' Shopping Bags, as cut shows; some dealers would consider them good value at 30c. We say, each **19c**
- 200 of these fine Sole Leather Music Rolls; sold other places at 19c and 75c. We say, each **38c**