

Domestic Room.

It is estimated of all goods sold for household or family uses, fully 80 per cent are purchased by women. Believing that woman is keen of sight and sharp of memory, we never belittle her intelligence (as is often done) by appealing for patronage in language so extravagant and statement so exaggerated as to put to the blush the wonderful stories of certain St. Paul bargain givers.

Cream White Shaker Flannel, good heavy quality, goes at..... **3 1/2c**

Cheese Cloth, one yard wide, in white, cream and colors, our regular 6c quality, all goes at..... **4 1/2c**

Lancaster Apron Check Gingham, all colors and checks, go at..... **4c**

Heavy Black and Blue Twills, worth 12 1/2c a yard at the other stores, go Saturday at..... **7 1/2c**

Boys' Cassimere, guaranteed all wool, would be well worth 75c a yard, all goes at..... **39c**

Fancy Eiderdown Cloakings, elegant styles, sold by the other fellows at 75c a yard, go at..... **39c**

Pure White Batting, extra large rolls, would be others' 12 1/2c quality, goes at..... **7c**

Blankets.

Gray Cotton Blankets, 10-4 size, go at..... **39c**

Gray and Tan Cotton Blankets, 11-4 size, sold by the other fellows at 98c a pair, go at..... **59c**

Mottled Blankets, in brown and gray, our regular price on them is \$1.19, all go at..... **85c**

200 pairs of Gray Wool Blankets, 11-4 size, good value at \$2.25 a pair, go at..... **\$1.69**

80 pairs of White All-Wool Blankets, 11-4 size, our every day low price on them is \$3.98. All go at..... **\$2.98**

50 Home-Made Comforters, silkline covering, extra large size, worth \$1.69, go at..... **\$1.48**

LINEN DEPARTMENT--ANNEX.

You can't keep our Linen Manager down. He is never satisfied with the Golden Rule to do as good as others do, but always does better. In this Special Sale for tomorrow he looms up in a perfect blaze of bargains. Read every word and line carefully. This will be a busy week. We offer for the inspection of close and careful shoppers a wonderful variety of good things in the line of useful Holiday Presents, such as Table Cloths, Lunch Cloths, Napkins, Table Covers, Towels, Bureau Scarfs, Sideboard Covers, Tray Cloths, Dryflies, Centerpieces, Bedspreads, etc., and we mention here only a few items just to illustrate how, with little money, will gladden the hearts of economical housekeepers.

BUREAU SCARFS.

500 fancy fringed open work All-Linen Bureau and Sideboard Covers; others would ask 35c. Our special price tomorrow, each..... **19c**

TOWELS.

65 doz. extra fine large Damask Towels, knotted, fringed, open work and hemstitched in white and tinted "boy" colors, nobody else would sell them at less than 40c; while the lot lasts tomorrow we offer them as a special bargain, each..... **25c**

25 dozen regular 75c and \$1.00 Towels, fringed, open work and hemstitched. While the lot lasts, tomorrow, special, each..... **50c**

LUNCH CLOTHS.

50 hemstitched all-linen Damask 4-4 Lunch Cloths, our regular 98c quality. Tomorrow, while the lot lasts, each..... **69c**

TABLE CLOTHS AND NAPKINS.

Damask Table Cloths, with border all around, size 2x2 1/2 yards, and 1 doz. Napkins to match, size 20x20 inches; a set that the other fellows would easily sell at \$5.00, our price only..... **\$3.50**

25 pieces 58-inch Bleached Damask, worth 35c, per yard tomorrow..... **19c**

60 doz. 18x18 in. cream heavy Napkins, worth 75c per doz., tomorrow..... **50c**

1 case 54-inch Table Padding or Silence Cloth, special, per yard..... **19c**

SHEETING AND PILLOWCASING.

1 case 36-inch Lonsdale finish Bleached Muslin, special, per yard..... **5c**

1 case 45-inch wide Pillow Case Remnants, length from 2 to 10 yards, the regular 12 1/2c quality, take the Remnants tomorrow, yd..... **8 1/2c**

SHOE DEPARTMENT!

UNPARALLELED SHOE VALUES.

5,000 pairs of Ladies' Fine Shoes go on sale Monday at about half retail price. This is not a conventional reduction sale of undesirable and unsalable shoes which are dear at any price, but an offering of new shoes, bought from an over-loaded manufacturer, who found THE GOLDEN RULE, of St. Paul, a CLEARING HOUSE where they could clear their stocks for ready cash, providing their goods and prices were right. Thus, the consumer takes out two and three dollars' worth of the most desirable shoes for every dollar put in. No small lots advertised here as bats which will be all gone by 10 o'clock, but enough for all. Read carefully what we offer tomorrow:

THE ICE QUEEN.
Ladies' Fine Box Calf Boots, a perfect fitting skating shoe, made specially for outdoor wear without rubbers. We have them in..... **\$2.48**

1,200 pairs Ladies' Fine Vici Kid Hand-Sewed Boots, lace or button, the newest style pointed toe, in all sizes 2 1/2 to 7, and widths A to E, made to sell for \$4.00. Our sale price..... **\$2.48**

Ladies' Genuine Calfskin Boots, in the newest style; these wear like iron and are perfect comfort for winter wear, in all sizes; they were made to sell for \$2.50. Our sale price..... **\$1.67**

Ladies' Fine Dongola Kid Lace or Button Boots, the new English style London toe, in all sizes and all widths; good value at \$3.00. Our sale price..... **\$1.98**

OVERSHOES AT CUT PRICES.

Children's Extra High Overshoes, buttoned or 3 buckles, fine Jersey cloth uppers, best quality, spring heel, all sizes. Our sale price..... **\$1.00**

Misses' Extra High Overshoes, buttoned or 3 buckles; regular \$1.99 quality, spring heel, all sizes. Our sale price..... **\$1.25**

Men's Fine Jersey Cloth Alaska Overshoes, pointed toe, manufactured and warranted by the American Rubber Co. to sell for \$1.10; we have them in all sizes. Our cut price..... **75c**

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

THE OPENING OF OUR ANNEX

a week ago tomorrow was an event of unusual importance to the people of the Northwest. It's the founding of a great commercial house in St. Paul upon principles of integrity and fair treatment, where all are treated alike, the rich and the poor. The Golden Rule has kept growing and progressing rapidly from the first year of its inception. We stand today on the threshold of another year of prosperity, absolutely alone in our methods, in the quality, variety and style of the goods that are contained within the immense area of its cheerful interior, in the wonderful low prices at which our goods are sold. No one can enter the Golden Rule to make the smallest purchase without being convinced of the truth of these statements. It's the great, growing, convenient, concentrated store of St. Paul. It's where your dollars go the farthest. It's the store that sells the best for the least money, and it's the store that's going to win greater fame in the near future. They say nothing succeeds like success. The Golden Rule has been satisfyingly successful.

"Onward We March, for New Fields to Conquer."

CLOAK HEADQUARTERS.....

If you want new, up-to-date Cloaks at less than so-called HALF-PRICE VALUES AROUND TOWN YOU CAN GET THEM HERE.

We have no early mistakes or accumulations from previous years to offer at HALF-PRICE, and we cannot afford to jeopardize our reputation by marking up the price on new goods in order to give an imaginary reduction

We have bought new garments within the past few days at prices that enable us to sell them at less than the half-prices others ask for undesirable styles. Come in, and we will prove it by actual COMPARISON.

LOOK AT THESE FOR \$5.00.

Jackets for women and girls, of Kersey, Irish Frieze, All-Wool Boucle and two-tone effects, etc., etc., some silk-lined throughout, actual retail price, \$10.00 to \$12.00. Look for them on tables, center aisle, tomorrow, and tomorrow only. Your choice..... **\$5.00**

(Your money back if any of the half-price fellows can match them.)

TELEGRAM FROM SANTA CLAUS!

NORTH POLE, Nov. 24, '96,

Hurry up for Christmas. Get ready. Make room all you can. I am on my way with a hundred car loads of Toys and Christmas Presents for your store, and am going to surprise the little folks this year. No one so old, no one so young but what a fitting and appropriate gift will be found in my splendid collection. I can tell better when I get to St. Paul how soon I can shake hands with all good little Boys and Girls and take their orders for Christmas.

Yours in haste. Mrs. San'a Claus is coming with me. SANTA CLAUS.

SILK SERMON. There Are Fakirs in India

who, it is said, stand for months on the same spot without moving. There are fakirs in St. Paul who, three times every week, tell the people out of the goodness of their hearts they are selling them two dollars' worth of silk for 19 cents. We don't make any such offers, because we haven't got the Silks, nor has anybody else, but what we do offer is one hundred cents' worth of good value for every dollar's worth you buy of us, without any juggling. The fact that we are constantly able to sell goods at prices so far below their real value continues to mystify the minds of our imitators. These are the times that require new blood, new ideas, energy and push; like in all battles of progress—the old must give way to the new. The world moves, and in the march of progress the Golden Rule stands with both feet on the heads of the mossbacks of St. Paul.

SILKS AND BLACK DRESS GOODS.

Read these prices. This is the way we intend to unload Silks and Black Dress Goods on Monday, Tuesday and Wednesday. That is why we always have such crowds in these two departments. **USEFUL CHRISTMAS GIFTS.**

Black Dress Silks.

39c quality Japanese Indias, width 21 in..... **27c**

50c quality Japanese Indias, width 24 in..... **37c**

69c quality Japanese Indias, width 28 in..... **49c**

1.00 quality Japanese Indias, width 28 in..... **69c**

39c quality Heavy Surahs, width 21 in..... **26c**

59c quality Heavy Surahs, width 24 in..... **39c**

75c quality Heavy Surahs, width 24 in..... **49c**

1.00 quality Heavy Surahs, width 25 in..... **69c**

69c quality Poplin Cords, width 20 in..... **39c**

65c quality Faillie Francaise, width 21 in..... **39c**

1.00 quality Faillie Francaise, width 24 in..... **69c**

69c quality Rhadame, width 21 in..... **49c**

75c quality Rhadame, width 23 in..... **39c**

1.00 quality Rhadame, width 24 in..... **69c**

89c quality Satin Duchesse, width 21 in..... **65c**

1.00 quality Satin Duchesse, width 21 in..... **75c**

1.35 quality Satin Duchesse, width 22 in..... **1.00**

1.50 quality Satin Duchesse, width 24 in..... **1.19**

2.25 quality Satin Duchesse, width 24 in..... **1.75**

1.25 quality Heavy Armure, width 22 in..... **1.00**

1.35 quality Peau de Soie, width 22 in..... **1.00**

1.65 quality Peau de Soie, width 22 in..... **1.25**

2.25 quality Peau de Soie, width 23 in..... **1.69**

89c quality Gros Grain, with satin and frosted figures..... **89c**

1.50 quality Satin and Gros Grain Brocades, in the latest patterns; for this sale..... **1.12 1/2**

2.00 quality New Antique Velours..... **1.50**

Plain and Novelty Velvets.

32-inch Velvet Velours, \$1.00 kind..... **49c**

22-inch Velvet Cords, 65c kind..... **39c**

28-inch Velvet Corderines, \$1.00 kind..... **75c**

22-inch Silk Cords for Waists, \$1.25 kind. Monday, only..... **1.00**

24-inch A. W. B. Boulevard Velvet, \$1.00 kind. Our price..... **75c**

19-inch Silk Velvet, \$1.50 kind..... **98c**

19-inch Silk Velvet, \$2.00 kind..... **1.39**

Colored Dress and Waist Silks.

Over 15,000 yards to choose from. The prices will be..... **18c**

The kinds are Plains, Stripes, Plaids, Brocades, Printed Warps, Jardinières and Monotones. The values in the regular way would be up to \$2.00 per yard. You will not have another chance this year like it of buying choice silks for so little money.

48-inch Canvas Fancies, with heavy raised Mohair figures, new right from Arnold, Constable & Co.'s, New York; something sold right in St. Paul this season at \$1.50. We say..... **85c**

48-inch Canvas Fancies, with heavy raised Mohair figures, new right from Arnold, Constable & Co.'s, New York; something sold right in St. Paul this season at \$1.50. We say..... **85c**

All our High-Class Novelties, worth up to \$2.50 a yard, nothing reserved, all go Monday at..... **\$1.25**

NEW DRESS GOODS

In Our New Annex at New Prices.

UNNECESSARY TROUBLE. One advantage of such a stock of Dress Goods as we are exhibiting is that we can satisfy any taste and produce for inspection any pattern or shade, at any price, from the cheapest to the highest grade. There is no need of visiting half a dozen stores for what you want when we have the stock of half a dozen stores under one roof. It is impossible to specify in detail such a stock as this, but here are a few salient points:

English Curl Suitings. These are first-class value for little money. In this line we have all the New Blues and of course all other fashionable shades, and they are not to be had anywhere at \$1.25 a yard. Monday our new price..... **81c**

Dress Flannels. No matter what others advertise in Flannels, we give you better goods for less money. Full 36-inch Dress Flannels, all colors, at our new price..... **18c**

Illuminated Covert Cloth. As handsome a cloth never lauded in this country for any such money. They are just the thing for Tailor-made Suits. Pure wool in beautiful colorings and a Bargain at our new..... **41c**

Pure Wool Albatross. In evening shades only. Largest line of light colors ever shown in the city. We have them in any color made. Monday at our new price..... **23c**

REMEMBER our Imported Dress Patterns at \$5.98, in style than any shown in the city at double these special prices. They are just what you want for a useful Christmas gift.

WASH GOODS DEPARTMENT

One case of Swansdown Flannels, in light and dark shades; they are equal in style and finish to the finest French Flannels, and worth from 15c to 18c. Our special price only..... **10c**

We will place on sale in front of our Wash Goods Department the finest line of half-wool Dress Goods ever shown in this city, consisting of Black Cashmere, five different styles of Black Fancies, Plain Storm Serge, Fancy Worsted Suitings, Montello Suitings, Damasse Suitings and Chameleon Mohair Suitings, not one of them worth less than 19c. You take your choice Monday, only..... **12 1/2c**

One case of Fast Black Sateen, full 30 inches wide. Why pay others 12 1/2c for this quality? Our special price..... **8c**

LINING DEPARTMENT.

No matter what others advertise inferior linings for, you can always buy the genuine article at the Golden Rule for less money. Trashy linings we don't keep. Read every item in this ad.—it interests you.

One case of real Herringbone Hair Cloth, the kind others sell for 30 and 35c. Our special price for Monday..... **20c**

100 pieces of Fast Black Ruffling Taffeta (that soft, silky finish), full 36 inches wide and good value at 18c and 20c. Special per yard..... **10c**

25 pieces of genuine French Hair Cloth in Black and Gray, full 18 inches wide. (The best made.) You know what the other fellow's price is, our special price, only..... **32c**

50 pieces of Fast Black Percale, full 36 inches wide. Why pay others 18c and 20c for this quality when you can buy it from us at..... **10c**

One case of very fine Twilled Silesia, 36 inches wide, in staple and fancy shades. Ask for sample and see if you can match this quality for less than 12 1/2c. Our special price only..... **8c**

100 pieces of Pure Linen Canvas, extra heavy (Black only). This quality was bought to sell for 18c. Our special price for one day only..... **10c**

REMEMBER we sell Edwards' Lining Cambric, all colors, Monday..... **3c**

Limited to 15 yards to a customer. **None to Dealers.**

JEWELRY--STERLING SILVERWARE

Too good for some Dry Goods Stores, but NOT TOO GOOD FOR US.

Genuine "Gorham" Tea Spoons, sterling silver, gold-plated bowls, each..... **83c**

Special Sale—The latest "English" Silver Cut Belts, sold everywhere at \$3.00. Special..... **\$1.48.**

Be sure and see these Belts.

Gents' Solid Gold Initial Rings, raised initial..... **\$2.48**

EACH.

Sterling Silver Bangle Rings..... **10c.**

Child's Silver-Plated Cup, large size..... **19c.**

This is a Bargain Silver-plated Berry Spoons with gold plated bowls, full size, each in a lined box, and we say..... **25c**

Gentlemen's Mustache Combs, each trimmed with Sterling Silver and fitted in neat pocket case; worth 50 cents. **Special, 25 Cents.**

Solid Gold Gents' Lockets, With good size genuine Diamond, worth up to \$12.00. Special, choice of 5 styles..... **\$4.98.**

Silver Chatelaine Watch, good Swiss movement, complete with Sterling Silver 42-inch guard chain; worth \$6. Watch and chain complete..... **\$3.83.**

Sterling Silver Umbrella Straps..... **10c.**

Pearl Handle Pen Holder and Gold Pen complete, in plush box..... **98c**

Wade & Butcher's Extra Hollow Ground Razors, ready for use, fully warranted, worth \$1.50. We say..... **48c**

Sterling Silver full-size Clothes Brush, worth \$5.00. For one day only..... **\$2.98**

HARDWARE DEPT.....

CALL BELLS. Nothing is nicer than a Call Bell for a present. We have them as fine as you want. A good one will interest you, Monday,..... **9c.**

DOOR LOCKS. A good one, extra strong, full size, Monday,..... **13c.**

WATER FILTERS. These are the better kind; don't pay to buy a poor one. Monday,..... **23c.**

CURLING IRONS. These are the small size, for mustache, etc. Monday,..... **2c.**

KEY CHAINS. Here is a kind you pay 10c for, Monday,..... **4c.**

DOG COLLARS. It will pay you to buy a dog if you have none. A 20c collar Monday,..... **7c.**