

**DRAPERY ROOM. ANNEX.**



White Curtain Muslin, in dots and figures, one yard wide, worth 12½¢ a yard, goes Monday at **8½c**

Tinsel Drapery, new goods, large assortment, goes Monday at **7c**

Art Denims, 36 inches wide, and Art Ticking; you will pay others 35¢ a yard for the same goods. All go Monday at **20c**

Chenille Table Covers, 6-4 size, 24 patterns to select from, go Monday at **69c**

Chenille Table Covers, dining room size, new goods; you can't match them for less than \$1.98. Your choice, Monday **\$1.49**

Tapestry Portieres, full size, all colors, worth \$2.98 a pair. Take your choice Monday at **\$1.98**

Chenille Portieres, all colors, go Monday at **\$1.39**

Chenille Portieres, 48 inches wide, 3¼ yards long. Take this snap Monday at a pair **\$2.98**

200 pairs of Nottingham Lace Curtains go Monday at **25c**

100 pairs of Nottingham Lace and Novelty Net Curtains, 54 to 60 inches wide, a large variety to select from; worth from \$2.48 to \$3.00 a pair. Take your choice Monday at **\$1.98**

Irish Point Curtains and Tambour Swiss Curtains, full size, elegant designs; the high price fellows call them bargains at \$8.00 a pair. Our price on these for one day **\$5.48**

Tinsel Tapestry, 50 inches wide, a variety of colors, makes handsome furniture covering, couch covers, draperies, etc.; sold at 98¢ a yard by the other fellows. Your choice, Monday **49c**

**SMYRNA RUGS.**

Size 30x60, Housefurnishers' price \$3.50. Our price **\$1.79**

Size 36x6, Housefurnishers' price \$5.00. Our price **\$2.69**

Fur Rugs, animal patterns, lined back, a variety of colors, worth \$3.75 each. Your choice Monday **\$2.98**



**GOLDEN RULE**

**OUR NEW ANNEX**

Is the Talk of the Town.

THE music of low prices, when accompanied by extraordinary values, is the magnet that draws economical shoppers, and the crowds that thronged the GOLDEN RULE the past two weeks are conclusive proof that in that kind of music we lead the commercial orchestra of Minnesota. You don't need an almanac to tell you it's near Christmas. The moment you step inside our doors you catch the Holiday influence that pervades every department of this vast establishment.

Every eye in St. Paul is on the GOLDEN RULE—every hand applauds. We set the pace and lead by virtue of our bigness. Our complete stocks and our low prices interest Three Hundred Thousand Holiday Shoppers the next two weeks. Six hundred salespeople and 25 delivery wagons will have their hands more than full. Fictitious and exaggerated values have had their day. Half-off and trash sales have come and gone with scarcely a ripple on the trade surface. Years of right prices are telling in our favor. Goods advertised here as bargains are always found as such. People come and find every article exactly as we say. A business house to rise and meet with continued success must give good, round, honest measures of values. Does any intelligent reader in this city believe for a moment that the GOLDEN RULE would stand where it does today unless it advertised truthfully and kept its promises—always? Being the largest buyers in St. Paul means large selling, and large selling means low prices. We carry identically the same goods the mossbacks and imitators do—the only difference is the price, and oh! what a difference!

**Linen Department.**

No matter how much or how little money your pocketbook contains, you will, in this department, be able to find something useful for Holiday Presents, and we guarantee to save you money on every purchase, whether you buy a 3c doily or a \$25.00 elegant Linen Table Cloth with Napkins to match.

**Christmas Present Specials.**

500 dozen round and square fringed Doilies and Napkins, each **3c**

200 dozen fine fringed Satin Damask Napkins and Doilies, every one worth 15c. Special, each **9c**

100 dozen fine bleached double hemstitched Damask Towels, size 20x40, cheap at 40c. Special, each **25c**

20 dozen fringed Table Cloths, White and Colored. Special, each **98c**

50 bleached Satin Damask Sets (1 cloth and 15 Napkins), regular \$3.50 quality, special **\$2.69**

100 dozen 24x24-inch Bleached Satin Damask Napkins, regular \$3.50 quality, for **\$2.25**

1 case Marseilles Pattern Bedspreads, hemmed ready for use. Special, each **\$1.00**

50 fine Marseilles Bedspreads, the kind others sell at \$5.00. Our price tomorrow, each **\$3.29**

And an immense assortment of Lunch Cloths and Doilies in every size and quality, also plain Linens for fancy work and Handkerchief Linen at prices that save you money.

Our Immense Business Is the Legitimate Result of Always Giving to the People the Best Goods at the Lowest Prices.

**DOMESTIC ROOM. Main Floor.**

Colored Outing Flannels go Monday at **2½c**

Live Geese Feathers, our best quality, go Monday at a pound **55c**

Fancy Sateen-Covered Comforters, filled with the best batting, worth \$2.19 each, go Monday at **\$1.69**

New lot of Cretonnes, the wide and heavy kind, go Monday at **8½c**

Cheese Cloth, one-yard wide, in all colors, goes Monday at **5c**

Great big rolls of Batting, others' 12½¢ quality, go Monday at **7c**

Plain Blue and Brown Denim, for floor covering, others' 15-cent quality, goes Monday at **10½c**

Heavy Buffalo Skirting Flannel, all colors, plain and stripes, goes Monday at **29c**

Fancy Elderdown Cloakings, worth up to 69 cents a yard; all go Monday at **45c**

Astrachan Cloakings, in black and fancy mixed colors, worth \$2.48, \$2.69 and \$2.98 a yard, all go Monday at **\$1.98**

Gray Wool Blankets, 11-4 size, good value at \$2.25 each, go Monday at **\$1.69**

Hemstitched Cream White Embroidered Flannel goes Monday at **45c**

Mottled Blankets, 10-4 size, handsome borders, worth \$1.19 each, go Monday at **89c**

Black and Gray Fur Robes, nicely lined, good size; your choice **\$3.48**

**BLACK GOODS and SILKS. ANNEX.**

WHO CRIES DULL TRADE? We have made up our minds that the remedy to the universal cry of HARD TIMES was SOFT PRICES. We believed that extra inducements would make fall business good. We have not been disappointed. There isn't quite so much profit in it for us, but we find, in comparing our sales the past three months with last year's, that dull trade has been carried off on the shoulders of business activity. Our matchless values in our Dress Goods and Silk Departments have melted the seals off the ladies' purses.

**A THREE DAYS' SALE.**

Now is the time to buy your Silks for Fancy Work and Evening Wear. We are showing the largest line of bright evening shades in China Silks in the Twin Cities; in fact, every new shade to be had is here.

**China Silks at 17c.** 25 pieces of high colored China Silks, in all the new delicate shades. For three days, at **17c**. Read last item.

**China Silks at 27c.** 30 pieces new smooth Japanese Chinas, in all the high colors; sold everywhere for 39c. Our price for three days **27c**. Read the last special.

**China Silks at 37c.** 95 pieces of full 24-inch Chinas, in every desirable shade; sold everywhere at 49c. Our price for this sale **37c**.

**China Silks at 45c.** 40 pieces of heavy 28-inch Japanese China Silks, in a magnificent range of colorings; sold everywhere at 69c. Our three days' special, only **45c**.

**China Silks at 65c.** 20 pieces extra heavy and firm colored Habutai, full 36 inches wide, made chiefly for evening gowns and underwear purposes; sold everywhere from 89c to \$1 per yard. Our three days' special **65c**.

**Novelty Silks at 65c.** Two large tables full of all kinds of Silks for this sale in all colors, suitable for waists, skirts and entire gowns; worth up to \$1.50 per yard. Three days' sale, only **65c**. Read last item.

**Black Dress Goods.** Former Price Cuts No Figure.

**HOSIERY DEPT. MAIN FLOOR. MONDAY.**

Prices to Sell a Few Small Lots Before Inventory.

50 dozen Ladies' Black All-Wool Hose, ribbed leg, merino heel and toe, value 20c. Price to close **12½c**

28 dozen Ladies' Heavy All-Wool Hose, ribbed top, fine gauge and heavy; value, 25c. To close **19c**

36 dozen Ladies' Ribbed Leg Cashmere Hose; value, 45c. To close **25c**

84 dozen Children's Heavy All-Wool Ribbed Hose, sizes 6 to 8½; value, 23c. To close **15c**

20 dozen Children's Black All-Wool Hose, sizes 5 to 7½ only; value 15c. To close **9c**

15 dozen Children's Heavy English Cashmere Hose, 2x2 ribbed (boys' stocking), value 50c. To close **37½c**

**LAST ITEM. CLEARING-UP SALE OF BLACK NOVELTIES BEFORE STOCK TAKING.**

100 PIECES of high class Black Goods in plains and novelties. Some of the choicest Dress Fabrics made for this season will be represented in this sale. Styles carefully selected from the best known makers of Europe and in this country. A three days' clearing up sale at **89c**

**SHOE DEPARTMENT.**

Special Bargain Sale for Christmas Season of useful Holiday Gifts.

**MEN'S SLIPPERS.**

**THE ROMEO**—Men's Fine Kid Slippers, lined Gore Romeo, hand-turned, in two styles, pointed or round toe; the kind that sells for \$3.00. Our sale price **\$1.98**

**THE COLUMBIA**—Men's fine Dongola Slippers, kid-lined, hand-turned, in three colors, black, brown and the new ox blood; all styles; good value at \$2.00. Our sale price **\$1.49**

Men's Velvet Slippers, Chenille embroidered, with Alligator back; a good wearing slipper; regular \$1.00 value. Our sale price **75c**

Men's Velvet Slippers, Chenille embroidered. Our sale price **69c**

Men's Silk Plush or Dongola Kid Slippers, all new styles to select from. Regular \$1.50 value. Our sale price **98c**

Men's Velvet Slippers, Silk embroidered. Our sale price **50c**

**Holiday Gifts Just Right for the Little Folks.**

Boys' Leather Leggings, extra long, with three buckles; regular \$1.75 quality. Our sale price **\$1.19**

Boys' Leather Leggings, extra long above knee, ribbon top; regular \$1.00 quality. Our sale price **98c**

Children's High Grade Jersey Leggings, extra long above knee, ribbon top; regular \$1.00 quality. Our sale price **69c**

**WASH GOODS. ANNEX.**

One case of White Star Percales, full 36-inch wide, in all the new patterns, War-ranted fast colors. Special for Monday only **10c**

**LININGS.** Remember we have the finest and most complete Lining Department in the city, and good, reliable goods at prices that you have to pay others for.

10c imitation Hair Cloth, 27 inches wide **4c**

12½¢ English Silesia, all colors, 36 inches wide **8c**

40c French Hair Cloth, gray only, not the trashy kind that you have seen advertised by others for the last 6 months, but the genuine article. Special only **25c**

12½¢ 36-inch Black Rustling Taffeta, soft finish **6c**

18c Black Linen Dress Canvas **10c**

18c Fast Black Percaline, 36 inches wide **10c**

Others' 35c English Her-ringbone Hair Cloth **20c**



**Leather Goods.**

Special Christmas Prices For Monday.

1,000 Genuine Seal Leather Combination Pocketbooks; sold other places at 75c, we say **39c**

We offer 200 fine Seal Grain Leather Cigar Cases, our regular price 75c, Monday, each **50c**

See our line of Bill Books at 75c, 98c, \$1.00, \$1.25, \$1.50 and \$2.00 each.

Genuine Sole Leather Music Rolls, considered by the other fellows good value at 75c. We say **39c**

Sole Leather Collar and Cuff Boxes, worth 65c, only **39c**

100 Ladies' Shopping Bags large, for one day **19c**

200 genuine Seal and Alligator Leather Combination Pocketbooks, \$1.25 and \$1.50 goods, only, each **98c**

**Christmas Umbrellas-Annex**

There is nothing that a woman or a man likes better to carry than a stylish, handsome, and yet useful Umbrella. No gift is more appreciated.

Our Christmas Stock is superb.

Ladies' and Gentlemen's 26 and 28-inch Umbrellas, large assortment, natural wood handles, cloth, best grade Gloria Silk, Paragon frame, **98c** each.

Gentlemen's fine Leather Case Umbrellas, made of Serge, steel rod, natural handle, **\$2.25**.

Ladies' fine Gloria Silk Umbrellas, close roll on rod, natural handle, **\$1.50**.

Large assortment of Novelties in Ladies' and Gentlemen's Umbrellas.

**Christmas Handkerchiefs. ANNEX.**

The range of our stock of these acceptable gifts is wonderful. Cheapness is here and beauty. Customers' favorite gift in numberless styles.

Ladies' Hemstitched Handkerchiefs, fast colors, extra quality, **5c**.

Ladies' Pure Linen Hand-made Initial Handkerchiefs, **12½c**.

Ladies' Pure Linen Embroidered and Hemstitched Handkerchiefs, **25c**.

Ladies' Fine Dress Handkerchiefs, of fine sheer linen, real lace, etc., **50c to \$6.00**.

**Furnishings FOR MEN.**

Suggestions for Holiday Purchasing That will result in getting The Most for Your Money.

**HOLIDAY NECKTIES.** We show a complete assortment of the proper English Effects and Novelties in Tecks, Four-in-Hands, Bows, Imperials, Puffs and Club Ties, such as you see at the exclusive stores, but here at very much lower prices. At **25c** we show a beautiful assortment of Tecks, Four-in-Hands and Bows. At **46c**, Newest Novelties, gobby colorings, all newest shades. At **83c**, the dressiest, the richest English Silks, in Puffs, Imperials and Flowing-End Tecks.

**MEN'S HANDKERCHIEFS.** Our Men's Handkerchief Department gives the best values in the city. A visit will find everything in Silk, Linen or Cambric Handkerchiefs that can be had. At **9c**, 3 for 25c, we give a fine H. S. Handkerchief, plain or fancy border. At **19c**, or \$1.00 a box of six, we have a fine, pure linen, hand-embroidered initial. At **25c** we have full-size Japanese Silk Handkerchiefs, initials, colors or plain.

**MEN'S MUFFLERS.** A new and pretty stock of Men's Silk and Cashmere Mufflers, all the latest stylish Scotch Plaid and Persian effects, and lower in price than can be found elsewhere. At **79c** we will sell Monday 20 dozen fine Silk and Satin Mufflers, in white, black and colors; actual value, \$1.00.

**SUSPENDERS.** Without exception the choicest collection of Plain and Fancy Silk, Satin or Crochet Suspenders. One in a box. All at popular prices. At **48c**, handsome new designs in imported Elastic Web Suspenders, with kid ends to match, button cast-off. Handsome Holiday gift.

**Special Notice.** For the accommodation of those getting wrong sizes, any article in this department can be exchanged after Christmas.

**MEN'S GLOVES.** Popular makes, latest colors, perfect fit, either lined or unlined; you are sure to find just what you want, and at a saving. At **63c**, good Dog-skin Dress Gloves, pique sewn. At **98c**, Mocha or Kid Street Gloves, all popular shades.

**MEN'S NIGHT SHIRTS.** Large variety of the season's newest designs in Silk, Sateen, Muslin and Flannel. You will find our prices lower than others. At **98c**, white, blue or pink Sateen, fancy trimmings. At **\$4.98**, finest quality real Habutai Silk Night Shirts, all colors.

**SWEATERS.** All shades—regular made—only the fast color, dependable kinds—at Golden Rule Popular Prices. At **\$1.48** and **\$1.98**—Strictly fast color, all-worsted Sweaters, the kind that do not stretch out of shape.

**CARDIGAN JACKETS.** Largest and best line in the city. At **98c to \$2.98** we have them in all sizes.

**DRESS SHIRTS.** Shirts that fit properly and wear the best. At **75c**—Pure laundered linen bosom White Shirts, made of Utica Nonpareil Muslin, all improvements any size neck or sleeve length.

**MEN'S MACKINTOSHES.** Very acceptable present for Christmas. Prices **\$2.99 to \$9.25**. At **\$5.69** we give you an all-wool Tricot box or cape Coat, blue, black or colors, each with manufacturer's waterproof guarantee.

**CAPS FOR GIFTS.** Large line to select from—all this season's goods. At **48c, 75c, 98c**, we sell Caps like cut, in all colors, both rough and plain goods.

**SKIRT DEPT. (Annex.)**

All-Wool Knit Skirts at 75c.

Black Sateen Umbrella Shape Skirts, Flannellet lined, at 75c.

All-Wool Moreen Skirts at \$1.48, and Taffeta Silk Skirts at \$4.98.

**SPECIALS FOR MONDAY.**

12 dozen Ladies' All-Wool Knit Skirts, colors, Black, Navy, Pink, Blue and White, fancy stitch, extra fine quality, worth \$2.50, at **\$1.65**.

8 dozen Ladies' All-Wool Moreen Skirts, 14-inch flounce, velvet bound, sateen-faced, French yoke band; \$2.00 is the price elsewhere, **\$1.48**.

3 dozen Ladies' Umbrella-Shape, all-wool Moreen Skirts, fancy braid trimming on ruffle, worth \$4.00, at **\$2.98**.

Ladies' All-Wool Sweaters, \$2.50 and \$3.00 grade, at **\$1.48**, (the best thing for skating.)

**Country People**

Coming to the city to buy HOLIDAY GOODS should get acquainted with the Golden Rule; get posted where your money will go the farthest; ask your city friends where they buy. We are selling new goods at the prices the other fellows sell old shop-worn stuff at. The purchasing power of your dollar here is equal to \$1.50 per bu. for wheat