

GOLDEN RULE

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

Every-Day Bargains and

Exceptional Bargains

Most people associate a "Special Sale" with a page of advertisement. That is an excusable error, as advertising matters stand in this vicinity today, but it is an error, nevertheless. Of course a special sale throughout the whole of a big store needs a lot of space to give details, but there's many a big bargain told in just a paragraph. We have special sales every day, which do not require much space to tell about. We do not save up our good things for annual or semi-annual occasions. We offer them day by day and every day, in one department or another. We mean now, the UNUSUALLY good things; the exceptional bargains. Throughout the entire store, at all times, you can find good, every-day bargains—meaning good goods sold at less than you can buy them for anywhere else. That is an every-day matter, and covers the entire stock. Too universal and well known to waste space telling about. But look out for the EXCEPTIONAL VALUES—values unusually good even for The Golden Rule.

We are going to let ourselves loose commencing tomorrow morning, and the music of Our Bargains will be floating in the air all over the City of St. Paul and the whole State of Minnesota. It will pay you to travel hundreds of miles to attend this week's sales.

GREAT SPRING SILK SALE.

Our fixtures are loaded down and our counters are overflowing with new and novel designs in Silks and Grenadines at prices that make the old credit merchant quake with fear, but make the eyes of the ladies of the Twin Cities sparkle with delight when they find they can buy high novelty silk at fifty per cent less at the Golden Rule than they have paid in the past at other stores. We ask you to pay for the silk only, and not other people's bad debts.

To make things lively Monday we will sell an elegant line of Wash Silk, just arrived from Japan. They are all the new colorings, in checks and stripe cable cords, and striped Habutais. These goods are sold in Chicago at 39c. For Monday we say 20c

Here is your chance! A large line of new Foulards, in Polka Dots, Stripes and Floral designs; don't miss buying one of these if you want a nice summer dress or a comfortable house gown. The price for Monday is only 35c

White silk for graduating dresses. Twenty different designs in all white Brocade Silk. These goods are 24 inches wide and are in small figures, just the thing for graduating. Monday's price 45c

Step in and see our handsome line of Grenadines; we have a very large assortment. In Plain Black you will find Iron Frame, Pineapple, Brocades and Stripes, and in colors all the leading Paris novelties. Our price from 69c to \$2.75

BLACK GOODS.

The big business we did in this department last week indicates that we HAVE the largest and best assorted stock in the Twin Cities at prices none of the other stores can touch, so to keep this department continually on the increase we will offer a few extra specials for Monday only.

35 styles in all-wool and Mohair and wool Fancies. Also a beautiful all-wool 40-inch storm Serge, wiry and strong, worth 50c anywhere. Here for Monday, all you want at 37c

Another line of the same styles, only heavier and wider, worth at least 65c. Here for Monday 47c

Please step in and look over our lovely line of Etamines, the very latest thing for spring and summer wear, in all conceivable styles, and at prices within the reach of all; from, per yard, 50c to \$3.50

Spring Leaders in Wash Goods.

Many new and beautiful textiles for spring and summer wear at Wash Goods counters, patterns and styles of fine Organdies, Linens and Dimities which you won't be able to see anywhere in this city.

French Organdies, sheer, crisp and dainty, in beautiful designs and colorings, with one hundred styles to choose from. Our price only 35c

Donegal Suiting is a pure linen fabric. It comes in pure White, Tan, Green, Blue, New Blue and Brown. It is the ideal fabric for separate skirts; needs no lining, and sold by New York dealers for 50c. Our price only 35c

Real Irish Dimities in small, neat designs, for children's dresses, and the larger effects for ladies' waists and dresses; over one hundred styles to choose from, ranging in price from 19c to 22c

One case American Organdies, full 32-inch wide; some of the printings are just as pretty as the fine imported goods. They are sold everywhere at 12½c. We will sell one dress pattern to each customer, Monday, only 9c

Tissue Brode, a light and sheer cloth of the lappet order, both light and dark styles; sold everywhere at 25c. Our price only 18c

Tambour Fantaisie, a triumph of textile printing. High class designs in fancy figures and stripes. Our price 15c

English Cambrics, Punjab Percales, White Star and Sea Islands, full 36-inch wide. Our price only 10c

Remember, these goods are perfect in every particular. They are neither damaged nor seconds. 22c

One case American Organdies, full 32-inch wide; some of the printings are just as pretty as the fine imported goods. They are sold everywhere at 12½c. We will sell one dress pattern to each customer, Monday, only 9c

SPRING DRESS GOODS ARE READY

Names do not give one much of an idea of textiles, and the most skillful descriptions fall far short of telling just what they're like. You want to see the light play across the surface, test the weight, try the texture, crumple them up and see how they stand it, feel of them to see whether the surface is harsh to the hand or soft to the touch—in short, you want to get acquainted with them. Here's a sort of Directory of the New Spring Dress Goods:

- Iridescent Tinsels.
- Mosaic Cloth.
- Silk and Wool Scroll Effects.
- Tweed Cheviots.
- Bourette Weaves.
- Drap Moscovietta.
- New Covert Cloths.
- New Tailor Checks.
- Illuminated Epinglins.
- Changeable Poplins.
- Silk and Wool Iridescent Novelties.
- Illuminated Coverts.



- Catiche Novelties in Moire Effects.
- New Whipcords.
- New Granite Suitings.
- New Broadcloths.

Come in and we will introduce you to any of these, or all of them. You will find some of your favorite textiles among them in new weaves and combinations, and some strangers that you'll take to at first sight and fall in love with on a closer acquaintance. And it will not be too costly to claim some one of them for your own.

COMPARISON is what we like; it is the only way to test quality and prices. We'll do the business of the city by giving such values as you see here below.

TWEED CHEVIOTS in high art colorings, 48 inches wide; others have them at \$2.00 a yard. Our price we guarantee at **\$1.25**

NEW WHIPCORDS—Best quality made; just the thing for tailor-made gowns; 45 inches wide, and come in all new Spring shades. We know our price is right at **89c**

DRAP MOSCOVIETTA—The New French Fabric that others make such noise about at \$1.50 a yard; our regular price is only \$1.00. As a special for Monday **\$1.00**

(Our Stock of Medium and Low-Priced Dress Goods the Largest in the Northwest.)

FOR MONDAY ONLY!

50 pieces Fancy Checks, in all light colors, equal in style to the high-priced ones. Monday **15c**

Ladies' Cloth, Broadcloth finish, in all light spring colors, best 36-inch cloth in the market. Monday **20c**

NOTICE—MAIL ORDERS receive prompt attention. Do not wait for samples of above specials. Send in your order. We guarantee you satisfaction.

CLOAK Department.

BARGAINS that have crowded this department with eager buyers—comfort, elegance and low prices, not common cheapness, are the three big attractions.

MANUFACTURERS tell us we sell more **DRESS SKIRTS** than all other St. Paul stores combined. The reason for this is that we handle exclusively in St. Paul the best made Skirts that man can make or money buy. Every woman who compares them with the common Eastern factory article elsewhere can see the difference at a glance.

Special Values This Week. Black Brocades, dainty patterns, correct new shape; lined, interlined and finished better than many \$5.00 Skirts we have seen. Special price **\$1.85**

Handsome new Black Brocades and Jacquard Mohairs, made in the latest correct shape. COMPARE the lining, interlining, binding and general finish of these Skirts with so-called \$6.00 values elsewhere, and you will admit that ours are **\$2.98**

P. S.—Perfect fit guaranteed. No extra charge for alterations.

DRAPERY ROOM.—(Annex.) The best Tinsel Drapery in the market. Special for Monday **5c**

Remnants of Dotted Curtain Swiss. Special for Monday **5c**

Silkline, one yard wide. Special for Monday **5c**

Curtain Scrim. Special for Monday **2c**

DOMESTIC ROOM. 20,000 yards of all the newest and best of Dress Prints on sale Monday at **3c**

STATIONERY! 2,000 pounds octavo and commercial paper. Ruled or plain. Satin finish or real Irish Linen papers, put up in pound packages. For one day only, per pound package **14c**

We have about 200 Tablets whose covers are slightly soiled; they are worth up to 15c. Monday, as long as they last, at each **5c**

BOOKS. 2,500 Paper Novels—written by some of the best known authors—our regular 10c book. Monday they go at 4 for **25c**

BASEMENT BARGAINS.

Coffee Mills. We have a large assortment of Coffee Mills, and we want you to see them. As an attraction we will sell you a good one Monday for **15c**

French Rat Traps. It is a well-known fact that the French Rat Traps are the best; the price is 75c. Monday **39c**

Ammonia. About the price of bottle and cork, one bottle to a customer. Monday **2c**

Mop Sticks. Best quality; they are the 10-cent kind. Monday **5c**

Tea and Coffee Pots. 2 Sizes. Good tin, copper bottom, both Tea and Coffee Pots. 4-pint size. Monday **15c**

5-pint size. Monday **18c**

Brooms. There are a good light Kitchen Broom, same kind you pay 15c for. Monday **8c**

Hatchets. Do you want a cheap one for the boy to use. Here it is. Monday **9c**

Emery Knife Sharpener. Good for the table or kitchen use; cheap at 15c. Monday **7c**

Shovels. A great big, very strong shovel, just the thing for coal. Monday **29c**

Jack Planes. 16-inch best quality Jack Planes; they are all right, although the price is low. Monday **37c**

Carpenter's Hammers. Best quality steel, highly tempered, good enough for any one. Monday **30c**

Granite Pails. 2-quart, usual price 25c. Monday **15c**

Granite Wash Bowls. Large size, usual price 25c. Monday **12c**

Granite Milk Pans. 3 Sizes. 2-quart size, usual price 18c. Monday **9c**

3-quart size, usual price 22c. Monday **11c**

4-quart size, usual price 26c. Monday **14c**

Granite Pudding Pans. 3-quart size, usual price 20c. Monday **13c**

Granite Cups. Small size, usual price 7c. Monday **7c**

Large size, usual price 8c. Monday **8c**

Granite Tea Kettles. No. 7 size, usual price 80c. Monday **49c**

No. 8 size, usual price 90c. Monday **59c**

Granite Bread and Cake Pans. 3 Styles. Take your choice, usual price 18c. Monday **10c**

Granite Sauce Pots. No. 7, usual price 20c. Monday **19c**

No. 8, usual price 25c. Monday **23c**

No. 9, usual price 30c. Monday **27c**

Granite Cooking Pot. No. 7, usual price 20c. Monday **19c**

No. 8, usual price 25c. Monday **23c**

No. 9, usual price 30c. Monday **27c**

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SPECIAL NOTICE.

On the 1st of April we shall open a new and important department to the people of the Northwest. We have engaged Prof. John E. Johnson, who has practiced the past 20 years in Boston.

MONDAY he will cut off fingers for people who need fingers cut off, for 39 cents each. (Only two fingers to a customer.)

TUESDAY will be leg pulling day; a new pair of lungs will be inserted for only \$1.19 each. Remember, only one leg to a customer.

WEDNESDAY will be arm day. Arms will be cut off for \$1.98 each. Only one arm to a customer.

THURSDAY Rheumatism day, when a perfect cure will be guaranteed for \$2.99, or money refunded.

FRIDAY is consumption day; a new pair of lungs will be inserted for your old ones; these lungs have been tested and will hold wind. One lung, \$1.75, or two for \$2.98.

SATURDAY will be a day for free consultation. Patients that cannot walk will be sent for in a carriage.

THE DOCTOR will offer in our Drug Department Monday all day the lowest living prices on Spring Medicines. A feeble attempt will be made by the legislature to raise the prices so as to compel purchasers to pay 100 per cent profit on his supplies for the sick room. Of all things in the world, should not medicines be sold at reasonable and not extortionate prices? We sell you fresher medicines and for a great deal less money than drug stores can sell. Remember, also, that a purchase from us is a blow at the combine and trust that is fighting to raise prices. LISTEN! HERE WE GO.

Extra Special for Monday.

FROM 8 A. M. TO 6 P. M.

Druggists' Price.	Golden Rule Price.	Druggists' Price.	Golden Rule Price.
\$1.00 Hood's Sarsaparilla.	63c	\$1.00 Paine's Celery Comp.	65c
\$1.00 Pinkham's Compound.	65c	\$1.00 Greene's Nervura.	71c
\$1.00 Indian Sagwa.	67c	\$1.00 Hostetter's Bitters.	69c
\$1.50 Kennedy's Discovery.	\$1.00	.50 Cuticura Salve.	34c
.50 Syrup of Figs.	34c	\$1.00 McLean's K. & L. Balm.	53c
\$1.00 Swift's Specific.	62c	.50 Green's Pills.	50c
.50 Pink Pills.	32c	.25 Lane's Family Medicine.	17c
.25 Alcock's Plasters.	8c	.25 Hoyt's Cologne.	16c
.25 Rubifoam (Hoyt's).	16c	.25 Holmes' Frostella.	17c
.50 Java Rice Powder.	19c	.25 Packer's Tar Soap, two cakes for.	25c
Roger & Gallet's Quadruple Extract (all odors) per ounce	50c	25 Gross of best quality Sewing Machine Oil, 2 bottles for Child's Complete Nurse, contains nipple, glass tubes and two brushes, each.	12c
75 dozen of all-rubber Fountain Syringes complete, with 3 hard rubber pipes, shut-off and tubing; choice of 1, 2, 3 and 4-quart, each.	39c	Best Imported (West India) Bay Rum, per pint.	29c
1,000 pounds of best Pulverized borax, per pound box.	10c	(Bottles free.)	

LININGS! LININGS!

Our Lining Department is the largest and most complete in the Northwest. We sell more linings than all the rest of them put together. We buy direct from the mills and sell them to you just as cheap as the other fellow buys from the jobber.—See!

36-inch Fast Black Rustling Taffeta, soft finish, others ask 12½c for this quality, special only **7c**

36-inch French Twilled Silesia, all colors. Regular 12½c goods, special **8c**

All-wool Moreen for Underskirts, Black only, worth 27½c to import, special for Monday, only **19c**

36-inch Fast Black Percaleine and all colors. Worth 15 and 20c, special for Monday **10c**

We will sell two cases of Edwards' best lining Cambric, Black and all colors, regular price 30c. Special Monday (Quantity limited.) **2c**

English Herringbone Real Horse Hair, full 24-inch wide, worth 50c, special for Monday only **30c**

18-inch Real French Haircloth, in Black and Gray. Others ask 50c for this width, special only **30c**

Linens and White Goods.

The below mentioned items of Household Linen Necessities and White Goods should be quickly absorbed, as they are specially great values, and have never before been equalled at the low prices we quote.

Barnsley Bleached Crash—1 bale heavy Barnsley red border 18-inch Roller Toweling, all linen; regular 10c quality; for **7½c**

40-inch India Linen and Lawn—Special values tomorrow at 25c, 15c, 12½c, 10c, 7½c and **4c**

Bleached Table Linen—25 pieces all Linen 70-inch Bleached Satin Damask; 75c quality; for tomorrow's sale, per yard **52c**

Napkins—500 doz. all kinds of Napkins, 18, 20 and 22-inch square; former price has been \$1.25 and \$1.40 per dozen. Special, to close this lot, per dozen **\$1.00**

Sheeting and Muslin—1 case 36-inch soft finish bleached Muslin, our regular price is 7c; tomorrow all day **4½c**

8-4, 9-4 and 10-4 Bleached, Unbleached and Half-Bleached Sheet, worth up to 22c. Special tomorrow **14c**

Longcloth—Quality 500 Imperial Longcloth, 36-inch wide, 12 yards in a piece, regular \$1.50 goods for **\$1.19**

A cheaper grade at **98c**

\$1.00 SHIRTS, 50c.

About Sixteen dozen Colored Bosom

Shirts, with Cuffs to match bosoms;

odd and ends, all sizes, 14 to 16—\$1.00

Shirts, to close, only

A GRANITE WARE SALE That Beats Them All.

Housekeepers come and save money. Dealers come and fill up your stock. Shoppers come and see the fun. Competitors come and see the crowd. All perfect goods. No Seconds. Throw away your old tinware and buy new Granite Ware. We give here a list of only a few of the goods. Our buyer wanted the whole page, but we told him he was not the only rooster in the barnyard.

REMEMBER THIS: ALL PERFECT GOODS. NO SECONDS.

Granite Coffee Pots. 4-pint size, usual price, 29c. Monday 29c 6-pint size, usual price, 32c. Monday 32c 8-pint size, usual price, 39c. Monday 39c	Granite Dippers. Round handle, full size. Monday 15c	Granite Tea Pots. 8-pint, usual price, 25c. Monday 25c 4-pint, usual price, 29c. Monday 29c 6-pint, usual price, 32c. Monday 32c	Granite Soup Latics. 3 Sizes. Small size, usual price 10c; Monday 5c Large size, usual price 15c; Monday 9c	Granite Bread and Cake Pans. 3 Styles. Take your choice, usual price 18c. Monday 10c	Granite Sauce Pots. No. 7, usual price 20c; Monday 19c No. 8, usual price 25c; Monday 23c No. 9, usual price 30c; Monday 27c
Granite Preserve Kettles. 4-quart size, usual price 22c. Monday 22c 6-quart size, usual price 25c. Monday 25c Other sizes in proportion.	Granite Cuspidors. Large size, usual price 45c. Monday 22c	Granite Candlesticks. Usual price 15c. Monday 8c	Granite Dish Pans. 10-quart; usual price, 39c. Monday 39c 14-quart; usual price, 49c. Monday 49c 17-quart; usual price, 65c. Monday 65c	Granite Cooking Spoons. 10-inch, usual price 5c. Monday 5c	

Hosiery Dept.

50 Dozen Black Opera Length Hosiery, worth 45c. Monday **25c**

90 Dozen Ladies' Fine Gauge Maco Yarn Hosiery, double sole, extra high spliced heel, worth 25c. Monday special, 6 pairs for **\$1.00**

Ladies' Heavy Two-Thread Black Cotton Hose, ribbed top, double sole, high spliced heel, worth 25c. Monday special **16c**

Colored Skirts (Petticoats)

New Skirts just received, all special bargains bought from the best manufacturers in the country.

Black and Colored Taffeta Silk Skirts, umbrella shape, velvet bound and faced, corded ruffle, worth \$7; special **\$4.98**

Black All-Wool Moreen Skirts, best American Moreen, 14-inch Spanish flounce, velvet bound, sat-teen faced; price **\$1.98**

Black Sateen Skirts, umbrella shape, fancy braid on ruffle, lined with Rustling Taffeta. Our price **98c**



SHOE DEPARTMENT.

High-Grade Rubbers at Cut Prices.

Ladies' Storm Rubbers, first quality, sizes 2½ to 5. Our cut price **25c**