DRESS GOODS SECTION!

Such Dress Goods we offer you today ought to attract you. They're so cheap it's hard to write up to the level of their real worth. There's more trash in the market this season than we've ever known. It isn't tolerated here.

The purchase of a new dress generally means a new hat, new trimmings and new gloves, in order to make the outfit complete. That's one reason why we emphasize Dress Goods.

Such an assortment as you'll see nowhere else. The biggest possible variety, the greatest possible value and every piece new this season. See which of these you prefer or send for samples:

Small Plaid Suitings.

$1.39, $1.25 and $1.19 quality High Art Checks, 48 inches, in silk and wool and in Scotch mixtures; none better made. Special, **59c.**

$1.00 quality, 48 inches wide, Cheviot effect in two and three-tone colorings; cheap at $1.00 a yard. Special, **59c.**

75c, 85c and 89c quality, 46 inches, pure wool, in all the latest checked Novelties, shown by others at $1.00 a yard. Special, **59c.**

NOTICE—Any one holding samples of above Checks with the intention of getting them later, had better call here Monday and have them reserved; they will not last long at 59c a yard. The public knows a good thing when they see it.

French Brocatelles. Newest thing out for separate skirts, come in beautiful styles, colorings perfect, a silk warp cloth, at **$1.19.**

Bicycle Suiting. The best 50c cycle cloth in the market, 42 inches wide, in all the leading shades. Special for Monday, **39c.**

Illuminated Covert. 54-inch, in all the new shades for this season. Before buying a tailor suiting at $3.00 a yard, see ours at **$1.00.**

EXTRA—25 pieces Imperial Serge, full 46 inches wide, in all staple colors. This cloth is full regular made, very firm, and good quality at 39c and 50c. Monday, to close, only..... **23c**

DRAPERY ROOM.

Nottingham Lace Curtains, 3 yards long and 1 yard wide, 8 different styles, all go at, pair..... **49c**

Nottingham Lace Curtains and Novelty Net Curtains, 3 yards long, 48 to 52 inches wide, 13 different styles, all go at, pair..... **85c**

Nottingham Lace Curtains, 3½ yards long, and 54 to 60 inches wide, 5 different styles; special value, $2.00; all go at, pair..... **$1.25**

Nottingham Lace and Novelty Net Curtains, 3½ yards long, 54 to 62 inches wide; 24 different styles; others call them snaps at $3.00 and $3.50 pair; all go at, pair..... **$1.98**

Nottingham Lace and Novelty Net Curtains, regular sizes, handsome patterns; try and match them at $4.50 if you can; your choice at, pair..... **$2.69**

Nottingham Lace Curtains, in Brussels effect, and Novelty Net Curtains, exceptionally fine goods, handsome as can be; we will save you $2 a pair on them; your choice at, pair..... **$3.25**

Irish Point Curtains, in ecru only; a pair..... **98c**

Irish Point Curtains, in white and ecru; excellent value at $5.00 a pair; special..... **$3.98**

Brussels Net and Tambour Swiss Curtains; all new goods; regular $6.48 and $6.98 values. Special..... **$4.98**

CHENILLE CURTAINS.

Chenille Curtains, heavily fringed on top and bottom, wide border, 36 inches wide, all colors. Special, a pair..... **$1.85**

Chenille Curtains, 48 inches wide, in dado borders and all-over figures; the prettiest curtains in the city; well worth $6.98; all go Monday, a pair..... **$4.98**

TAPESTRY CURTAINS.

	Per Pair
Others' $2.48 Curtains at	$1.48
Others' $2.98 Curtains at	$1.98
Others' $4.98 Curtains at	$2.98
Others' $5.98 Curtains at	$3.48
Others' $8.98 Curtains, tinsel mixed, at	$4.98
Others' $10 Curtains, tinsel mixed, at	$6.98

Chenille Table Covers, 6-4 size; worth 85 cents. Monday..... **59c**

Chenille Table Covers, dining room size, worth $1.69 and $1.98 each. Special, Monday..... **$1.39**

Tapestry for Furniture Covering, Couch Covers, Draperies, etc., worth 65c a yard. Monday..... **49c**

PARASOLS.

Out of the many hundred—and hardly two alike for style and color and kink of stick—who shall tell what the fashion is? There is no fashion in Parasols, absolutely none. Yours differs from everybody else's. Then yours is the fashion.

White China Silk, full size, only..... **98c**

A China Silk, dark ground, light figures and dots, handles and tassels to match; all colors, latest thing..... **$1.98**

Black and White Checked Silk, the new cut, made with ten ribs, black handle and tassel; very nobby..... **$3.98**

Heavy Changeable Silk, two-faced, all the new shades, Plum, Green, etc., with adjustable handle..... **$4.98**

A beautiful assortment of Brocades, in the new shades. A full line of Black Trimmed Parasols.

Child's Parasols—a Parasol for Every Child.

Cambric, all colors, only..... **15c**

Silk and Linen Checked, with ruffle..... **63c**

Fancy Silk, Fancy Figured, with ruffles of silk lace, etc.

MUSLIN UNDERWEAR.

Women that know how Muslin Underwear should be made up can perceive at a glance how immeasurably superior our garments are to those sold at similar prices. And we covet this examination. We urge scrutiny, and fault-finding and particularness.

Fine Muslin Drawers, wide hem and cluster of tucks, only..... **15c**

Umbrella Drawers, good muslin, fine cambric ruffle 4 inches wide..... **25c**

Fine Cambric Umbrella Drawers, wide hemstitched ruffle of fine lawn..... **48c**

Fine Cambric Gown, Empire effect, 2 rows of Torchon insertion, large collar, with insertion and lace sleeves; the same laced with baby ribbon..... **75c**

Fine Cambric and Lawn Skirt, hemstitched ruffle, with cluster of tucks above; full four yards around. Only..... **98c**

Sheet Music Department. Basement.

Your choice of the latest popular selections at the following prices:

VOCAL.

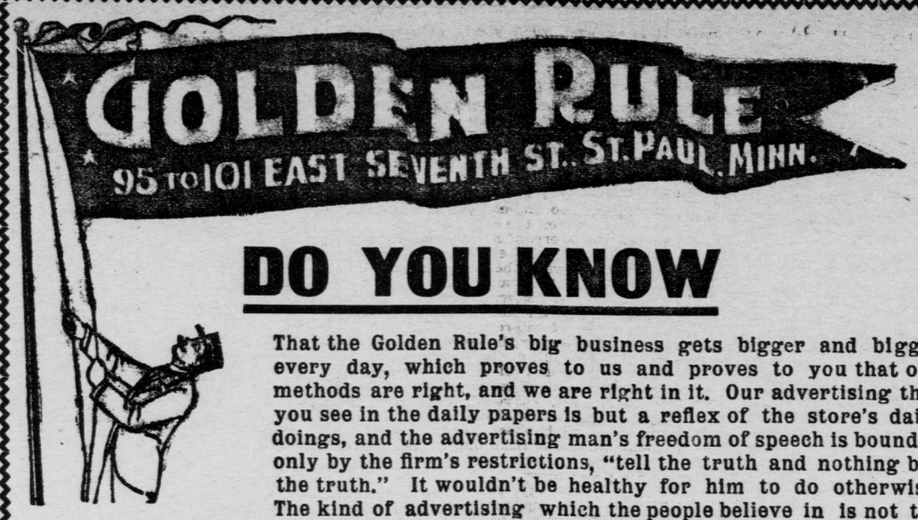
Boys, She's a Dream..... 19c
Brush By, Nigger; Brush By..... 19c
"Don't Tell Her That You Love Her"..... 19c
Sweet Antoinette..... 19c
Black Four Hundred Ball..... 19c
Cross of Gold..... 23c
Don't Send Her Away..... 23c
Hot Time in the Old Town..... 23c
All For the Love of a Girl..... 23c
Leonie, Queen of My Heart..... 23c
There'll Come a Time..... 23c
Sweet Rosie O'Grady..... 23c
I Wish That You Were Here Tonight..... 23c

VOCAL.

I Love Her Just the Same..... 23c
March to Success..... 9c
Dora Dean Schottische..... 19c

INSTRUMENTAL.

Ashland Club March..... 23c
Twentieth Century Woman..... 23c
Hub of the Universe Twostep..... 23c
Gay Coney Island March..... 23c
Zenda Waltzes..... 23c
Dancing Darkies..... 23c
Country Club Waltzes..... 35c
Starlight Waltzes..... 37c
Wedding of the Winds..... 37c



DO YOU KNOW

That the Golden Rule's big business gets bigger and bigger every day, which proves to us and proves to you that our methods are right, and we are right in it. Our advertising that you see in the daily papers is but a reflex of the store's daily doings, and the advertising man's freedom of speech is bounded only by the firm's restrictions, "tell the truth and nothing but the truth." It wouldn't be healthy for him to do otherwise. The kind of advertising which the people believe in is not the "circus kink," abounding in extravagant claims, improbable reductions and wildcat theories, but the kind that bears the stamp of sincerity in every line and every word, and which doesn't have to be "explained" when you reach the store.

SILKS AND BLACK GOODS

To be well dressed, madam, need not mean to be extravagantly dressed. It used to before the advent of the Golden Rule in the Dry Goods business, but our way of selecting only that which is artistic has whittled down big profits until the modest housewife of today can command elegancies that queens could not reach a few generations ago.

A Few Suggestions in Silks and Black Goods for Monday, Tuesday and Wednesday's Selling.

In New Silks—Silks you want—fashion's latest Silk Fabrics from this and foreign countries. Hundreds of Exclusive Novelties shown over no other counters, and sold at prices to be had at THE GOLDEN RULE only. **READ EVERY ITEM.**

Black Silks.

35c All-Silk Surahs at..... 19c
45c All-Silk 27-inch Jap. at..... 29c
69c All-Silk Habutai at..... 49c
59c All-Silk Satin Rhadame at..... 39c
79c All-Silk Satin Rhadame at..... 59c
85c All-Silk Satin Duchesse at..... 65c
75c All-Silk Gros Grain at..... 59c
85c All-Silk Gros Grain at..... 65c
$1.00 All-Silk Gros Grain at..... 75c
89c All-Silk Royal Armure at..... 65c
89c All-Silk Peau de Soie at..... 65c
85c quality Moire Velour..... 65c
$1.00 quality 27-inch Moire Velour at..... 85c
$1.25 quality New Style Moire Velour at..... $1.00
Black Rustling Swiss Taffetas at 39c, 49c, 59c, 65c and upwards.
Haskell's Black No. 1⅛ Taffeta, $1 quality, at.. 85c

Colored Silks.

25 pieces more 35c All-Silk Surahs at..... 19c
One large table full of Cable Cords at..... 19c
One large table full of Printed Foulards at..... 25c
One large table full of Printed Foulards at..... 35c
Two large tables full of Cheney Brothers' Printed Foulards at..... 45c
Two large tables full of Cheney Brothers' Printed Foulards at..... 55c
We show all the light tints made in Japs at..... 29c
50 light colorings in 24-in. heavy Japs at..... 39c
Two styles of best quality Snakeskin Moire Velours, in all the new color combinations. Nothing later for Skirts shown. Our Price..... 98c
Colored Silk and Wool Poplin Checks, sold elsewhere at $2.00 a yard. Our price..... $1.50
Checked Poplin Moire Velours, in all colors; sold elsewhere at $1.50. Our price only..... $1.00

You can find every color made in best quality Changeable and Plain Taffetas in our popular Silk department right now. We are never caught napping.

BLACK GOODS.

Have you looked through our large and handsome line of Foreign and Domestic Black Dress Fabrics this season? You will find just what you want in our line, and we save you 40 per cent on the best grades of Black Goods made.

25 Pieces 44-inch extra heavy Imperial French Serge, worth 45 cents. For three days they go at..... **29c**

25 Pieces extra quality 54-inch French Serge, worth 69 cents. For this sale only..... **39c**

50 Pieces strictly All-Wool and Wool and Mohair Black Dress Fabrics, in all the latest weaves and designs, including Etamines, Canvas, Clay and French Serges, Diagonals and Fancy Jacquards, worth up to $1.25 a yard. Take your choice Monday at only..... **69c**

CLAY WORSTEDS, in three qualities, expressly for Ladies' Capes and Tailor-Made Suits, 60 inches wide, worth up to $3.00 a yard. Our price only **$1.25, $1.50 and $1.75** per yard.

LINEN SECTION.

5c Victoria Lawn for 2½c.

500 pieces White Victoria Lawn; regular 5c quality. Special..... **2½c**

5½c Sheeting for 2¾c.

5 bales 36-inch Unbleached Sheeting. This sale, special, per yard..... **2¾c**

59c Cream Table Damask for 35c.

15 pieces 72-inch Cream Damask, every thread warranted pure linen; don't miss this opportunity. Special, per yard..... **35c**

19c Turkey Red Damask for 10c.

25 pieces Turkey Red Table Damask. Special, per yard..... **10c**

CLOAKS.

DON'T FAIL to See Our MAN-TAILORED DRESS SKIRTS.

They're as different from the ordinary factory article as a high-class tailored suit is different from the common clothing store article, and they cost you less money here than the factory article elsewhere. Prices, **$1.85 to $35.00**—ready to wear or made to measure.

Fancy Skirts, Black Brilliantine or Checks, at..... **$1.39**

Domestic Room.

Cotton Challies, fast colors; come early and take them Monday at..... **2½c**

Light Shirting Prints—why pay 5 cents a yard if you can get them Monday at..... **2¾c**

TOY DEPARTMENT. Basement.

Croquet Set, four-ball set, varnished and striped, only..... **39c**

Boys' Iron Velocipede, with steel wheels and leather seat, for a boy from 4 to 6 years. Monday, only, **98c.**

Girls' Tricycles, large size and well made; steel rim wheels, cushioned seat and guaranteed... **$2.28**

Floral Garden Set, 3 pieces, Rake, Spade and Hoe, for tomorrow, **9c.**

To start the season we will sell Monday 500 Mexican Sea Grass Hammocks, full length, for only..... **41c**

Iron Wagons, all sizes; Wheelbarrows, iron and wood; Carts, Dog and Goat Sulkies, Hook and Ladders, Patrol Wagons, all at **Cut Prices.**

A full line of Base Ball Bats, Swinging Clubs, Dumbbells and Footballs always on hand.

CROCKERY DEPARTMENT.

Special Sale Best White Porcelain Ware.

Meakins' English Ware (the perfect shape), the celebrated (Dresden shape) American Ware.

NOTICE.

The following prices for Monday only:

Tea Cups and Saucers, choice of two shapes, set..... **39c**

Coffee Cups and Saucers, choice of two shapes, set..... **49c**

(Exactly like cut.)

Large size Dinner Plates, each.. 6c
Large size Breakfast Plates, each. 5c
Large size Tea Plates, each..... 4c
Large size Dessert Plates, each.. 3c
Fancy shape Soup Plates, each.. 5c
Sauce Dishes, each..... 3c
Oat Meal Dishes, each..... 3c
Individual Butter Dishes, each.. 2c
Covered Butter Dishes, each.... 25c
Covered Vegetable Dish, 2 shapes, small size, each..... 29c
Covered Vegetable Dish, 2 shapes, large size, each..... 39c
8-inch Meat Platter, each..... 9c
10-inch Meat Platter, each..... 14c
12-inch Meat Platter, each..... 25c
14-inch Meat Platter, each..... 39c
7-inch Open Vegetable Dish, oval or round, each..... 10c
8-inch Open Vegetable Dish, oval or round, each..... 15c
Salad Dish, each..... 39c
Pickle Dish, each..... 12c
Covered Sugar Bowl, each..... 23c
Cream, each..... 10c
Cake Plate, each..... 13c
Bone Dishes, each..... 5c
Gravy Boat, each..... 15c
Spoon Holder, each..... 15c

Fine Porcelain Ware cheaper than Common Iron Stone China. **MAKE OUT YOUR LIST AND COME EARLY MONDAY MORNING.**

WASH GOODS.

Our Wash Goods Department is stocked full with all the newest Printed Cotton Wash Goods of this season's production. They are not silks, but the nearest approach to a Foulard made of Queen fiber obtainable, at **12c.** The patterns are actual copies of the choicest French designs.

Extra Special—Ten cases of Fine Wash Goods, full 32 inches wide, all neat designs in white, black and navy blue grounds; they are worth from 12½c to 18c. Special for Monday, only..... **8c**

One case of Fast Black Sateen, 30 inches wide; the kind that others ask 12½c and 15c for. Special for one day only..... **7c** Quantity limited.

Another case of Fine American Zephyr Ginghams, in neat checks, plaids and stripes; they are extra value at 10c. Special for Monday while it lasts, only... **5c**

We will sell all our White Star and Sea Island Percales, full yard wide, all new, perfect goods, no seconds or damaged; you know the price is 12½c all over the country; quantity limited. Special for Monday, only..... **8c**

Real Irish Dimities in neat designs for children's dresses, and the larger effects for ladies' waists and dresses, over one hundred styles to choose from. Special for Monday, only..... **19c**

Wash Linen and Silk and Linen effect from **12½c** to **$2.00.** When in our store ask to see them.

Our Lining Department is the largest and most complete of any west of New York. We aim to keep everything of the best of its kind, and warrant every yard that is sold.

36-inch Fast Black Rustling Taffeta; others' price, 15c; ours..... 8c
36-inch English Twilled Silesia, all colors; others' price, 12½c; ours..... 8c
27-inch Imported Skirt Moreen, extra heavy; others' price, 60c; ours..... 35c
Real English Herringbone Haircloth; others' price, 30c; ours..... 19c
36-inch Fast Black Percaline, soft finish; others' price, 20c; ours..... 10c
27-inch Pure Linen Canvas, black, natural and gray; others' price, 15c; ours 10c
Edwards' Glove-Finished Cambric, all colors (quantity limited); others' price, 5c; ours..... 2½c
36-inch Fancy Silesia, with black back; others' price, 15c; ours..... 9c

Lace Section, Main Floor.

Grand display. Everything desirable in the line of laces you'll find here. Cheap, too. Rosy, the manager, says he has more bargains to the square inch in a minute than the rest of the fellows in town have in a month. Guess he's right. The department is always crowded with customers. Here's what we say for Monday:

A large assortment of all-overs and laces to match. Embroidered Chiffons in dainty designs and colorings. Linen Effects, all-overs embroidered with silk. A complete line of Neck Ruching and Collarettes. An enormous collection of up-to-date laces at **29c, 39c, 48c** per yard.

Cream Chantilly Laces in new designs. Imitation of Cluny laces (washable), and you could not tell it from the real, at **5c, 7c** up to **29c** per yard. We have an enormous line of machine Torchons, they are durable and reasonable. Our Lace Department is the talk of the town.

Flower and Vegetable Seeds. BASEMENT.

Get ready for gardening. It's time to think of putting in your vegetables and make yourself secure of a full supply of flowers and dainties for your table during the summer. Nothing that costs ten times as much could give you half as much satisfaction as a fine flower and vegetable garden.

1c Package. List of Seeds for 1897. 10c Dozen.

Remember, Our Seeds Are Fresh and New.

FLOWER SEEDS.

ALLONSOA.
ANTIRRHINUM or SNAPDRAGON.
ASTERS, Mixed Colors.
ASTERS, Snowball, White.
ASTERS, Delicata, light pink, fine.
ASTERS, Empress of India, dark blue.
ALYSSUM, SWEET, a popular annual.
AGERATUM, fine for boxes.
AMARANTHUS, Fine foliage variety, easily grown.
BROMUS.
BALSAMS, Mixed Colors.
BALSAMS, Maiden's Blush, Rose Shade.
BELLIS or DAISY, Mixed Varieties.
CALENDULA, Mixed Colors.
CALLIOPSIS, Mixed Colors.
CATCHFLY or SILENCE, Mixed.
CLARKIA, A fine flower.
COCKSCOMB or CELOSIA.
CHRYSANTHEMUM.
CYPRESS VINE.
CENTAUREA CYANUS or EMPEROR WILLIAM'S FLOWER.
CANTERBURY BELL, or CAMPANULA.
CANDYTUFT, Mixed Colors.
DIANTHUS or PINKS, Mixed Colors.
DIANTHUS, Red Ruby, Bright Red.
DIANTHUS, Double Imperial Mixed.
DIANTHUS, Double China Mixed.
FOXGLOVE { Godetia Mixed. Godetia Rubicanda. Gaillardia Mixed.
FOUR O'CLOCKS, Mixed.
FORGET-ME-NOTS or MYSOTIS, Mixed.
GLOBE AMARANTH or BACH. BUTTON.
HOLLYHOCKS, Double Mixed.
HOLLYHOCKS, Double White.
HOLLYHOCKS, Rose Shade.
HOLLYHOCKS, Yellow.
HOLLYHOCKS, Crimson Colored.
ICE PLANT.
LARKSPUR.
LOBELIA, Mixed Varieties.
LOBELIA, White Gem.
MARIGOLD, Mixed Colors.
MIGNONETTE, Sweet Scented.
MIGNONETTE, Giant Crimson.
MIGNONETTE, Giant White.
MORNING GLORY, Tall or Climbing.
MORNING GLORY, Dwarf or Bush.
NASTURTIUM, Tall Mixed.
NIGELLA or LOVE IN THE MIST.
PANSY, Finest Mixed.
PANSY, Snow Queen, White.
PANSY, Sunshine, Light Mahogany Shade.
PANSY, Faust, Black.
PANSY, King of Yellows.
PETUNIA, Mixed Colors.
PETUNIA, Rose, Light Pink Shade.
PETUNIA, Peerless, White.
POPPY, Mixed.
PHLOX, Mixed.

FLOWER SEEDS.

PRIMROSE.
PRINCE'S FEATHER.
PORTULACA, Mixed.
SWEET PEAS, Eckford's Mixed.
SWEET PEAS, Giant California Mixed.
SWEET WILLIAM.
SALVIA, SENSITIVE PLANT.
SCHIZANTHUS or BUTTERFLY FLOWER.
SWEET ROCKET or HESPERIS.
THUNBERGIA, Fine for Baskets.
VERBENA, Mixed Varieties.
VERBENA, Harlequin, Striped Flowers.
VERBENA, The Bride, Pure White.
VERBENA, Fireball, Light Red.
VERBENA, May's Mammoth.
WALLFLOWER, Mixed.
ZINNIAS, Mixed Colors.

VEGETABLE SEEDS.

The Best for the North and West.

ASPARAGUS.
BEETS.
BEANS.
CABBAGE.
CAULIFLOWER.
CARROT.
CORN, SWEET.
CUCUMBER.
LETTUCE.
MUSK MELONS.
WATERMELONS.
ONIONS.
PARSLEY.
PARSNIP.
PEAS.
PEPPER.
PUMPKIN.
RADISH.
SALSIFY.
SPINACH.
SQUASH.
TURNIP.
TOMATO.
HERB.
RUTABAGAS.

Have you noticed our **NEW SWEET PEAS Put up in ounce Packets?**

We offer a complete assortment of the latest shades and colors, and also the best mixtures.

LAWN GRASS SEED.

A splendid mixture of grasses that are desirable for this section.

One quart will sow 300 square feet. One peck will sow 2,400 square feet. 1-quart package, 8c.

	Pound.	Bushel
Mixed Lawn Grass	$0.15	$1.75
Red Top	.10	.95
Timothy	.07	1.50
Red Clover	.15	5.75
Kentucky Blue Grass	.08	1.00
White Clover	.25	9.75

Try Our Half-Pint Boxes of **PEAS, BEANS AND CORN.**

Gladiolas and Tuberoses, 2 cents each; 20 cents dozen. Keep this list to order from and send us your orders.

PAINT DEPARTMENT.

Basement Specials.

We Are Out for Business.

We Are Out For Business

Don't make a mistake in Paint. Don't throw your money away, but nail these Saving Prices. The Best Quality Mixed Paint in the city, and the only one that looks good after six years' wear. If you have any painting to do, come in tomorrow and get it.

Golden Rule Ready-Mixed House Paint, inside and outside, per gallon pail, full measure, for Monday only..... **75c**

Strictly Pure St. Louis White Lead, per hundred..... **$4.00**

Rutherford's Improved Wall Paper Cleaner, takes all the dust and soot off, leaving the paper look like new. Any lady can use it. Ready for use, per can..... 18c
Bicycle Enamel, Air Drying, per tin..... 10c
Furniture Varnish, pint can..... 18c
Bath Tub Enamel, pint can..... 35c

ARTIST MATERIALS.

Marsching's Roman Gold..... 55c
Water-Color Gold, in Porcelain Cups..... 5c
Gold Ink, per bottle..... 5c
Academy Boards, 18x24..... 10c
Best British Canvas, 27 inches, per yard..... 70c
Rembrandt's School Paints..... 25c

BASEMENT BARGAINS.

Oil Stoves.

One burner, large size, the 50c kind, Monday **29c**

Oil Stove Kettles.

Good tin, just the thing for oil or gas stoves, don't pay 15c. Monday... **8c**

Asbestos Mats.

Use one of these mats on your oil or gasoline stove and not burn the food; don't pay 5c, Monday.... **2c**

Ammonia.

Pint bottle, good quality; one bottle to a customer, Monday.. **3c**

Garden Rakes.

Good size, quality all right, clean up your yard, don't pay 19c. Monday..... **10c**

Manure Forks.

Full size, 4 tines, best quality steel. Why pay 48c, Monday..... **25c**

Garden Hoes.

Splendid quality, regular size; don't pay 25c, Monday.. **15c**

Ladies' Garden Sets.

3 pieces in the set, rake, hoe and shovel, Monday.... **50c**

Bicycle Sundries at Golden Rule Prices.