

## GOLDEN RULE

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

## SILK NEWS For Monday.

Our Silk Department is a phenomenal success! With one leap it bounded into favor. What are the causes? First of all the knowledge and confidence on the part of our customers that whatever we do we do right, and on a big scale. Second, carrying today the largest and best assorted Silk stock in the Twin Cities. And as to prices, we are always way below the other fellows. Of course news like this travels fast. One woman tells the other, and thus our customers become our best advertisers. We give you the most cheerful, lightest and brightest Silk salesroom in this city. Our "large sales and small profits" system has given us the Silk business of St. Paul and Minneapolis.

## Silks, Extra Special. 27c.

A mixed lot of more than 500 yards Fancy and Plain Silks, in all colors, worth more than double this price. 27c

## Silks, Extra Special. 47c.

Black All-Silk Plain Satins, Indias, Taffetas and Failles; Black Brocades for waists and skirts; Colored All-Silk Taffetas and Brocades, worth double the sale price. 47c

## Silks, Extra Special. 67c.

4,000 yards of strictly high-grade Silks in Black and Colored Plaids, Striped, Plain and Brocaded Silks; a full line of Chameleon Moires for waists, dresses and trimmings; same silks sold elsewhere at \$1.25. Our price. 67c

## Silks, Extra Special. 87c.

The biggest snap in the Twin Cities of buying such high-grade, up-to-date silks in Plaids, Stripes, Roman Taffetas, Brocades, Checks and Plain Silks, 87c in colors and black, at.

## Rustle Silk Taffetas

Extra Special for Monday.

Full line of Evening shades in All-Silk Taffetas; same quality is sold elsewhere at 85c a yard. 59c

All our best quality Changeable and Plain Colored Taffetas in every conceivable combination made. We guarantee them to be the best Taffetas in the Twin Cities at any price. Monday all you want at, 64c per yard.

## BLACK GOODS.

Now is the time to buy your Black Dress Goods before prices advance. You are sure to pay more if you wait.

Monday's Extra Specials—Four Big Lots.

Prices, per yard, 25c, 37c, 47c, 67c

## TEA!

Why pay 50c or 75c a pound for Tea? We are selling a Fine Uncolored Japan Tea at, per pound, 28c

28c



## Shoe Dept.

## FIVE BUSHELS or FIVE CARLOADS?

The five-bushel fellow stands little show with the one who buys five carloads. He gets no concession, while the buyer of five carloads gets the lowest possible price. The owner will often sell for less than cost when by so doing he can unload such a large quantity for cash.

## JUST SO IN THE SHOE BUSINESS.

When we go to the market—and with our outlet in handling large lots, when we find reliable Shoes that are suitable for our trade—we ask the lowest price. First, one case; then five, then twenty-five, then fifty—and then the whole lot. By that time we've got the price so low—so much less than the one-case fellow can buy—that our way to selling is clear and easy. We have got the price enough under what any competitor could buy for as to have all our expenses paid before we have reached the cost price that competitors have paid. We think you gather our meaning. We have told you of the buying—now for PROOFS IN THE SELLING:

Ladies' Fine Vici Kid Boots, Lace or Button, hand turned or hand welt, in 29 new styles, good value at \$4.00. Our sale price. 2.98

Men's Genuine Calfskin Shoes, 16 styles to select from. Made to sell for \$3.00. Our sale price. 1.98

Ladies' Genuine Dongola Kid Button Boots, 6 styles, with Heel or Spring Heel; \$2.00 value. Our sale price. 1.25

Little Gents' Fine Satin Calf Spring Heel Boots, Lace or Button, all sizes, 8 to 13; good value at \$1.25. Our sale price. 98c

Boys' and Youths' Satin Calf Shoes in all styles and all sizes; good value at \$1.25 and \$1.50. Our sale price. 98c

Men's Fine Vici Kid or Box Calf Shoes, hand welt, in all the new styles, heavy or light soles. Regular \$4.00 value. Our sale price. 2.98

Ladies' Fine Dongola Kid Boots, Lace or Button, Cloth or Kid Top, we have any style you can ask for; \$3.00 value. Our sale price. 1.98

Men's Satin Calf Shoes, with Dongola Kid Tops, all solid leather, in 10 styles. \$2.00 value. Our sale price. 1.25

Children's Genuine Dongola Kid Button Boots, all solid leather; all sizes, 7 to 10½; good value at \$1.00. Our sale price. 74c

Misses' Genuine Dongola Kid Boots, Button or Lace, all sizes, 11 to 12; these will wear like iron; made to sell for \$1.25. Our sale price. 98c

## FOR BUYERS TO THINK OVER

Everybody nowadays is bound to make their dollars go the farthest they can. The question is where to buy to save money. We can help you to decide that question. Do you wish to buy of THE GOLDEN RULE, a store that does a large trade on a small expense, or from stores that do a small trade on a high expense? We claim, and can prove to you, that we can afford to sell cheaper than any house in the Northwest. First—We buy in the largest quantities (our trade justifies it), and can always afford to sell on a very close profit. Second—We do the largest business of any store in Minnesota, on the smallest expense. Third—Come into our establishment any minute of the day and see the thousands of customers, all happy; look around you, and you'll quickly find the reason for this flow of happiness. Everybody buying, rapid transit baskets flying with goods in every direction; 25 bundle wrappers working with lightning speed, checking, wrapping and sending back to the happy purchasers bundles of superior quality at values incomparable. We propose this season to attract your trade—more of it, if possible, than ever before—not by offering "trash" or otherwise misleading you, but offering honest goods at such prices that you simply cannot afford to go elsewhere for anything we sell.

## Women's Jackets.



The selling of the tailored Jacket has commenced with vigor and earnestness, and, as usual, our superior styles and prices are having their customary effect. A better style, in better goods, at a lower price, is a tripling saving which every woman appreciates. If you will come in and examine our Jacket lines, all three will be apparent to you. We have lower-priced Jackets, but we recommend to your particular notice those priced between

\$15 and \$25.

For the medium purses we are sure that better values cannot be found in all the land. Neither can better styles, because these are in the style, and there's no grade better than absolutely correct.

Women's Capes of Kersey, Boucle or Plush, at \$2.75, \$3.93, \$4.98, \$5.98, \$7.50 and up to \$20. Fur Collarettes at \$2.98, \$4.98, \$5.98 and \$9.98.

## OUR SKIRTS.

We are proud of them—we have good reason to be. We know every stitch in them. We employ only the best Man Tailors. We watch the progress of the making of every skirt, and know its thoroughness. The materials have been carefully selected. Every detail is the best. The trimmings and finish of the minutest details will stand the required test. They differ materially from the ordinary kind in a score of ways, so much so that the woman that wears our skirt once will wear no other kind.

## SPECIAL.

Just now we're having a big sale of new Autumn effects at \$3.50. They come in neat Dark Checks and English Rough Ribbed colors. Dark Green, Navy, Brown, Dark Red, Purple, etc., made up in 20 styles in our superior way, ready to wear, at \$3.50

Beautiful new English Curis and Illuminated Effects, black and colors, at \$5, \$6, \$7, \$8, \$9. Silk-Lined Skirts up to \$30.00.

See our matchless Black Brocade Skirts at \$2.98 and \$1.85

## Sheet Music. Basement.

Your choice of the latest popular vocal and instrumental sheet music for Saturday, as follows: Come and try your selection on the piano that we have placed in our Music Department, before you purchase.

## VOCAL SO FOLLOWS:

A Hot Time In Old Town. 23c  
Ambrosia Snow. 23c  
Leonora. 23c  
A Message On the Train. 23c  
Sweet Little O'Grady. 23c  
To Thee Alone. 23c  
Fly, You Blackbirds, Fly. 23c  
Oh, I Don't Know: You're Not So Warm. 23c  
Every Nigger Had a Lady But Me. 23c  
Pride of My Heart. 23c  
My Love Is the Same as of Old. 23c  
Old Rope Swing. 23c  
Passing Faces. 23c  
Don't You Name the Time Today? 23c  
I Love You So. 23c  
Brush By, Nigger, Brush By. 23c

## INSTRUMENTAL:

A Hot Time, march. 23c  
Mississippi Rag. 23c  
Hickory Corners, march. 23c  
Up the Street, march. 23c  
Pride of America, march. 23c  
Fleur-de-Lance. 23c  
Cannon March. 23c  
Foghorn. 23c  
Hunt Two-step. 23c  
Belle of the Sea. 23c  
Ashland Club Two-step. 23c  
A Night at the Circus. 23c  
After the Victory. 23c  
Hell Up To Date. 23c  
Pride of My Heart, waltz. 23c  
In Captain's Arms, waltz. 23c  
La Carmela, waltzes. 23c  
Harmon's Waltz, medley. 23c  
Words of Love, waltz. 23c

## La Reine Corsets.

No doubt you are well posted in regard to our La Reine Corsets. If not, you should be, and if you have never given this Corset a trial, the old and true saying is that it is never too late to do so.

## Try a La Reine Corset

and convince yourself that they are the best Corsets ever sold for the money.

## Our Price, \$1.00.

Entire satisfaction guaranteed or money refunded.

## Lining Department.

Here's music for the women of St. Paul tomorrow.

40-inch Fast Black Sateen (satin finish), was 30c, now 19c

36-inch extra fine Silesia, all colors and fast black, was 20c, now 12½c

27-inch Imported Wool Moreen Skirting (extra heavy), was 55c, now 38c

Real French Haircloth, Black and Gray, 35c 21c

36-inch Fast Black Rustling Taffeta, (soft finish), was 18c, now 10c

36-inch French Twilled Silesia, all colors, was 12½c, now 8c

36-inch Fast Black Percaleine, (Moiré finish), was 20c, now 9c

36-inch Ribbon Cloth; high colors only, was 35c, now 20c

## Wash Goods Department.

## WRAPPER FLANNELS.

We will sell all our Vicuna Cloths, Flannel Persian and Russian Fleece Monday at, only, 8c

Two cases of fine Percales in dark effects, all new fall styles. Why pay others 12½c when we sell them every day in the week for only 11c

## Domestic Room.

Cream White Shaker Flannel, Monday. 3c

Heavy Colored Outing Flannel, 12c quality, Monday. 5c

Pure White Batting, great big rolls; others' 12½c quality, Monday. 7c

Figured Art Denims, 20c quality, Monday. 10c

Colored Cheese Cloth, one yard wide, 6c quality, Monday. 4c

Unbleached Cotton Flannel, 31 inches wide, 15c quality, Monday. 8c

Feather Pillows, use them for bed or chair pillows, Monday, each. 35c

Extra fine Live Geese Feathers, others' 75c grade, our price Monday. 60c

## Blankets and Comforters.

"Will make a world of difference with your sleep this winter whether you are warm enough in bed. You can't sleep and shiver at the same time. A pair of blankets costing 69c will keep you comfortable if this is the best you can afford."

500 pairs extra heavy gray Cotton Blankets, 11-4 size, you cannot match them for any such price in St. Paul. Monday we say. 69c

210 all wool White, Sanitary and Gray Blankets, 11-4 size. We will match them against any \$6.00 Blanket in this city, or refund your money. Take your choice Monday at. \$3.98

500 extra fine Sateen-covered Comforters, filled with pure cotton, with every day low price on them is \$1.93 and \$2.19 each. Take your choice Monday at. \$1.69

## Drapery Room.

Why do St. Paul housekeepers pass the other fellows' stores located so conveniently on the hill and come all the way to The Golden Rule? Read the answer in the following items (on sale tomorrow) and thousands of others which, on account of the limited space, cannot be mentioned:

Curtain Swiss, Monday special. 4½c

Simpson Silkoline, 56 inches wide, Monday. 7½c

100 Rope Portieres, Monday, each. \$1.00

100 pairs Tapestry Curtains, full size; Monday. \$1.50

1,000 pairs of Nottingham Lace Curtains, others' \$3.50 bargains; Monday, a pair. \$1.69

## Housefurnishing Dept.

## LANTERNS.

The patent Tubular Lanterns are the best, hardware store price, 50c. Monday we say. 32c

## WRINGERS.

Full size, strongly made, pure rubber rolls, hardware store price, \$2.50. Monday we say. \$1.25

## Toilet Paper.

Good quality paper, nice size package, every package worth 5c. Monday we say. 2c

## GOLDEN RULE

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

## NEW DRESS GOODS.

New Dress Goods galore! We never attempted the assortment before this season, never had the fine trade, the room or facilities we have now. Every possible taste has been considered, from modest economy to luxurious novelties. This fall economical

women who pay cash will not be slow in looking around before buying. Such a combination of new styles and novel effects as we are showing must be seen to be appreciated. Few stores in the Northwest can afford to carry such stocks as we hold subject to your approval.

Figured Poplins  
French Velours  
Changeable Vigoreaux  
Illuminated Granites  
Two-Tone Whipcords  
Plain Epingalines  
Paris Novelties  
English Coverts  
and New Bavardes.

From  
\$1.00  
and up to  
\$3.00  
Per Yard.

English Curis  
German Fancies,  
American Suitings  
Broadcloths  
Imported Kerseys  
Silk and Wools  
Mohair Fancies  
Bourette Novelties  
and New Mixtures.

From  
25c  
and up to  
\$1.00  
Per Yard.

**PLAIDS?** A word about plaids. Are Plaids in Style? Yes, but they are very scarce. Nobody knew that Plaids would be the leading thing this fall or you would have found Plaids in all the stores in St. Paul—as it is now Plaids are to be found only in the Golden Rule—we never made a mistake in Plaids yet. See our window display.

Silk and Wool Plaids, best make, at... 75c French Poplin Plaids, heavy silk-lined, at 75c

French Poplin Plaids, a bargain, at... 69c

Imported German Plaids, beautiful styles, at 50c Silk Mixed Plaids, 52 inches wide, at 50c

Select your Plaid Waist now if you care for style; if you wait you will pay more money or get along with poorer styles. Plaids will never be as cheap again.

## Linens and Cottons.

Special bargains in American-made Huck and Crepe Towels. They wash well and wear well, and therefore give good satisfaction. Prices are

5c, 7½c, 9c or Six for 50c, and 10c each.

## BEDSPREADS, American-made goods.

The best values in the Twin Cities.

39c, 69c, 85c, \$1, \$1.19 and \$2.

1 case Bleached Muslin Remnants, worth 7c by the yard. Special. 4½c

50 pieces 70-inch Cream Table Damask, worth 50c. Special, per yard. 39c

100 dozen 17x17-inch Cream Linen Napkins, worth 75 cents, for. 48c

1 case Round Thread Heavy Barnsley Bleached Roller Toweling, worth 12½c. Special, per yard. 8½c

## Crochery Dept.

## BIG SALE OF TOILET SETS.

We have just received five cases of the newest Toilet Sets in the market (The Glenwood Shape)—a large, beautiful shape, with nice decorations in three colors—Blue, Olive Green and Brown.



50 Toilet Sets, consisting of Wash Bowl and Pitcher, Covered Chamber, Mug and Soap Dish, choice of 3 colors. Monday only, set. \$1.29

50 Toilet Sets, consisting of Wash Bowl and Pitcher, Covered Chamber, Covered Soap Dish, Tooth Brush Holder, Mug and Small Jug, choice of 3 colors. Monday only, set. \$1.79

50 Toilet Sets, complete 12-piece sets, consisting of Wash Bowl and Pitcher, Covered Chamber, Covered Soap Dish, Mug, Tooth Brush Holder, Mug and Small Jug, with largest Slop Jar, with Cover and Handles, choice of 3 colors. Monday only, set. \$3.25

These sets are worth double the price you can buy them for on Monday.

Remember, These Prices for Monday Only.

## SPECIAL NOTICE—Haviland China Dept.

Our stock of the celebrated Haviland China, the largest in the city, comprising the newest line of decorations imported this year.

## SPECIAL OFFER FOR MONDAY:

20 PER CENT DISCOUNT ON White and Decorated Haviland China. Remember, Monday Only.

## Boy Klondiker's True Story by Himself.

He Tells Why He Started for the Gold Fields.

Special Correspondence of the Globe.

TACOMA, Wash., Sept. 28.—Here is the only story of a boy Klondiker written by the boy. Perhaps you will say as he didn't get all the way there that he should stand back and let others talk. But right there you betray ignorance of the boy. He wants to tell why he didn't and he knows how to tell it too. Here is his story, just as he writes it:

"I left Tacoma August the 25th, on the ill-fated Mexico, and after a very pleasant trip north arrived at Dyea a week later. Here our troubles began. At a meeting held on the boat a few days before our arrival, it had been decided that, as there was no wharf

at Dyea, the miners would take the freight from the ship's boats on lighters, and carry it above tide water, and after all the goods had been thus landed, men appointed by the miners would separate the merchandise, checking off each received his outfit entire.

"We were quite dismayed when we found that on account of the shallow water and rugged shore, we were obliged to land on the rocky point three miles from Dyea. The unloading took about a day and a half, during which time everything was in confusion. With tons of provisions around, we had but little to eat, and some of the men could not even find

their blankets. On the second day everything was assorted, and it was found that scarcely a thing was missing.

"From this point to Dyea, the beginning of the famous Chilkoot trail, we were transported in canoes by the Indians, at a charge of one cent per pound on our outfits. After our arrival at Dyea, we found that the price for packing was twenty to twenty-five cents per pound—since advanced to forty—the packing being done by Indians, who are very unreliable. As the most of our money was in our outfits, and a horse and burro, we started to pack our own goods through. The burro proved of little service on account of the mud, and the deep swift fords that it was necessary to cross caused him to swim where a horse could ford. We lost the use of the burro a couple of days later through a fall from a small foot bridge. Really, most of the packing was done on our backs, one horse not being able to

carry over 200 or 250 pounds, which does not count for much in an outfit for four men, weighing 5,000 pounds.

"We pursued the method adopted by most of the miners, of packing our outfit a mile at a time, a man packing from 50 to 100 pounds each trip. This packing is very hard on a man, and in order to stand it, the should be injured to hard labor, and even then the men get along best, who have packed before and are used to it.

"I, being the boy of the party, and, in fact, the only one who had not been used to this sort of living, broke down after two weeks of packing, and was forced to return, leaving my partners to go through, which they intended to do before winter sets in.

"The trail is very hard for packing. For the first eight miles it winds through a valley which is nearly level, but sandy, making it very hard walking. In the eight miles the river is crossed, once by ferry and forded four times, the water in these fords being very swift and cold. After leaving the valley the trail enters a canon and becomes rocky, and, at times, very steep. This continues until you reach Sheep camp, fifteen miles from Dyea,

and in the trip up you have passed as many glaciers.

"From Sheep camp to Stone house, three miles further on, it is simply a repetition of what is passed in the canon. Here horses must be left behind, as from here to the lakes the trail becomes very rough. Above you rise the summit, the dread of all Yukoners. I found that the steepness of the summit had not been exaggerated. As one of the men said: 'It seems to lean the wrong way.'

"Once the summit has been reached, most of the miner's trouble is over. From there it is a downhill pack, and he is looking forward to the lakes, not dreading the awful summit. Over at Lake Linderman ordinary boats were being made and sold for from \$150 to \$200 each, and were not being turned out fast enough to supply the demand.

"On the trail nothing is done for accommodation. You pay for everything and pay dearly. While the hardships are great, and many parties will be unable to get through this season, and, of course, it is out of the question for men to start so late, it will be much easier traveling in the spring. 'I would advise men, going from the

East, to come to Tacoma about the first of March, buying their outfits there, where they are as cheap as in the East, and thus saving transportation across the continent, and receiving needed information from our merchants, who make a specialty of Yukon outfits. In this way they will be enabled to make an early start, sledging over the pass on the snow and avoiding the mud and water, which at that time of the year is frozen."

—A. F. Hill Hudson.

## DRY MARSH BURNING.

## Two Thousand Acres a Mass of Smoking Ruins.

CHICAGO JUNCTION, O., Oct. 2.—One of the most disastrous fires in the history of this section of the country is now prevailing in the New Haven marsh, one and a half miles south of this place. The ground is composed of dry weeds and rotten vegetation and is easily ignited. The fire was caused by the burning of a brush heap by a farmer, and had been burning for nearly a week, and today 2,000 acres of the tract of 6,000 acres is a smoking mass. Two houses have been burned and

nearly a dozen more are in danger. All the inhabitants are prepared to move within short notice as the fire is burning everything in its path. The Hollanders' celery gardens are in close proximity and great fear is being entertained by them, as they have nearly all of their late crop of celery to harvest.

## In the Klondike.

"You had money to burn in the Klondike, I presume."

"Yes, with snowballs for kindling."—Truth.

## NO FEAR

of Blackheads, Pimples or rough Skin if you use Woodbury's Grand Toilet Combination. A sample of each of Woodbury's Facial Soap, Facial Cream, Facial Powder and Dental Cream, with a 132-page book on how to cure a bad skin or prevent a good complexion, mailed on receipt of 20c. The regular size sold everywhere. JOHN H. WOODBURY, Dermatologist, 121 West 42d St., N. Y.