e've Been Setting a New Pace, making The Golden Rule more interesting, and showing other stores the way to do business. It isn't doing the other fellows any harm to say that. There's a mint of trade within our reach,

and the enthusiasm of our success serves as an inspiration for those who follow. The merchandise we sell in this store is vastly better than the average you buy. Styles are newer, materials are finer and prices are closer. Our control of the business in St. Paul makes this possible. A glance at our today's offerings will emphasize our meaning. The study of economy is the first step towards solving the great money-saving problem. Your own interest demands it, and The Golden Rule paves the way for

it. Our goods and prices are open for your inspection, to be compared and judged. We want to be studied—the more we are studied the more business we do. Low prices and prices fair to all—service indifferent to none. Upon these grounds we hope to deserve and maintain the support of a public studious of its own economical interests.

A Bargain Dress Goods Week.



DRESS GOODS We can give you values in ECONOMY. Dress Goods this week that will be a pleasure to you to buy. Many lines of splendid weaves for various reasons have been reduced from their original fair prices, some of the lots have been purchased for less than cost, all are attractive, and this week will be a

We will have extra special sales every day this week in this dept.

great bargain Dress Goods week.

	Stylish Plain Weaves.	
It's \$1 qualities Monday for 49c.	Illuminated Canvas— 54 inches wide. For this sale	89
25 pieces 52 inches wide pure wool uitings, in Granites and Fancy Veaves, in the new colors for braid rimmings. A one-dollar	Fancy Camel's Hair Suitings -54 inches wide.	
rimmings. A one-dollar 490	Diagonal Cheviots— 48 inches wide. For this sale	69

Imported Novelties-Latest and newest styles in Silk and Wool, Mohair and Wool and All-Wool, including French Velours, German Bourettes, English Fancies, and many other qualities, in width from 40 to 52 ninches, price up to \$1.50 a yard. Your choice for this sale

Fancy	Suitings.
tone Canva	s_ A

rancy Suitings	•
Two-tone Canvas— 46 inches wide and all wool. For this sale	39c
derman Fancies— 40 inches wide, worth 39c. For this sale	25c
Covert Suitings— 40 inches wide, a 50c cloth.	390

Tuesday's Extra.

100 pieces best 40-inch Imperial Serge, strictly pure wool and made of hard twisted yarns; the kind special.....

P. S.-Remember we will have extra special sales every day this week



Handkerchiefs.

Center Aisle.

Three Bargains for Monday. 200 dozen Ladies' Fine Hemstitched Handkerchiefs, 200 dozen Ladies' Fine Hemselenea with lace initials; very new designs; all letters. Special for Monday, only.....

100 dozen Ladies' Pure Irish Linen Unlaundered Hemstitched Handkerchiefs, with 4-inch hem; very fine and sheer; good 15c value. Special for Mon-

100 dozen Ladies' Fine Handkerchiefs, with embroidered centers, edged



A Three Days' Record Breaker.

50c Corduroys at Half-Price, only 25c.

All Our Regular 50c Quality Velveteen Cords, good line of colors. For this sale all you want while they last at,

75c Corderines at Half-Price, only 38c. Full 27 inches wide Corderines, in Black, Cream and All Colors; sold in the other stores at \$1.00 a yard; our regular price, 75c: for boys' 38c suits, ladies' waists, suits, coats and cycle dresses. For this sale we say, per yard ..

50c and 60c Velyeteen, This Sale 39c. Our entire stock of 22 and 24-inch Velveteens, in black and all colors; others' price 60c to 75c; our regular price, 50c and 60c.

For this sale only..... Black Silk Velvet for Blouses.

Diack Sink verver for	
Our Regular Price.	Our Special Price.
75c Quality Black Velvet at	
\$1.00 Quality Black Velvet	at 69c
\$1.35 Quality Black Velvet a	it 98c
\$1.50 Quality Black Velvet	at \$1.10
\$1.75 Quality Black Velvet a	it\$1.25
\$2.00 Quality Black Velvet	at \$1.35
\$2.50 Quality Black Velvet a	it\$1.50
\$3.00 Quality Black Velvet	it\$2.00
\$3.50 Quality Black Velvet	

A. W. B. Boulevard Velvet at 59c.

24 inches wide Black and All Colors A. W. B. Boulevard and Velutina Velvet is especially adapted for Capes, Costumes, Russian Blouses and Trimmings; cannot be distinguished from Silk Velvet; has the touch, finish and appearance, and for wear is unsurpassed; sold in all the other Twin City stores at \$1.00; our regular price, 75c. Special for

Colored Silk Velvets, \$1.00 Kind for This Sale at 75c.

All our stock of Colored Silk Velvets, same quality sold in the other stores at \$1.25 and \$1.50 per yard; our regular price, \$1.00. For this sale all you want, in all colors, and just the thing for register and blooms. Price only waists and blouses. Price only......

\$2.00 Silk Velvet for \$1.25.

All Our Best Quality Colored Silk Velvet, in all the very latest shades, has the touch, finish and luster like the \$4.50 Lyons Velvet. The \$2.00 velvets in the other stores are not to be compared. Our regular price, \$1.39. It's especially adapted for the Russian Blouse. For this sale, in

The better you know our Velvet and Velveteen stock the better you can appreciate the above prices. Every item will be found just as represented. Such an opportunity will not present itself again in years. The above-described fabrics are not off shades bought cheap for this occasion, but the latest and best shades money can buy and enough for all comers. No sample orders filled. Send in samples of shade wanted, quality and kind, and mail orders will be filled promptly. No goods sent C. O. D. or on approval, Every purchase must be final. F GOODS ARE NOT SATISFACTORY MONEY BACK ON MAIL ORDERS.

Comparison Is the Test in Buying Blankets.

Manufacturers called us plungers for buying so heavy in Blankets before the rise in prices. Now § they applaud our wisdom. Our foresight puts us in the lead as distributors of matchless values in St.

Gray and White Cotton Blankets, 10-4 size.

Gray Wool Western-Made Blankets, 11-4 \$2.98 size; others' \$5 bargains. Monday, a pair... Extra Fine Lamb's Wool White Blankets, weigh 6 pounds to the pair, fancy border, 11-4 size, go around town at \$8.00.

Monday.... 100 Comforters; others' 98c bargains.

Monday..... \$1.98 Comforters go Monday \$1.15, \$1.25 and \$1.35 Comforters go Monday

Lining Department.

We have the largest and most complete Lining Department in the Northwest; no matter what you want in this line we can please you, and guarantee to save you from 15 to 25 per cent on your purchase. You don't run any risk buying here, because everything is warranted to give satisfaction or money refunded. See what we offer for tomorrow:

36-in. extra fine Rustling Taffeta (better than silk); actual value 25c. Special for Monday, only

Black Moreen Skirting, our own importation (extra heavy); regular 55c quality. Special...... 396 36-in. English Twilled Silesia; others' BEST; all colors and fast black. Special

36-in. Fast Black Percaline, beetle finish; others' 20c quality. Special, Monday only..... Special sale on all widths of French Hair Cloth, Godet's

best goods, in black and gray. 24-in. 39c

Practical Cooking Free.

DO NOT MISS THIS.

For only a limited time will the Horsford's Cooking Demonstration, under Chef Goucher, continue at our store in basement.

All ladies interested in wholesome food and how to prepare it should not fail to call. Of special interest is the entire wheat bread made without A different kind of cake baked daily and served to visitors for

Cloak Department.

by our works-by what we have done -- by what we are doing. Six days in the week we prove that QUALITY IS KING; that the retailing of only the best garments that money can buy—the better sort—is the policy that WINS, steadily, surely, all the time. There's a brand of merit on everything we sell. SEE THESE:



We have too many high-class Jacketsthe \$18, \$20, \$25, \$28 and \$30 kind. You know we don't advertise "fake" reductions 300 days in the year like some stores. Notice these genuine, bona fide reductions: Jackets worth \$25 to \$30, reduced to ... \$19.98

Jackets worth \$18 to \$20, reduced to ... \$14.98 We would like comparison on these Jackets-comparison with the finest \$18.00 to \$30.00 coats in St. Paul or elsewhere.

IN DRESS SKIRTS

We have no competition except ourselves, making them better and more perfect every day. Skirts that stand the closest scrutiny by the most critical

women. More than one thousand Skirts to select from-everything that's new and up-to-Prices, \$1.85 to \$25.00.

Skirts made to measure if desired-we take all the chancesyou take none.

See our great \$3.50 Skirts in the new Autumn dark checks and rough stuffs.

Yarns and Fancy Goods. 500 18-inch Linen Center Pieces for cut-out Art Materials. work; sold by others at 18c. Our price, each..... Extra quality Imported Saxony 50 Yarn; others get 10c. We say, skein

Extra quality Imported Germantown Yarn; others get 12½c and 14c. We go Extra quality German Knitting 186 Yarn; others get 25c. We say, skein Extra quality Spanish Yarn; others get 15c. We say, 10c skein....

1,000 Stamped Linen Tray Cloths, size 18x27, wide hemstitched; good value at 50c. For this sale, each.... 250 500 fine quality hemstitched all-linen Lunch Cloths. 436

Ladies' Kid Gloves.

Two-stud Mocha Gloves, silk lined, also a 4-Button Pique sewed Glove, with silk lining. \$1.25 Two-stud Pique Glove, also a 2-stud Mocha Glove.

These are excellent quality, good fitting and good wearing Gloves, per \$1.00 pair 100 dozen Ladies' and Children's Wool Mit- 10C

tens. Per pair..... 100 dozen Children's Kid Mittens, fleece-lined. 250 Per pair

Shoe Department. ANOTHER SHOE SCOOP.



Another well-known Boston Shoe manufacturer was forced to let go of 15,000 pairs of Shoes to raise the necessary cash to meet maturing November obligations. This purchase, consisting of Women's, Boys' and Misses' Shoes, together with our recent purchase, of Men's Shoes, now places us in a position to shoe every person in the Northwest, young or old, for less than half the regular price.

Ladies' Fine Dongola Kid Boots, Lace or Button, hand welt or flexible sole; any style you can ask for; the manufacturer sold these for \$2.65 and \$3.00. We name the low price \$1.48

Ladies' Dongola Kid Button Boots, 6 styles to select from, broken sizes; the manufacturer's price for these was \$1.65 and \$1.85. Our sale price..... Ladies' French Dongola Kid Boots, Lace or Button, hand-

turned or hand-welt; these are the best grade; the \$1.98

Special Rubber Sale.

Monday morning we place on sale 2,300 pairs of Ladies' Pure Gum Rubbers, manufactured and warranted by the Goodyear Rubber Co. (Gold Seal Brand.) Regular price 50 cents; all sizes,

ONLY TWO PAIRS TO A CUSTOMER-NONE TO DEALERS.

Housefurnishing Dept. WASH TUBS.



Large size, 3 hoops, best quality, hardware store price 75 cents. Monday,

For Shoe, &c., Repairing. Monday, a Set,

A Complete Set of Tools

39 Cents.

1 Iron Stand, for Lasts. 1 Last for Men's work. 1 Last for Boys' work. 1 Last for Children's work. 1 Shoemaker's Hammer. 1 Shoemaker's Knife. 1 Patent Peg Awl Handle. 1 Peg Awl.

1 Sewing Awl Handle. 1 Sewing Awl. 1 Harness Awl Handle. 1 Harness Awl. 1 Paper Heel Nails. 1 Paper Half-Soling Nails, 1 Wrench for Peg Awl Handle, 1 Copy Directions for Half Soling

Securely packed in a wooden box with hinged lid.

LEATHER SOLES.

All sizes, good Leather, a pair,

CARVING KNIFE AND FORK.

NUT CRACK AND PICKS. Nickel-Plated, 6 picks and one crack, in a neat box, 196

ALCOHOL STOVES.

So handy to heat a little water or milk.

Crockery Dept.

Two Great Bargains for Monday:



Headquarters for Dinner Sets. 100-piece Dinner Set, English grade of porcelain, fancy shape, large size pieces throughout; choice of three colors, blue, brown and peacock green. Take your choice Mon-

Buy Your Gas Globes

Monday. 500 4-inch Fancy Etched Gas Globes, similar to cut.

15c each.

Heavy Cream White Shaker Flannel, sold around town at 6 and 7 cents a yard. Monday......46

Domestic Room.

Flannel 50 10-cent Colored Outing Plain and Figured Art Denims, others' 20-ceut quality...... 1210 Cream White Wool Baby Flannel; it's sold nowhere for less than 35c a yard. Monday..... 25c All of our Fancy Dress Plaids go 10c

\$4.98 Set.

Black and Blue Beaver Cloaking, 54 inches wide, all right for a Jacket or Cape. Per 986

Monday only,

Hosiery and Underwear.

Ladies' Jersey Ribbed Wool-Plated Vests and Pants, silver gray color, nicely finished; as good quality as others sell at 3726 (75c Per Suit.)

Combination Suits—The Genuine "Oncita" and the "Melba," Ribbed Egyptian Cotton Combination Suits, heavy fleeced; regular 75c and \$1 quality, at 65c The price Monday, pair. Ladies' fine quality Ribbed Vest

Lancaster Apron Check Ginghams, in all 46

colors and checks.....

Ladies' Genuine German Cash-

Men's Furnishings.



Three Very Special Offerings Monday.

GLOVES.

50 dozen best quality genuine McGeorge's real Scotch Gloves, shaped fingers, no seams to rip, a large assortment of best and most popular colors at

48c Pair.

HALF HOSE.

About 75 dozen finest Cashmere and Cashmere and Silk Half Hose, in natural color, black or fancy shades; all the very best 50c goods. On sale Monday 35c Pair.

Or 3 pairs for \$1.

UNDERWEAR.

All-Wool Cadet Blue Shirts and Drawers, nice soft, non-irritable garments; our regular 98c line. Special at only

75 Cents.

Thanksgiving Linen Sale.

Special for Monday Only.

All our fine hemstitched Bleached Damask Linens, such as Table Cloths with Napkins to match, Tray Cloths, Lunch Cloths and Scarfs, an elegant assortment to select from; your choice Monday at 20 per cent discount from our regular low selling price, that means 50 per cent less than the high priced stores.

Special for This Week: 5 cases Bleached and Cream Table Damask at less than old tariff prices. Elegant bargains at 19c, 29c, 40c, 50c, 60c, 65c, 75c, 85c, 98c, \$1.25 and \$1.50.

White Goods Department.

Odds and Ends of Napkins at Bargain Prices

White Wash Goods are the most fashionable Dress materials "this season" for ball, party or bridal costumes. We wish to call attention to our line of 68-inch French Organdies at 39c, 50c, 59c,75c and \$1.00 per yard, which is from 10 to 25 cents cheaper than the same goods are sold for elsewhere. Dotted Swiss, Swiss Mull, Swiss Batiste, Persian Lawn, French Cambrics, Linons and Lawns, etc.; an endless variety at absolutely matchless prices.

Special Monday and Tuesday. 25 pieces fine Organdies, 32 inches wide, in all evening shades, such as pink, blue, nile, cardinal, canary and black; suitable for party dresses and waists, value, 25c per yard. Spe- 15c cial, per yard.

Sheeting Department.

36-Inch Rubber Nursery Sheeting, for sick beds, etc., sold in Rubber Goods stores at 65c per yard. Special Monday 39c only, per yard. 2 cases 56-inch "Langdon "76" Bleached Muslin, better than Fruit and Lousdale, special, Monday only....... 54c

Drapery Room. Comparison Is the Test.



Dotted Curtain Muslin. 50 Monday, per yard Dotted and Figured Curtain Muslin, 36 inches wide; 10c others' 15c quality. Curtain Scrim goes 216

6 dozen Tapestry Table Covers, dining 980 room size, reversible. Monday 100 Couch Covers, in Bagdad stripe, 650 each..... 50 pairs of Nottingham Net, Novelty Net, Tambour Swiss, Irish Point and Brussels Net Sample Curtains, slightly soiled, all Half-Price

CHENILLE CURTAIN SPECIALS. \$1.75 Chenille Curtains at, a pair \$1.49

2.25 Chenille Curtains at, a pair..... 1.69 5.25 Chenille Curtains at, a pair..... 3.98 6.75 Chenille Curtains at, a pair..... 4.50 8.98 Chenille Curtains at, a pair..... 6.75 TAPESTRY CURTAIN SPECIALS. \$1.98 Tapestry Curtains at, a pair \$1.50 2.48 Tapestry Curtains at, a pair..... 1.98

2.98 Tapestry Curtains at, a pair..... 2.19 3.48 Tapestry Curtains at, a pair..... 2.98 4.98 Tapestry Curtains at, a pair..... 3.98

Special in Rope Portieres at \$1.50, \$2.98