

We'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 ECONOMY.

We can give you values in 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 great bargain Dress Goods week.

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

Monday's Extra

It's \$1 quality Monday day for 49c.

25 pieces 52 inches wide pure wool suitings, in Granites and Fancy Weaves, in the new colors for braid trimmings. A one-dollar cloth for Monday, special. **49c**

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 inches, price up to \$1.50 a yard. Your choice for this sale.

Fancy Suitings.

Two-tone Canvas—46 inches wide and all wool. For this sale. **39c**
German Fancies—40 inches wide, worth 39c. For this sale. **25c**
Covert Suitings—40 inches wide, 50c cloth. For this sale. **39c**

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, with lace initials; very new designs; all letters. Special for Monday, only. **4c**
 100 dozen Ladies' Pure Irish Linen Unlaundered Hemstitched Handkerchiefs, with 4-inch hem; very fine and sheer; good 15c value. Special for Monday, only. **10c**
 100 dozen Ladies' Fine Handkerchiefs, with embroidered centers, edged with footings; good values at from 19c to 25c. Special for Monday, only. **15c**

Cloak Department.

JUDGE US

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 Jackets—the \$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-date.

Prices, \$1.85 to \$25.00.

Skirts made to measure if desired—we take all the chances—you take none.

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

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 Monday. **\$4.98 Set.**

Buy Your Gas Globes Monday.

500 4-inch Fancy Etched Gas Globes, similar to cut. Monday only, **15c each.**



Domestic Room.

Heavy Cream White Shaker Flannel, sold around town at 6 and 7 cents a yard. Monday. **4c**
 10-cent Colored Outing Flannel. **5c**
 Plain and Figured Art Denims, others' 20-cent quality. **12½c**
 Great big rolls of Pure White Batting; others' 12½c quality. **7c**
 Fancy Eiderdown Cloakings, worth 35c, 39c and 45c a yard, all go at. **30c**
 Cream White Wool Baby Flannel; it's sold nowhere for less than 35c a yard. Monday. **25c**
 All of our Fancy Dress Plaids go at. **10c**
 Black and Blue Beaver Cloaking, 54 inches wide, all right for a Jacket or Cape. Per yard. **98c**
 Lancaster Apron Check Gingham, in all colors and checks. **4c**

Men's Furnishings.



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 only **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 only at **35c Pair.**

Or 3 pairs for **\$1.**

UNDERWEAR. All-Wool Cadet Blue Shirts and Drawers, nice soft non-irritant garments; our regular 98c line. Special at only **75 Cents.**

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' Genuine Vici Kid Boots, Lace or Button, Cloth or Kid Top, the manufacturer's price was \$2.10 and \$2.35. Take your pick for. **\$1.25**

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** of.

Ladies' Dongola Kid Button Boots, 6 styles to select from, broken sizes; the manufacturer's price for these was **98c** \$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 manufacturer sold them for \$3.50. Our sale price **\$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, 2½ to 5½.

9 Cents Per Pair. ONLY TWO PAIRS TO A CUSTOMER—NONE TO DEALERS.

BLANKETS.

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. Paul.

Gray and White Cotton Blankets, 10-4 size. **32c**
 Monday. **55c**
 Gray and Tan Cotton Blankets, 11-4 size; others' 85c bargain. Monday, a pair. **\$2.98**
 Gray Wool Western-Made Blankets, 11-4 size; others' \$5 bargains. Monday, a pair. **\$5.25**
 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. **55c**
 100 Comforters; others' 98c bargains. **\$1.48**
 Monday. **98c**
 \$1.98 Comforters go Monday. **\$1.48**
 \$1.15, \$1.25 and \$1.35 Comforters go Monday. **98c**



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. **10c**
 Black Moreen Skirting, our own importation (extra heavy); regular 55c quality. Special. **39c**
 36-in. English Twilled Silesia; others' BEST; all colors and fast black. Special. **9c**
 36-in. Fast Black Percale, beetle finish; others' 20c quality. Special, Monday only. **9c**
 Special sale on all widths of French Hair Cloth, Godet's best goods, in black and gray.
 16-in. **19c** 18-in. **26c** 20-in. **30c** 24-in. **39c**
 None sold to dealers.

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 yeast. A different kind of cake baked daily and served to visitors for sampling.

Housefurnishing Dept.

WASH TUBS.



Large size, 3 hoops, best quality, hardware store price 75 cents. Monday, **39 Cents.**

A Complete Set of Tools For Shoe, &c., Repairing.

Monday, a Set,

39 Cents.

CONTENTS:

1 Iron Stand, for Lasts. 1 Sewing Awl Handle.
 1 Last for Men's work. 1 Sewing Awl.
 1 Last for Boys' work. 1 Harness Awl Handle.
 1 Last for Children's work. 1 Harness Awl.
 1 Shoemaker's Hammer. 1 Paper Heel Nails.
 1 Shoemaker's Knife. 1 Paper Half-Soling Nails.
 1 Patent Peg Awl Handle. 1 Wrench for Peg Awl Handle.
 1 Peg Awl. 1 Copy Directions for Half Soling.

Securely packed in a wooden box with hinged lid.

LEATHER SOLES.

All sizes, good Leather, a pair, Monday. **12c**

CARVING KNIFE AND FORK.

Full size, fine quality steel, hardware store price \$1.00, Monday. **49c**

NUT CRACK AND PICKS.

Nickel-Plated, 6 picks and one crack, in a neat box, Monday. **19c**

ALCOHOL STOVES.

So handy to heat a little water or milk. Monday. **9c**

Drapery Room.

Comparison Is the Test.



Dotted Curtain Muslin. Monday, per yard. **5c**
 Dotted and Figured Curtain Muslin, 36 inches wide; others' 15c quality. **10c**
 Curtain Scrim goes at. **2½c**
 Point d'Espit Net, 48 inches wide. **15c**
 6 dozen Tapestry Table Covers, dining room size, reversible. Monday. **98c**
 100 Couch Covers, in Bagdad stripe, each. **65c**
 50 pairs of Nottingham Net, Novelty Net, Tamboir Swiss, Irish Point and Brussels Net Sample Curtains, slightly soiled, all go at. **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, \$1.98 and. **\$2.98**

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.**

Odds and Ends of Napkins at Bargain Prices

White Goods Department.

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, navy, cardinal, canary and black; suitable for party dresses and waists, value, 45c per yard. Special Monday and Tuesday. **15c**

Sheeting Department.

88-Inch Rubber Nursery Sheeting, for sick beds, etc., sold in Rubber Goods stores at 65c per yard. Special Monday and Tuesday. **39c**
 2 cases 56-inch "Langdon 76" Bleached Muslin, better than Fruit and Lonsdale, special, Monday only. **5½c**