

GOLDEN RULE

SEVENTH EIGHTH AND ROBERT STREETS

THERE IS AN EASTERN STORY

of a woman who waited ten years at the gates of Paradise, hoping they would open. Finally she took a short nap. During the few minutes she was asleep the gates opened and closed again. Here's a moral for you. Get yourself in the habit of reading all our advertisements. The one that you miss will probably contain the biggest bargains. Nothing eats up capital like an idle store. Expenses are sure to go on; profits can only be counted on goods sold. A capital turned many times a year makes possible the naming of close prices, and our economical method of selling means the same thing.

To the up-to-date woman, with cash in her pocketbook, who knows no preference, nothing deters her from reading our advertisements and seeing our goods. The fact that our ads are so fearlessly given is to her evidence that they are entitled to consideration. "Cash is king," and the Golden Rule customers get bargains that credit buyers never see. The money we do not lose in bad debts is shared with our customers, and eternal pushing is the price of success in these days of stirring competition. Examine these prices thoroughly and give us that share of your business which these quotations entitle us to receive.

SPRING DRESS GOODS

Colors in Foreign Goods.

We are tempting you with the finest goods, the choicest patterns and the most exclusive creations. We have put prices on new, choice goods that would hardly pay their way through the custom house and leave a living profit.

- Poplin** Illuminated, handsome colorings. Our special leader at, per yard..... **\$1.00**
- Poplin** Plain Colorings, made of hard-twisted yarns. Nothing better for good wear at, per yard..... **\$1.00**
- Poplin** Mixed Yarns, very latest for Black Braid Trimming. None like them in the city at, per yard..... **\$1.00**
- Poplin** Vigoreaux for tailor-made gowns. Newest in two-tone colorings at, per yard..... **\$1.00**

COLORS in Domestic Goods.

- Granite** Suitings at 98c and as low as 49c. One 54 inches wide, in new spring colors, Monday, special..... **69c**
- Vigoreaux** Serges and Suitings at all prices. One 46 inches wide, worth 75c per yard, Monday, special..... **50c**
- Diagonal** Coating Serge, 45 inches wide, in fifteen spring shades—pure wool..... **48c**
- Covert** Cloths—Large variety at all prices. 49-inch Changeable Covert in twelve colorings, per yard, Monday, special..... **48c**

EXTRA SPECIAL

BLACK. Never any doubt as to the blackness of our blacks. No question as to color and quality—both are guaranteed.

Entirely New—25 different patterns in 38 to 40-inch English Jacquards, for which we would have to charge you 45c if we did a credit business. For cash..... **33c**

Entirely New—10 pieces Coating Serge, 50-inch wide, all wool (advertised as extra special at credit stores for 49c). Cash price..... **42½c**

Entirely New—An extremely elegant line of Imported German and French Novelties in a dozen of the handsomest styles this season has shown; unique Floral Designs with Stripe and Dresden effects. For cash..... **98c**

CLOAK ROOM.

THE PROCESSION HAS STARTED—Advance shipments of Capes and Skirts will be on sale Monday. Our watchword this season, as heretofore, will be: "Not how cheap, but how good." See what we're showing. **COMPARE** style, quality and price with others, and you'll buy here and save several dollars on your Spring outfit.

DRESS SKIRTS When you buy a Skirt do you look at the inside as well as the outside? Do you notice the linings, the finish, the way the binding is put on, and, most important of all, the "hang"? Come and apply this test to our tailor-made Skirts. They cost you LESS than "hap-hazard" factory kinds in other stores.

SPECIAL.

- The best Black Brocade Skirts in America at..... **\$2.50 and \$1.85**
- Beautiful Mohair Jacquard and Bayadere effects at..... **\$4.98 and \$3.50**
- Great variety of Colored Checks, Mixtures, Serges, Diagonals, Illuminated Effects, English Curts, etc., at **\$3.50, \$4, \$4.50, \$5, \$5.50, \$6 and \$6.50.**
- New style Silk Skirts up to **\$25.00.**
- SKIRTS MADE TO MEASURE—Every Skirt guaranteed. A new one or your money for every one not satisfactory.

Wash Goods.

Our Wash Goods Department is overflowing with the latest novelties from both foreign and domestic looms.

- FRENCH ORGANDIES, IRISH DIMITIES, SCOTCH MADRASES, IMPORTED GALATEAS,**
- EMBROIDERED MUSLINS, CORDED NOVELTIES, IMPORTED GINGHAMS, CLITHEROE ZEPHYRS,**

in hundreds of styles and colorings, that will repay a visit to this department. For Monday we place on sale two extra specials—

50 pieces of the very best quality White Star, Sea Island and Windsor Percales, 36 inches wide. These are the best percales made and are all 1898 styles; are sold elsewhere at 12½c. For one day, Monday only, per yard..... **8c**

(These goods will be found on three large tables in our center aisle.)

For Monday we offer another Sugar Plum—50 pieces of the latest novelties in Silk and Linen Wash Fabrics. These goods were bought to sell for 35c. In order to introduce them we say, Monday only, a yard..... **23c**

FANCY GOODS DEPT.

Important Notice.

Special purchase of \$2,000 Stamped Linens that we put on sale tomorrow morning at just half their actual value. The following are a few sample items:

Lot 1—6-inch Linen Doylies; others get 5c. Sale price, each..... **1c**

Lot 2—500 doz. extra fine Linen Center Pieces, 18x18; they are cheap at 20c. Sale price, each..... **9c**

Lot 3—500 extra fine Linen Lunch Cloths, hemstitched; note the size, 36x36; sold elsewhere at 85c. Sale price, extra special, each..... **48c**

Lot 4—500 Denim Cushion Tops; sold other places at 20c. See our price, each..... **8c**

Lot 5—1,000 All-Linen Dresser Scarfs, with knotted end fringe, 54 inches long, 35c value. Sale price, each..... **19c**

Lot 6—10 doz. fine All-Linen Hemstitched Sideboard Scarfs, 54 inches long, sold other places at 75c and 98c. For one day, each..... **48c**

Lot 7—One big lot Spangle cut-out Dresser Scarfs, 54 inches long, beautiful patterns; would be cheap at 75c. Sale price, each..... **39c**

Lot 8—50 doz. Spangle cut-out Center Pieces, size 20x20; the other fellows get 50c. See our price, each..... **19c**

Lot 9—100 Renaissance Center Pieces; size 20x20; the other fellows would get \$1.39 each..... **79c**

Lot 10—500 fine Linen Hemstitched Center Pieces, with fancy drawn work, 59c, 69c, 75c and 98c. Sale price, each..... **39c**

Shoe Dept.



Misses' and Children's High-Grade Shoes at Cut Prices.

The more you try to match the values at the prices of our shoes, the more convinced you'll be that they're the biggest bargains you ever saw.

1,000 pairs Misses' Fine Dongola Kid Boots, lace or button, with cloth or kid top, six styles to select from, all sizes; regular \$1.00 and \$1.25 values. Our cut price for this week..... **98c**

Children's Fine Dongola Kid Boots, lace or button, six styles to select from, all sizes; regular \$1.00 and \$1.25 values. Our cut price for this week..... **69c**

Misses' Genuine Dongola Kid Boots, lace or button, broken sizes, regular \$1.00 and \$1.25 values. Our cut price for this week..... **69c**

Misses' and Children's Storm Rubbers, all sizes, new style toe. Cut price..... **25c**

Ladies' Lakewood Rubbers, Boston Rubber Shoe Co.'s best quality, 50c value, for..... **25c**

Men's Marvel Pure Gum Rubbers; regular price, \$1.25. Special. Our cut price..... **49c**

Drapery Room.

3,000 yards 36-inch Curtain Swais; splendid value at 12½c per yard. Tomorrow's special price, only..... **8c**

425 pairs Lace Curtains, white and ecru; snaps among them at \$1.25 a pair. Special for one day, only..... **89c**

375 pairs Lace Curtains (new designs), \$3.00 and \$3.50 values. Your choice tomorrow, per pair, only..... **\$2.19**

225 pairs Tapestry Portieres, assorted colors, well worth \$4.00 a pair. For one day only they go at..... **\$2.89**

200 pairs Chenille Portieres in 12 colors; good value at \$2.50 a pair. Tomorrow, while they last, only..... **\$1.89**

Just received, a beautiful line of Drapery Silks in up-to-date designs and colors.

MEN'S UNDERWEAR.

Three Special Monday Bargains.

96 dozen Derby Ribbed Shirts and Drawers, medium weight, 50c quality. Sale price..... **35c**

72 dozen Natural Merino Medium Weight Undershirts and Drawers; 50c grade. On sale at..... **39c**

15 dozen Natural All-Wool Medium Weight Drawers, sizes 34, 36, 38, 40 and 48 only. To close, the 75c quality at..... **48c**

Great Embroidery Sale.

3,000 yards of Fine Cambric, Nainsook and Swiss Embroideries and Insertions in medium and wide margins, a beautiful line of new designs, worth from 15c to 25c. Special for Monday, only..... **10c**

Special==DRUGS AND SUNDRIES==Special

Spring is here with all its diseases, so prepare yourselves to resist any sickness by keeping your blood in a healthy condition. If you will read the following ad. over carefully you will find many items which will be to your interest to investigate. This sale is for Monday only, from 8 a. m. to 6 p. m.

- | Druggists' Price. | Golden Rule Price. | Druggists' Price. | Golden Rule Price. |
|---|--------------------|--------------------------------------|--------------------|
| \$1.00. Peruna..... | 65c | \$1.00. Swift's Specific..... | 60c |
| \$1.00. Loring's Inhaler, complete..... | 75c | \$1.00. Hood's Sarsaparilla..... | 59c |
| 50c. Loring's Inhaler..... | 32c | \$1.00. Pinkham's Compound..... | 65c |
| \$1.50. Loring's Obesity Pills..... | 98c | 25c. Pinkham's Pills, 2 for..... | 25c |
| 25c. Castoria, Pitcher's, 2 for..... | 25c | 50c. Hobb's Asparagus Pills..... | 29c |
| \$1.00. Dr. Rush's Beef, Iron and Wine, 35c, 3 for..... | \$1.00 | \$1.25. Warner's Safe Cure..... | 75c |
| 50c. Dr. Williams' Pink Pills..... | 30c | \$1.00. Ayer's Sarsaparilla..... | 70c |
| 25c. Carbolisalve (Cole's), 2 for..... | 25c | \$1.50. Dr. Kennedy's Discovery..... | 98c |
| \$1.00. Sagwa..... | 63c | 25c. Best Tonic (Pabst)..... | 16c, dozen \$1.85 |
| 25c. Bromo Seltzer..... | 15c | 75c. Belladonna Plasters..... | 5c |
| \$1.00. Sprudell Salts..... | 69c | 25c. Mellin's Food..... | 50c |
| 50c. Lane's Tea..... | 32c | \$1.00. Duffy's Malt Extract..... | 75c |
| 25c. Schlitz Malt..... | 10c | \$1.00. Hostetter's Bitters..... | 69c |
| 25c. Dr. Rush's Little Liver Pills..... | 5c | 50c. Syrup of Figs (genuine)..... | 34c |
| \$1.00. Listerine..... | 65c | \$1.00. Dr. Greene's Nervura..... | 73c |

TOILET ARTICLES.

- 25c. Espey's Cream, 2 for..... 25c
- 25c. Mennen's Talcum Powder..... 10c
- 15c. Powdered Borax..... 10c
- \$1.00. Derma Royale..... 69c

- Woodbury's Facial Soap, per cake..... 11c
- Kirk's Dusky Diamond Tar Soap, per cake..... 4c
- Eastman's and Rieger's Quadruple Extracts, all odors, per oz..... 29c
- Genuine Cosmo Buttermilk Soap, per cake..... 6c
- Sperm Machine Oil, per bottle..... 2c
- Best quality Witch Hazel Extract, per pint..... 10c
- Bring bottle.

NOTICE—A complete line of Abbott Loring's Medicines in stock at cut prices.

Paint Dept.

BASEMENT. MONDAY ONLY.

People buy their goods where they get the best bargains—they all do their trading here.

Marsching's French Gold Paint Sets, for decorating and gilding, regular 50c pkgs..... **18c**

Le Page's Liquid Glue, quart can..... **45c**

Le Page's Liquid Glue, pint cans 27c

Le Page's Liquid Glue, half-pint cans..... **19c**

Family Size Bottles, with brush..... **6c**

Best Furniture Polish on earth, cleans and polishes at the same time, per bottle..... **10c**

Sewing Machine Oil, 2 bottles for 5c

Crockery Cement, never comes apart, 25c bottles..... **10c**

Enamel Paints, assorted colors, Green, Blue, Lead, Orange, Red, Willow, pint cans, special, each..... **25c**

Dries quick with gloss.

Bath Tub Enamel, White, pint can..... **39c**

Lewis' Lye, 3 cans for..... **20c**

Chloride Lime, 1-lb sifting top cans..... **9c**

Gold Enamel, can be washed with soap and water. Per..... **10c**

Selected Canary Bird Seed, large boxes..... **8c**

Parrot Seed..... **8c**

Red Bird Seed..... **8c**

Mocking Bird Food..... **15c**

Slotkin's Bird Tonic, for sick birds, sure cure for loss of song, bottle..... **19c**

Bird Powder, kills Fleas, Lice, etc., can..... **19c**

Fish Food, per box..... **5c**

Fish Bone..... **2c**

DOMESTIC ROOM.

5 cases of Flannellets for dresses, waists and house wrappers; they are all new patterns and never sold for less than 10c. We say special for Monday, only..... **6c**

2 cases of cream white Shaker Flannel, regular 5 and 6-cent goods; 10 yards to each buyer, Special..... **2½c**

1 case of Apron Checked Gingham (Lancaster and Amoskank make), best goods made in America; worth 10c, 7 cents elsewhere; quantity limited. Special..... **3½c**

50 pieces of fine Madras Shirting, all new spring styles, warranted fast colors..... **9c**

500 pieces of the best Calico made in black and white, gray and fancy colors; they are the regular 4 and 7-cent quality elsewhere; quantity limited. Our special price Monday only..... **3½c**

50 pieces of cream white wool Baby Flannel; regular 3-cent quality. Special for one day only..... **22c**

Housefurnishing Dept.



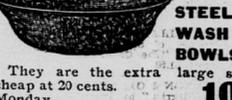
DISH PANS.

- Three sizes, good tin—10-quart size, Monday..... **9c**
- 14-quart size, Monday..... **10c**
- 17-quart size, Monday..... **12c**



STEEL SPIDERS.

No. 8 size Never-Break Spiders, polished very smooth..... **15c**



GRANITE STEEL WASH BOWLS.

They are the extra large size, cheap at 20 cents. Monday..... **10c**

GAS TORCHES.

Just what you need to light the gas. Monday..... **15c**

CROKINOLE BOARDS.

100 Crokinole boards, made out of the very best Poplar, inlaid with Ash, nicely polished and finished, Monday only..... **\$2.23**

Out of town orders filled at above price.

Lining Department.

Where goods flow bargains float. Burton Bros.' & Co.'s Neeralk, all colors and black. Special..... **18c**

Edwards' best Lining Cambric, others 75c quality. Special..... **2½c**

36-in. French Peraline, single shades, and white, 12½c quality. Special..... **8c**

36-in. Roman striped Peraline, good value at 1½c. Special..... **8c**

36-in. English Twill Giesla, staple shades, others' price 1½c. Special..... **9c**

One case of Moreen Shirting, fast black, worth 1½c. Special..... **5c**

Hosiery Hosiery

963 Dozen Ladies' Hose.

This purchase is the best one we ever made in Ladies' Hose. We fixed this low price to make a sale that will be the most active on this class of goods the store ever had. We can make more money by selling out this large lot of hosiery on a small profit and doing it quick than to do otherwise.

Do not expect to find every size in all the different grades. In some lots there are all one size, in others two or three sizes, and some come in all sizes. We do not limit quantity. You can buy your entire stock of hosiery for the summer, if you like. The lot comprises the following:

144 dozen Ladies' Black Cotton Hose, fine gauge Maco cotton, spliced heel and toe, regular retail price 25c. Go this sale at..... **15c**

178 dozen Ladies' Black Cotton Hose, two-thread, double sole and toe, extra high-spliced heel, regular retail price 35 cents. Go in this sale at..... **15c**

136 dozen Ladies' Black Cotton Hose, best quality single-thread hose, double sole, high spliced heel, regular retail price 25c. Go in this sale at..... **15c**

49 dozen Ladies' Extra Heavy Black Cotton Hose, 3-thread, double sole, high spliced heel, regular retail price 25c. Go in this sale at..... **15c**

39 dozen Ladies' Black Cotton Hose, drop stitch, Maco yarn, high spliced heels and double soles, regular retail price, 25c. Go in this sale at..... **15c**

104 dozen Ladies' Black Cotton Hose, with white feet, best yarn, spliced heels and toes, 25c and 35c qualities. Go in this sale at..... **15c**

156 dozen Ladies' Tan Colored Cotton Hose, extra fine quality, double soles and high spliced heels, regular 35c quality. Go in this sale at..... **15c**

124 dozen, assorted lot, most all fine drop stitch Tan colored hose, worth 25c and 35c. Go in this sale at..... **15c**

33 dozen Ladies' Split Foot Black Cotton Hose (Maco sole), double soles and spliced heels and toe, regular price 25c. Go in this sale at..... **15c**

Leather Goods Dept. We are showing the largest assortment of men's leather belts in the Twin Cities. Lot 1, your choice..... **15c** each. Lot 2, your choice..... **19c** each.

The latest novelties of the season in plain and jeweled effects, at **48c, 98c and \$1.48** each.



OUR SILK DEPARTMENT

A Conservatory of Spring Fashion.

To make you pay cash for New Silks we've got to do better by you than any other Twin City store possibly can. The world's most fashionable Silks must cost you less in The Golden Rule because you pay cash than they would if we extended credit, and they WILL cost you less. An undoubted demonstration Monday of this store's ability to save money on the finest and richest Silks for any lady who is willing to pay her dollars down.

ENTIRELY NEW—Our lovely line of Ombre Stripes, Checks and Plaid Wash Silks now here. Other stores ask 49c for these on credit. Our price for cash..... **35c**

ENTIRELY NEW—The popularity of Block Plaids among the Spring Silks is strikingly shown. Other stores' special sale price 75c, regular price \$1 on credit; our price for cash..... **69c**

ENTIRELY NEW—Still more beautiful is our large assortment of Brilliant Colored Plaids, Checks with Lace Stripe, Checks with Satin Bars, and Ombre Stripes. You pay \$1.50 to \$2.00 for these on credit. Our price for cash..... **98c**

ENTIRELY NEW—Black Bayadere Stripe Silks (the name tells how fashionable they are), you can buy these in St. Paul for \$1.25 on credit. Our price for cash..... **89c**

ENTIRELY NEW—We are showing all the new and scarce shades in Changeable Taffetas, the best quality in America. You MAY be able to get these elsewhere at 85c on credit. Our price for cash..... **69c**

ENTIRELY NEW—The most popular fabric for dressy waists and Suits is Silk Grenadine. Ladies tell us we have the largest and best assortment in the Twin Cities. Get the prices you pay for these on credit, then come and buy from us at 25 per cent less for cash.

NOTE—It does not require spectacles to find our bargains and high-class Novelties at the right price, as they are on all sides of you when you enter our Silk Department.

MUSLIN UNDERWEAR.

Special for Monday:

10 dozen Fine Cambric Gowns, high round neck, trimmed beautifully with fine Embroideries, Insertions and Tucks, garment extra long and wide. Worth \$1.00. Our price, Monday only..... **69c**

10 dozen Fine Cambric Skirts, with 18-inch lawn Umbrella Flounces, trimmed with fine 8-inch Embroidery, all new designs, skirt full 4½ yards wide with extra 4-inch Dur Row and 4-inch French Bands. Worth \$1.75. Our price, Monday only..... **\$1.39**

25 dozen Fine Muslin Drawers, full Umbrella Style, with 7-inch Cambric Ruffe, trimmed with fine 1½-inch Lace, with perfect fitting yoke bands. Worth 39c. Our price, Monday only..... **29c**

Children's Dresses.

50 dozen Children's Dresses, made of fine Dimities and Percales, in all the new shades and designs, beautifully trimmed with Everlasting and Valenciennes Lace, sizes for Children 1, 2, 3 and 4 years of age. Style of dress like cut. Worth 75c. Our price, Monday only..... **48c**

WHITE GOODS DEPARTMENT.

All the fashionable and staple Fabrics are sold here at cut prices. Organdies, Persian Lawns, Swiss Mulls, Piques, Handkerchief Linens, Linen Lawn, India Linon, 40-inch Lawn, 48-inch Batiste Mull. Get our samples for comparison and match us if you can.

SPECIAL FOR MONDAY.

1 bargain table with White Goods of all kinds, some remnants and some full pieces, worth up to 20c a yard. Special Monday, per yard..... **8c**