

## Fancy Goods Dept.



DEEP CUTS FOR MONDAY.

500 pairs fine quality cambric, hemmed Pillow Shams, stamped in beautiful designs; 50c quality. Extra special, for one day, per pair..... **25c**

1,000 Battenberg Stamped Patterns, size 18x18, all the latest designs; sold other places at 19c. See this price..... **7c**

2,000 yards Linen Battenberg Braid, others get 3c yard; our price 7 yards for..... **5c**

Best quality wood embroidery Hoops, 5c each, only, pair..... **2c**

Clark's Crochet Cotton, 5c goods, only, ball..... **2c**

1,000 All-Linen Center Pieces, size 18x18, they are cheap at 20c. Sale price, each..... **9c**

## Shoe Helps.

Helps in the best sense of the word—cash aids to the economical pocketbook.

High-grade Shoes for Misses and Children at about HALF-PRICE. Some of these shoes have no tongues because they're button shoes, still, the Shoes and Prices tell their own story. Are you interested?

2,000 pairs Misses' Fine Dongola Kid Shoes, button or lace. In six styles and all sizes. High-grade \$2.00 Shoes, we offer them at..... **98c**

1,500 pairs Children's Fine Dongola Kid Shoes, button or lace, in four styles and all sizes. High-grade \$1.25 Shoes, cut to..... **69c**

1,000 pairs Misses' Genuine Dongola Kid Button Shoes, broken sizes, regular \$1.25 value, our cut price..... **69c**

Misses' Best Quality Rubbers, all sizes..... **25c**

Children's Best Quality Rubbers, all sizes..... **25c**

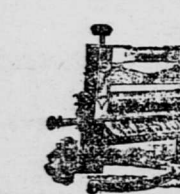
## Corsets.

Special. Just received another big lot of Corsets from the best manufacturers in the country. These are strictly first quality goods and will be put on our Bargain tables at less than half their actual value.

700 Summer Corsets, 1,500 Jean Satine Striped Corsets; 75c and \$1.00 goods. See the price for one..... **39c**

No more than two to one customer.

## Cash Household Helps.



Wringers.

Pure rubber rolls, family size; hardware store price, \$2.00. Monday..... **98c**

Vegetable Press.

Hene's patent fruit and vegetable press, never sold less than 39c. Monday..... **19c**

Waffle Irons.

No. 8 size, genuine American Waffle Irons. Monday..... **49c**

Mail Boxes.

Full size, very strong, just see price. Monday..... **25c**

Water Filters.

This is the time your drinking water should be filtered. A good one Monday..... **12c**

Soldering Sets.

A complete set to mend your tinware. Monday..... **5c**

**W**E intend this year to deal a crushing blow to antiquated yet pretentious houses that pose on paper as our competitors. We recognize no competition worth mentioning. Real rivalry with us is out of the question. We're at the front in the retail business of St. Paul—that's a well understood fact. We buy and sell more goods than any two other houses in this city—that's another understood fact. This gives us a positive price advantage over those who have to buy in limited quantities, and in this is the logical and forceful fact why competition can't compete with us. This is an indisputable fact. We mean to make this year a triumphal one—the most aggressive and progressive ever attempted by any business house in Minnesota. For months past our buyers have been looking over, comparing and selecting from the products of the best importers and manufacturers in the country. Our Spring collection comprises an incomparable line—the grandest ever gathered under a single roof in Minnesota. The goods are marked to preclude the possibility of competition, and our ability to save you money will be more clearly demonstrated than ever.

## GOLDEN RULE

SEVENTH EIGHTH AND ROBERT STREETS

### "Different" New Choice Silks!

Elegance and economy—what lady doesn't know how hard it is to make them travel hand-in-hand.

Only one economical way to buy new silks that are really fashionable, and that the *Cash* way. Are cash prices on Silks any different from credit prices?

So different in dollars and cents that the extra cost of credit is nothing short of sheer waste. If you are a judge of good things, what think you of these?

### SEVEN CASH SILK PRICES FOR MONDAY.

Wash Silk, **35c**. We have a beautiful assortment of new Wash Silk; enough to please everybody; credit stores keep them at 49c. We sell them for cash.....

New Foulards, **75c**. The only line of New Foulards in St. Paul; to see these means to buy; credit stores' price, \$1.00. Buy them here for cash.....

CHANGEABLE TAFFETAS, **59c**. Just arrived, all the new and scarce combinations in Changeable Taffetas. Monday is the time to buy them for cash.....

Black Plaids, **69c**. You will find here a lovely assortment of the most fashionable Black Plaids sold in St. Paul at 98c on credit. Our price for cash.....

Ombre Stripes, **69c**. These are something quite new and very desirable for Shirt Waists and Skirt Lining; you can buy these in credit shops for 98c. Get them here for cash.....

Brilliant Plaids, **98c**. Every lady who has seen these handsome Plaids says when hearing the price: "Why, they asked me \$1.50 and \$2.00 for Plaids like those in the other stores." Buy your Plaids at a cash store for.....

Seventh Cash Price, **25c**. Not odds and ends, but an entirely new line of Novelty Brocades in all colors. Special Monday only, for cash.....

## DOMESTIC ROOM.

Cash helps the economical women in this department every day. Monday we say:

One case of new Dress Ginghams, very neat styles, which would cost you at the credit stores 10c. Our cash price, only..... **5c**

Two cases of double-width Fancy Ticking, which the credit stores charge 18c for. Our cash price, only..... **12c**

Five cases of Indigo Blue Prints; no need to tell you what the credit stores charge you for this quality. Our cash price, only..... **3c**

Two cases of Choice Flannelettes for house dresses and wrappers; the credit store price is 10c. Our cash price, only..... **6c**

150 pieces of fine Cotton Dress Goods, in checks, plaids and neat wool effects; the credit store price is 12½c and 15c. Our cash price, Monday only..... **10c**

200 pieces of choice Outing Flannel, all new spring patterns; the credit store price of this quality is 10c and 12½c. Our cash price, only..... **6c**

Fifty pieces of Cream White Wool Baby Flannel, full 27-inch wide; credit store price, 35c. Our cash price, only..... **22c**

11-4 full size Gray Cotton Blankets; credit store price, 75c. Our cash price, only..... **55c**

### A DRESSMAKER SAYS:

"Special prices elsewhere have led me away from your Lining Department many times, but in nine cases out of ten I believe I can save by paying you cash." We believe so, too. So will you.

Edwards' best Lining Cambric, credit store price 5c, our cash price only..... **2c**

A fine 36-inch Fast Black Percale, the credit store price is 15c, our cash price only..... **9c**

36-inch English Twilled Silesia, staple shades, the credit store price is 15c, our cash price only..... **8c**

50 pieces of Fast Black Cotton Moreen, for Underskirts, the credit store price 12½c, our cash price only..... **5c**

36-inch Fancy Black Silesia, all new Spring Patterns, the credit store price is 12½c, our cash price only..... **8c**

36-inch Roman Striped Taffeta (very stylish), the credit store price 12½c, our cash price only..... **8c**

## Linens and White Goods.

See what cash has done in Linens and White Goods. What has it done? Pulled down the prices to the level of the lowest pocketbook on goods women want and need every day in the year.

2,000 yards of Bleached Pillowcase Muslin, 42, 45 and 54 inches wide, worth up to 15c a yard when sold on credit. Special for Monday only..... **6c**

25 pieces 9-4 Bleached Utica Sheeting, full 2¼ yards wide, sold by credit stores for 20c and 22c. Special Monday, per yard..... **14c**

65 dozen Napkins, a manufacturer's sample line, in half-dozen lots, worth up to \$2.50 per dozen, sizes 20x20, 22x22 and 24x24. Special Monday, in limited quantities, per half-dozen..... **69c**

72-inch Bleached and Cream Satin Damask in elegant patterns, sold by credit stores at \$1.25 and \$1.35. Special Monday, yard..... **98c**

1 Bargain Table with White Goods, worth up to 20c a yard; 40-in. Lawn, 32-in. India Linon, Lenos, checks and stripes. Special Monday, per yard..... **8c**

50 pieces 30-inch sheer white Organdy; 40-inch sheer India Linon; 30 and 32-inch hair-line striped and checked Dimity, sold by credit stores for 20c and 25c. Special Monday..... **12c**

**White Goods**—Before buying your White Dress, look through our magnificent line of the finest fabrics made in the world, get our samples and match us if you can.

### Does It Pay to Pay Cash for Cloaks?

Our Cloaks cost us less because we pay cash to the maker—they cost you less because you pay cash to us.

Thus the New Spring Jacket you buy here for \$10.00 will be better than a garment of similar price elsewhere, because it's bought and sold for cash. The quickest way is to come and see. Look at the new, fresh, fashionable Black, Tan and Fancy Colored Jackets we offer Monday at.....

**\$4.50, \$5, \$7.50 and up to \$20.**

Compare prices on our new and beautiful Tailor-made Suits—the very height of fashion, splendidly cut and finished, and perfect-fitting. No matter what the price, you're certain of good values.

From **\$7.50 to \$25.00.**

**SKIRTS**  
Our Man-Tailored Dress Skirts represent the ideal reconciliation of novelty with gentility. Every Skirt shown by us (and the variety is almost endless) embodies the prevailing fashion fancies, executed in a manner which strictly accords with the most refined taste.

### 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 Curis, etc., at **\$3.50, \$4, \$4.50, \$5, \$5.50, \$6 and \$6.50.**

New Silk Skirts at **\$4.75, \$5.50, \$10 and up to \$25.00.** Why pay more elsewhere for "cheap" factory trash?

**SKIRTS MADE TO MEASURE**—Every Skirt guaranteed. A new one or your money for every one not satisfactory.

### WASH GOODS.

A visit to our Wash Goods Department will convince you that we have the most complete stock of Imported and Domestic Wash Fabrics in the Northwest, and our prices for cash are from 10 to 25 per cent lower than the prices asked you by credit houses.

Embroidered Muslins..... **75c**  
French Organdies..... **40c**  
Imported Corded Madrases..... **40c**  
Imported Scotch Cheviots..... **40c**  
Irish Dimities..... **25c**  
Clitheroe Corded Novelities..... **25c**  
Striped Crash Skirtings..... **25c**  
Fine Galateas..... **25c**  
Fast Color Black Sateens..... **15c**  
Fast Color 36-inch Percaloes..... **12½c**  
Best American Organdies..... **10c**  
Best American Dimities..... **10c**

A stitch in time may save nine, but a purchase in our Wash Goods Department saves money.

### Men's Furnishings.

Special purchase of 1,000 dozen Men's Handkerchiefs on sale Monday at nearly one-half credit store prices.

300 dozen full size white and colored border hemstitched handkerchiefs, good big cc values. On sale at..... **3c**

500 dozen regular 10c Men's Handkerchiefs, both plain white and fancy borders. On sale at..... **5c**

200 dozen of the newest and best patterns of Fine Cambric Handkerchiefs, with 1-inch and 1½-inch hems, also plain white Linen. On sale at..... **9c**

Or 3 for 25 cents.

Big Special of Men's Half Hose Monday at..... **10c**

Hermesdorf Black, value 15c..... **10c**  
Two-Thread Tan, value 15c..... **10c**  
White foot, black upper, value 15c..... **10c**  
Fancy Maco, value 15c..... **10c**

All with double heels and toes.

### ENGRAVING.

This department is under skillful management, and the work produced is the best that mankind can turn out. We use the best copper plates and dies made. Our prices are always the lowest.

Wedding Invitations—100 best quality 80-lb. wedding stock, latest style sheet and engraving, not exceeding ten lines, inside and outside envelopes included; stationers' price, \$10.00. Our special price for 3 days,..... **\$5.98**

Calling Cards—100 Visiting Cards, best quality made, engraved name only, including copper plate. Special Monday,..... **89c**

100 Cards, latest sizes, engraved from your plate. Monday special,..... **59c**

Stamping in Plain Colors—Best work, 10c a quire; gold or silver, 12c a quire.

Monogram Dies—Latest designs, from 75c upwards.

## GOLDEN RULE

SEVENTH EIGHTH AND ROBERT STREETS

### DRESS GOODS FOR LESS!

And a Reason for It.

All credit stores buy and sell on the same basis. One fellow can't undersell the other, yet they all claim lowest prices in the newspapers.

Cash is the only power that can pull down prices—and The Golden Rule is the only store in St. Paul that can do it. Every woman knows that the month of March is devoted mostly to looking up new Spring styles. To this end the displaying of Spring Novelties in Dress Goods is of vast importance to buyer and seller. Hence we are showing this week all the good things the experts have brought out this season.

New and stylish Poplins—the correct fabric for Spring.

Ask your dressmaker, consult your fashion book, and you'll find that we are right in showing a large line of Plain Cloths in subdued mixed colorings for braid trimmings.

Poplin Changeable, **\$1.39**. Credit stores' price if they had them, \$2 a yard. Our low cash price.....

Poplin Velours, **\$1.39**. In plain colorings; would be \$2 a yd. in credit stores. Our low cash price.....

Poplin Granite, **\$1.39**. In latest Spring colorings; would be cheap in credit stores at \$2 a yd. Our low cash price.....

Poplins, Velours, Granites, Whip Cords, Bayaderes, and Other Plain Fabrics, at.....

**\$1.00, \$1.19, \$1.25, \$1.39, \$1.48 up to \$2.00 Per Yd.**

French Broadcloth. No need of paying \$3.00 a yard for French Broadcloth in the high priced credit stores; our French Broadcloth in the new Gray, Tan, Casser, Yale, Napoleon, Hussar and Green, a better cloth, at our low cash price, per yard..... **\$2.25**

Venetian Broadcloth. Illuminated colorings, shown in credit stores at \$2.00 per yard. Our low cash price, per yard..... **\$1.50**

**EXTRA** 100 pieces All-Wool Imperial Serge, in all colors and black, the crisp and wiry kinds that sell in credit stores at 35c per yard. Our low cash price Monday, extra special, per yard..... **19c**

## BLACKS.

We have brought together a collection of Black Goods that is truly tempting—if not bewildering—on account of the great variety of weaves. Here are a few specials for Monday:

An entirely new line of Black Bayaderes, Poplins, Cheviots, Broadcloths and Twilled Cords; credit stores get from \$1 to \$2 a yard for them. For cash, Monday..... **98c**

All-Wool Figured Effects, Crepons, Serges, Raised Mohair Cords, imported to sell for \$1.00 a yard. For cash, Monday..... **67c**

To live things in popular-priced Blacks, we will place on sale Monday 25 pieces of All-Wool Jacquards 44 inches wide, 10 pieces Rock Crepons, 54-inch All-Wool Storm Serges, and 46-inch German Henriettas. For cash, Monday..... **47c**

### Notions and Trimmings.

Don't miss this Notion and Trimming Sale if you have the slightest regard for the biggest money-saving opportunity you'll ever have a chance to witness in the course of a lifetime.

Note all the prices carefully, then come and see with your own eyes the phenomenal values which they actually represent.

Remember that limited quantities rule and come early for your share.

King's 500-yard Basting Cotton, 5c goods, 2 for..... **5c**  
Two Cards Best Darning Cotton for..... **1c**  
Ironing Wax, 5c goods, only, each..... **1c**

500 pairs Ladies' Side Elastics, with belt, others get 25c. Our price, pair..... **10c**  
500 pairs Children's Side Elastics, others get 10c and 12c. We say, per pair..... **5c**

500 pairs Side Combs. Sale price, per pair..... **4c**  
5,000 papers of the Genuine Lightning Sewing Needles, cheap at 5c. Extra special, per paper..... **2c**

5,000 yards extra quality Corduroy Skirt Binding, retail price, 6c. Per yard..... **3c**  
Best Hump Hooks and Eyes, retail price 5c. Sale price, card..... **1c**

Collar Forms, retail price 5c. For this special and extraordinary sale..... **2c**  
100-Yard Spool Fine Quality Sewing Silk, made by the M. Hemingway & Son's Silk Co., and guaranteed first quality goods; 10c goods. Sale price, spool..... **5c**

Belding's Best Sewing Silk, 1-oz. spools, 50c goods. Sale price, spool..... **35c**  
Best Shell Whalebones, 36-in. long, others get 20c. We say, each..... **10c**

1,000 dozen Dress Stays, from the best manufacturers' 10c and 12c goods. Only, dozen..... **5c**  
5,000 pairs Amolin Dress Shields, the other fellows get 30c. While they last, per pair..... **15c**

### DRESS TRIMMINGS.

500 yards Mohair Braid Trimming, style as shown in cut, sold elsewhere at 35c. Our sale price, yard..... **15 Cents.**

1,000 yards this fine Silk Braid Trimming, as shown in cut, sold elsewhere at 15c. Our price, per yard..... **6 Cents.**

See our line of Braid Blouse Fronts, all the latest designs. You will always find our prices the lowest.

**98c to \$3.00 EACH.**

500 bolts best Mohair Soutache Braid, 24 yards in bolt, the other fellows would get 35c. Sale price, bolt..... **18 Cents a Bolt.**

## BOW TIES.

Just received, 50 dozen new and pretty silk and satin band bows, nobby shapes in checks, stripes and plain black; actual 25c values. They go on sale Monday for only..... **15c**

## Muslin Underwear



A cash saving on every garment you buy. Such goods at the prices we offer are away below all competition. Credit concerns cannot match us within 15 to 25 per cent. Money made for you on every piece of Muslin Underwear purchased in the Golden Rule.

### SPECIAL FOR MONDAY:

25 dozen Ladies' Fine Muslin and Cambric Gowns, Empire and Hubbard styles, beautifully trimmed with fine Embroideries, Laces and Insertions; garments cut extra long and wide, cannot be bought in the Twin Cities under \$1.00. Our price Monday, only..... **69c**

25 dozen Fine Cambric Skirts, with 16-inch Lawn Umbrella Flounce, trimmed with 2 braids of 1½-inch Insertion, edged with 3-inch Lace, extra 4-inch Lawn Dust Ruffle and French Bands. Cannot be bought in the Twin Cities under \$1.50 to \$1.75. Our price Monday, only..... **\$1.19**

25 dozen Fine Muslin Drawers, full Umbrella styles, with 7-inch full Cambric Ruffle, trimmed with 2-inch Insertion Torch Lace, all made with perfect fitting yoke bands. Cannot be bought in the Twin Cities under 39c. Our price Monday, only..... **29c**

### LADIES' HOSE.

Ladies' two-thread Fast Black Seamless Hose. Spliced Heel and Toe; fine gauge. Soft Yarn, regular 15c quality, Monday..... **10c**  
25 quality Ladies' Tan Hose..... **15c**  
25 quality Ladies' Black Hose..... **15c**  
25 quality White Foot Hose..... **15c**

## Ladies' Underwear

### Bargain Sale Monday.

200 dozen Ladies' Egyptian Ribbed Vests and Pants, high neck, long sleeve Vest, knee length Pants; the same quality others sell at 25c. Our price Monday..... **15c**

### Infants' Shirts.

Infants' Button Front Merino Shirts, size 1 to 6; regular price 25c, at only..... **19c**

## Drapery Room.



### Golden Drapery!

### Golden Drapery!

4,500 yards Golden Drapery in up-to-date designs and colors. Don't pay the other fellows 12½c when you can buy them of us tomorrow, per yard, only..... **6c**

150 Rope Portieres, 10 new designs in assorted colors to select from. We know to a certainty you would have to pay \$6.00 and \$7.50 for many of the designs which it is your privilege to select from tomorrow..... **\$3.98**

250 Smyrna Rugs, size 36x72. Why pay house-furnishings \$3.50 and \$4.00 when the Golden Rule will sell you one tomorrow at only..... **\$2.39**

1,500 yards of Point d'Esprit, 54 inches wide and good value at 25c. Special price for tomorrow, per yard, only..... **17c**

### EMBROIDERIES.

### Special for Monday.