

COLORED DRESS GOODS.

Monday starts our Great Clearance Sale of Choice Remnants, left from this season's great selling.

BICYCLE SUITING—In buying a Bicycle Suit get something that will wear, something that will not require lining and not show dust.

Our English Whipcord for wheel wear can not be duplicated anywhere at \$1.50 a yard. Our low price is 93c a yard; others at 75c, 50c, and one extra special for Monday at only..... 39c

Monday is the first day of our Clearance Sale of Remnants. You don't want to miss it.

BROADCLOTHS—It's no easy matter to buy a Broadcloth. They nearly all look alike. The only way to buy right is by careful comparison. Bring your samples here for comparison and we will save you from 25c to \$1.00 on every yard you buy. Prices 93c, \$1.48, and a regular \$3.00 Cloth for..... \$2.25

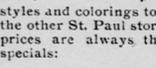
Prices Cut to the Core for Monday's Selling.

NOTICE—Nothing can go out on approval. Nothing can be returned. This is one of those short, brisk events that are the delight of the folks who are prompt to respond and the despair of the folks who come lagging along "after the ball is over."

REMNANTS—These lengths come in from 1 to 8 yards, all marked in plain figures at prices bound to clear the tables in short order. Qualities not considered here. You'll find them marked even as low as 2c per yard. We need the space, therefore this great sacrifice.

WASH GOODS.

All the novelties of the season, as well as the staple fabrics, can be seen in our Wash Goods Department. We show the largest line of Imported French Madras in the Twin Cities. Our assortment comprises over 75 styles, price 29c a yard. In fine French Organdies at 35c, and Irish Dimities at 23c, we have more styles and colorings to choose from than all the other St. Paul stores combined, and our prices are always the lowest. Monday's specials:



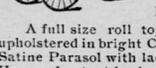
Only 50 pieces left of that fine 49-inch Madras for waists and children's dresses; 40 inches wide, guaranteed fast colors, regular price 18c. For Monday, extra special..... 12c

200 pieces Imported Scotch and French Gingham and Madras, in stripes, checks and plaids; our regular prices are 18c, 20c and 25c. Monday we will place the whole assortment on two tables..... 15c

12 1/2c VALUES 5c. 3 cases of Wash Fabrics, including 40 pieces fine Dress Gingham, regular price 10c; 50 pieces guaranteed fast color Dimities, in all styles and colorings; 50 pieces fine Sheer Organdies, worth 12 1/2c. All go on sale Monday in our Wash Goods Department at only..... 5c

Baby Carriages.

We carry the largest and best assorted stock of Baby Carriages west of Chicago. We wish to call particular attention to the 1898 styles in the celebrated Heywood Baby Carriage, acknowledged by all to be the handsomest in St. Paul. Some special cut prices for Monday.



FOR A STARTER. A full size roll top Carriage, like cut, upholstered in bright Cretonne, \$4.98

Heywood patent brake, only.....

Send for our new 1898 Baby Carriage Catalogue.

STATIONERY.

NEW PAPERS. Three new and popular sizes are the Bijou, Lyndhurst and Premier, in the very latest violet shades. Also The Highland Gray.

These are used by the most select trade. Our line of Papers this spring is the most complete of any ever shown in St. Paul. New sizes and delicate shades are all the rage. You can also be up to date by buying your future supplies at The Golden Rule Stationery Department, where prices are always the lowest on up-to-date necessities.

A SPECIAL INDUCEMENT.—Monday we place on sale many new and delicate shades of fine Papers, such as Hurlbut's Venetian Bond, Healy Irish Linen, Royal Finish, and extra superfine. All new shades and sizes. SPECIAL PER QUERE, - 8 Cents. Envelopes to match, per package..... 8 Cents

SHOE DEPARTMENT.

MAGNIFICENT SPRING SHOES.

All sorts—but we want to tell you first of the NEW TANS. Too early? Not a bit! Every day sees a big increase in the Tan Shoe sales. Each line deserves extended story, but individual excellence is lost in such a flood of general excellence. The Silk Vesting Cloth Tops in Ladies' Shoes—a snappy, tasteful, stylish air about them—prettiest you ever saw—in the very prettiest, newest designs.

Our New Women's \$2.98 Shoes

are absolutely better, wear longer, look better, give more foot comfort, than any other shoe sold hereabouts at \$4.00. Every pair has its individuality—a natty, neat effect that distinguishes it from others. Note the styles and shapes. We show double the assortment of any other store—all sizes, 2 1/2 to 8; all widths, A to EE. Our price only

\$2.98

Our Men's \$2.98 Tan Shoes.

The assortment complete. We show these in Vici Kid, Willow Calf and Russia Calf. In Cloth and all Leather tops—in the proper shades—made in all the well shaped lasts—Cornell—Henley—English—Coin and Princeton shapes. Soles sewed by Goodyear welt process. All sizes, 6 to 11; all widths, A to E. A good \$4 shoe. Our price

\$2.98

CLOAK ROOM

To buy before you have seen our stock of

Suits, Jackets, Capes, Etc.,

May be costly negligence.

Look and Compare—You'll find here the very highest quality at lower prices than others ask for "trash," and 25 to 40 per cent lower prices than credit stores, whose qualities cannot be better, because ours are the best.

Monday Specials.

New Jackets and Suits at One-Thrd Off from regular prices.

Traveler's sample line of very latest style Silk and Cloth Capes; one of a kind; only 125 Capes in the lot; no two alike; each one a prize for the purchaser. On sale Monday 25 to 40 per cent less than regular price.

Our great sale of \$5 Silk Waists continued, colors and blacks, two big tables full, \$6 to \$3 values in other stores. They're a big advertisement for us at..... \$5

DRESS SKIRTS—We can't emphasize too much or too often the superior value and excellence of our man-tailored Dress Skirts. We're told that our assortment is greater than all the other St. Paul stores combined and none so good at any price. New and exclusive styles not to be seen elsewhere.

Prices, \$1.85, \$2.50, \$2.98, \$3.50, \$4, \$4.50, \$5 and up to \$25.00.

OUR GUARANTEE—A new Skirt or your money for every skirt not satisfactory.

Domestic Room.

HOUSEKEEPERS LIKE TO COME HERE because they invariably find what they want—the Right Goods as well as the Right Prices.

5 cases of Lancaster and Amoskeag Apron Gingham, staple and fancy checks, worth 6 and 7 cents; quantity limited. Special for Monday only..... 3c

50 pieces of Fancy Lawns, 27 inches wide, in neat stripes and figures; they are fast colors; just the thing for children's dresses. Special..... 4c

50 pieces of Comforter Cretonne, all new patterns. Special for Monday only..... 5c

50 pieces of light Calico, the regular Martha Washington brand; regular 6c quality. Special..... 3c

100 pieces of fancy Costume Cloth, also Traveler's Twills, all new patterns; why pay others 12 1/2c for this grade? Our special price..... 7c

25 pieces of Cream White Wool Baby Flannel, our regular 35c grade. Special..... 22c

Lining Department.

It's prices like this that daily crowd our Great Lining Department with eager buyers.

Edwards' best Lining Cambric, in all colors. Special..... 2 1/2c

36-in. English Twill Silesia; all the staple shades; good value at 15c. Monday..... 8c

36-in. Fast Black Rustling Taffeta; splendid value at 15c. Special..... 9c

36-in. Percale, fast black; regular 12 1/2c grade. Monday..... 8c

40-in. Silk Premier for Summer Skirts; beautiful quality and very stylish; regular 20c grade. Special..... 12 1/2c

36-in. fast black Silk-Finish Taffeta Skirting, the 20c kind. Monday..... 12 1/2c

NOTICE

To the Ladies of St. Paul.

We beg to announce the arrival of Mrs. A. D. Marks, of New York, expert fitter and demonstrator, who will have personal charge of our Corset Department for two weeks (April 25th to May 7th inclusive), and who will fit without charge and explain the superior merits of the celebrated

American Lady and MODEL FORM Corsets. We trust that our many customers will take advantage of this opportunity.

Why Her Black Dress Cost Less

'Twas bound to cost less. The material was bought on a cash basis at a special sale. How could she help but save? We offer four extra strong inducements that will surely crowd this aisle all day Monday.

10 pieces 46-inch strictly all-wool German Henrietta, silk-finished; worth 45c yard. Monday..... 29c

5 pieces 54-inch All-Wool Storm Serge; our regular 59c quality. Monday, per yard..... 39c

5,000 yards of German Bourettes, French Granites, Mohair Cordelines, Bayadere Fancies, Serges, Henriettes, etc.; worth 75c yd. Monday..... 49c

At 75c Yd. If you need a good black dress of skirt you can certainly save the price of your linings at this sale. A few of the lines you will find: English Crepons, 44 inches wide; 54-in. Mohair and Wool Diagonals; 50-in. Surah Serges; 52-in. All-Wool and Mohair and Wool Fancies; 42-in. Drap d'Alma; 44-in. Mohair and Wool Jacquards. The regular selling prices of these goods are \$1.00, \$1.19, \$1.25 and \$1.39 a yard. Monday, choice..... 75c

25c Worth double. 50 pieces Habutai Wash Silk, fast colors. 500 yards Novelty Brocades in all leading shades. 500 yards White Habutai Wash Silk, good quality, not trash.

39c Worth up to 69c. 200 yds Cheney Bros' Foulards in black, navy and brown grounds. 200 yds. Fancy Japanese Plaids, pretty color combinations. 300 yds. Changeable Lining Silks for Skirts, Jackets and Capes.

49c Worth up to 75c. 300 yds. Fancy All-Silk Brocades and Fancy Stripes. 300 yds. Black Brocades, all new designs. 200 yds. Plain Black Silks in Gros Grain, Taffeta, Satin and India.

69c Worth up to \$1.00. 500 yds. Beautiful Plaids, Nobby Checks, Fancy Stripes and Brocades. 400 yds. Novelty Black Brocade, all leading patterns. 900 yds. Plain Black Silks in Peau de Soie, Satin Duchesse, Armure, Gros Grain, Faille, and a 23-inch Taffeta.

89c Worth up to \$1.50. For anyone who wants a handsome dress, waist, skirt or trimming they will find them in this lot. The kinds are too numerous to mention, as they include almost every kind of silk in black and colors.

WE HAVE MORE DELIVERY WAGONS THAN ANY TWO ST. PAUL HOUSES COMBINED

THAT TELLS THE STORY IN TEN WORDS.

We only mention this fact to show what store is doing the business, and that buyers cannot be fooled by the glamorous splurges of the 103 per cent profit fellows who have been standing on a high pedestal the past forty years. People prefer to go where they can buy first-class merchandise at the lowest cash prices—and that's The Golden Rule every time.

The curtain rises Monday on the handsomest displays of Spring Goods this store has ever shown. Ladies who shop around don't hesitate to tell us we have the best stock in St. Paul, and we're inclined to think they know. Our reputation for selling high quality goods for low prices has been won by hard work. To live up to it requires great efforts.

Our Spring Stock has been selected with great care and cannot fail to be interesting. Each department is a store complete in itself. There is no difficulty in selling our goods, for the demand is pre-emptory. Some store in St. Paul has got to supply the needs of a hundred thousand families in the Northwest, and who better than The Golden Rule can do it? Our collections for Spring are pre-emptive alike for character and quantity, and by doing business on an extremely close margin your money is made to go further in The Golden Rule than in any store in the two cities.

A SALE OF 1,600 DOZEN

Ladies' and Children's Stockings.

In order to make short work of this lot we have divided the entire purchase into two lots.

How Can We Sell at Such Prices? Ask the jobber from whom we bought the goods. You'll be many dollars ahead if you make the best of tomorrow's opportunities.

We don't claim to give you the earth for a dime. We don't claim to sell you silk stockings for 25c, worth \$1.50 and \$2.00—as others do; but claims are not facts, as you probably know by this time.

Here Are the Goods and Prices:

The Children's Hose All at 10c.

350 dozen Boys' Extra Heavy Tan-Colored Hose, 2-2 ribbed, double heel and toe, sizes 6 to 10, regular price 20c. This sale..... 10c

70 dozen Boys' Extra Heavy 7-1 ribbed Black Cotton Hose, sizes 6 1/2, 7, 7 1/2, 9 1/2 and 10, regular price 25c. This sale..... 10c

200 dozen Children's 2-2 and 1-1 Ribbed Black Cotton Hose, spliced knee, heel and toe, sizes 6, 6 1/2, 7, 7 1/2, regular price 19c. This sale..... 10c

120 dozen Children's Black Cotton Hose, 1-1 ribbed, double heel and toe, sizes 6 to 9, regular price 15c. This sale..... 10c

The Ladies' Hose All at 15c Pair.

145 dozen Ladies' Black Lisle Thread Hose, spliced heel and toe, regular price 25c. This sale..... 15c

26 dozen Ladies' Black Brilliant Lisle Hose, spliced heel and toe, regular price 25c. This sale..... 15c

80 dozen Ladies' Black Maco Yarn Cotton Hose, drop stitch, double sole and toe, extra high spliced heel, regular price 25c. This sale..... 15c

114 dozen Ladies' Black split-foot Cotton Hose (Maco sole), double sole, heel and toe, regular price 25c. This sale..... 15c

83 dozen Ladies' Black Cotton Hose, Maco foot, spliced heel and toe, regular price 25c. This sale..... 15c

44 dozen Ladies' Black Out-Size Hose, double sole, high spliced heel, regular price 25c. This sale..... 15c

54 dozen Ladies' Tan-Colored Ingrain Lisle Thread Hose, spliced heel and toe, regular price 35c. This sale..... 15c

154 dozen Ladies' Tan and Russet shades Maco Cotton Hose, double sole, high spliced heel, regular price 25c. This sale..... 15c

65 dozen Ladies' Tan-Colored Hose, with split foot (Maco sole), double heel and toe, regular price 25c. This sale..... 15c

90 dozen Ladies' Tan-Colored Cotton Hose, drop stitch, double sole and high spliced heel, regular price 25c. This sale..... 15c

SILK SECTION.

The lady who knows good Silks from trash, The lady who appreciates a bargain when she sees it, The lady who has the cash to buy where she pleases, The lady who wants best value for her money, And above all, The lady who does not want to be disappointed by misleading advertisements.

These are the people we ask to attend our Silk Sale Monday, and they will appreciate the bargains we offer.

25c Worth double. 50 pieces Habutai Wash Silk, fast colors. 500 yards Novelty Brocades in all leading shades. 500 yards White Habutai Wash Silk, good quality, not trash.

39c Worth up to 69c. 200 yds Cheney Bros' Foulards in black, navy and brown grounds. 200 yds. Fancy Japanese Plaids, pretty color combinations. 300 yds. Changeable Lining Silks for Skirts, Jackets and Capes.

49c Worth up to 75c. 300 yds. Fancy All-Silk Brocades and Fancy Stripes. 300 yds. Black Brocades, all new designs. 200 yds. Plain Black Silks in Gros Grain, Taffeta, Satin and India.

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MUSLIN UNDERWEAR.

Three unmatchable bargains at our Muslin Underwear Department for Monday:

10 dozen Ladies' Fine Cambric Night Gowns, in the very latest styles, with solid yoke of all-over embroideries in all the new designs, yoke and collar trimmed with the very daintiest of embroidery edges, sleeves finished with cluster of five tucks, edged with extra quality of fine embroidery, two styles to elect from, worth \$2.00 and \$2.25. Our unmatchable price Monday only..... \$1.25

10 dozen Ladies' Fine Muslin Skirts, with full 24-inch lawn umbrella flounce, trimmed with seven clusters of two tucks, and finished with extra fine quality of 8-inch embroidery, all with extra 4-inch cambric dust ruffles and French bands, worth \$2.25. Our unmatchable price Monday only..... \$1.48

25 dozen Ladies' Fine Cambric Drawers, full umbrella style, with 7-inch lawn ruffle, edged with fine 3-inch embroidery in all the new designs, all made with yoke bands, worth 75c. Our unmatchable price Monday only..... 48c

BLACK SKIRTS.

Extra Special for Monday.

25 dozen Ladies' Heavy Black Satene Skirts, warranted perfectly fast colors, with full 15-inch umbrella flounce, lined with canvas and finished with cluster of 4 cords; all finished with French bands; skirt full 4 yards wide. Cannot be matched in the Twin Cities under \$1.25. Our special low price only..... 75c

Drugs and Sundries.

3-ounce bottle of Imported Violotte Perfume, like cut, with sprinkler top, would be a big bargain at 50c. To introduce, only, per bottle..... 25c

This package very handy for traveling.

A Genuine Bargain.

Roger & Gullet's Quadruple Extract, all colors, only, per oz..... 50c (Bottles free.)

Choice of the following GUMS, SEE PRICE: Kismet, Fruit, Faultless Chips and Sea Sen Gum, only, per package..... 2c

3 for 5 Cents.

Genuine Cosmo Butter-milk Toilet Soap, and Wiscley's Cucumber, only, per cake..... 5c

\$1.00 Paine's Celery Compound..... 65c

\$1.00 Ayer's Sarsaparilla..... 60c

\$1.00 Listerine..... 65c

\$1.00 Mellin's Food..... 50c

1-lb. package of Best Pulverized Borax, only..... 10c

PAINTS, OILS, VARNISHES

SPECIALS FOR MONDAY.

In time past painting a house was quite a serious matter, and there was some excuse for living in a house with paint the worse for the wear. Our Ready-Mixed Paints, at our marvelously low prices, have settled that problem. We sell more Paint than all the other fellows combined.

GOLDEN RULE HOUSE PAINT, per gallon pail, only..... 69c

Floor Paint Same Price.

BARN AND ROOF PAINT saves many times its cost in preserving shingles. Per gallon..... 48c

Mankato Boiled Oil, 5-gallon lots..... 45c

Red Seal White Lead, strictly pure, per hundred..... \$5.75

Red Star White Lead, per hundred..... \$3.25

No. 1 Coach Varnish, gallon can..... 98c

All kinds of colors in oil and dry at prices that are right. Paint Brushes from 9c up to \$2.00.

Calimine Wall Finish, 5-pound packages, any color, easily prepared, one package will do a large room; regular price 50c. Per package..... 35c

Three packages for \$1.00. Furniture Varnish, per can..... 9c

Housefurnishings

GRANITE WARE.

Granite Pudding Pans. 1-quart, Monday..... 6c

1 1/2-quart, Monday..... 7c

2-quart, Monday..... 8c

3-quart, Monday..... 9c

4-quart, Monday..... 10c

Granite Sauce Pans. 12 size, Monday..... 6c

14 size, Monday..... 7c

16 size, Monday..... 8c

18 size, Monday..... 10c

20 size, Monday..... 12c

22 size, Monday..... 14c

LINEN DEPT.

Extraordinary Collection of Cut Cash Prices

1,000 dozen Fringed Terry Wash Cloths, sold by others at 5c each. Special Monday, 3 for..... 5c

100 dozen Terry Bath Towels, extra heavy, with double twisted yarn, worth 20c. Special, each..... 12 1/2c (All Linen Huck Towels, fringed and hemmed, in the same lot.)

100 dozen Scarfs, Center Pieces, Tray Cloths, Splashers, Towels and Fringed Lunch Cloths, worth up to 50c. Special Monday on bargain table, each..... 19c

Sample Lot of Bedspreads.

Balance for Monday's sale, hemmed or fringed, all sizes..... \$2.50

Prices from..... 45c to \$2.50

25 per cent less than regular price.

CRASH TOWELING.

Last but not least—5,000 yards of heavy linen twilled Bleached Barnsley Crash for Roller Towels, etc., warranted fast color red border, 16 inches wide; they are cheap at 8c yard. Some dealers would get 10c. We say, for one day, Monday,..... 5 1/2c

Limit 20 yards to each customer.

DRAPERY ROOM.

New Spring Goods in our Drapery Department.

Just received—A large shipment of Tapestry Portieres in all the new colorings and designs, also Tapestry suitable for furniture covering, festoon drapery and couch covers, which we place on sale Monday at the following special prices:

225 pairs Tapestry Portieres, full size, fringe top and bottom, a genuine snap at \$3.50 a pair. Special price for Monday only..... \$2.49

175 pairs Tapestry Portieres, with or without tinsel, beautiful designs and colorings, well worth \$4.50 and \$5 a pair, Monday's price only..... \$3.19

190 pairs Ribbed Tapestry Portieres, this is a beautiful line; 2 designs in 7 of the new colors to select from. Housefurnishers ask you \$6.00 and \$7.00 for the same thing. Our price for Monday, per pair..... \$4.39

18 pieces Tinsel and Ribbed Tapestry, 52 inches wide, well worth 75c a yard. Monday's special price only..... 49c

ST. PAUL'S

Greatest Crockery Dept.

BIG TOILET SET SALE

Monday.

200 Toilet Sets placed on sale Monday morning at slashing prices. Best Porcelain ware, nicely decorated; choice of two colors, brown or green.

100 ten-piece Toilet Sets, consisting of Wash Bowl and Pitcher, Covered Chamber, Covered Soap Dish, Tooth Brush Holder, Mug and small Jug. Take your choice of two colors, brown or green, Monday, per set..... \$1.69

50 ten-piece Toilet Sets, consisting of the same pieces, neat white and gold decoration. Monday, only, per set..... \$1.98

50 twelve-piece Toilet Sets, complete set, including large covered slop jar, beautiful neat white and gold decoration. Monday, only, per set..... \$2.98

Experienced housekeepers begin to furnish the kitchen first—they know how much it costs unless strict economy is observed in buying. Cash keeps down the cost here—proof of it in this sale.

Granite Pudding Pans.

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