

## Wash Goods.



The Wash Goods season is now at its height, and the Wash Goods are in great demand. We are determined to close out our entire stock this week, and if prices are any inducement our shelves will be empty by Saturday night. Inspect these values Monday, and you will surely be a purchaser:

50 pieces beautiful silk-corded and satin-striped Madras, in a complete assortment of styles and colorings, regular price 50c a yard. For one day, Monday only, exactly half-price, a yard. **25c**

Our entire stock of Imported French Organ-dies and English Madrases, about 100 different styles and color combinations, regular price 35c and 40c a yard. Special Monday. **25c**

50 pieces Imported English Piques in plain whites, stripes, checks and plaids, all guaranteed fast colors and sold by us at 35c a yard. Special Monday. **19c**

200 pieces satin striped and checked Organ-dies, regular price 25c a yard, in a beautiful range of styles and colorings; 50 pieces Imported Irish Dimities, worth 25c a yard, and 50 pieces Corded Lawns and Batistes, sold by us all season at 20c a yard. Special Monday. **12½c**

A new lot of Skirting Crash just received, just the thing for immediate wear and worth 15c a yard. Special Monday. **9c**

The balance of our entire stock of Imported and Domestic Gingham, over 200 pieces, all sold by us from 15c to 35c a yard. Special Monday. **10c**

500 pieces Wash Fabrics, including Percales, Lawns, Dimities, Piques, Batistes, Organ-dies, Gingham, and Madras, in hundreds of styles and colorings, and worth from 10c to 15c a yard, will be placed on sale Monday only. Extra special. **5c**

## Great Umbrella Bargains.



We will continue our great Umbrella Sale Monday. Don't overlook this opportunity to buy your Umbrellas cheap. 1,000 Ladies' and Gentlemen's 26 and 28-inch Silk Serge and Fine Union Taffeta Silk Umbrellas, on the best Paragon frames with fine steel rods, all close roll, fine silk cases and tassels to match. Umbrellas in navy blue and black, with the following assortment of handles: Highly polished natural wood loops, hooks, operas and pringles, plain and sterling silver trimmed, in Congo, Arabian Vine, Furze and Boxwood; great assortment of fine imported 7-inch Dresden, all shades; also fine Dresden balls, bulbs and fine horns studded on highly polished Congo and Partridge mounts; a beautiful assortment of fine gold straight and crooks on imported Dresden and Partridge mounts, all finished with sterling silver and gold swedges. For Gentlemen—great assortment of highly polished natural wood hooks, Prince of Wales crooks and straight, plain and sterling silver trimmed, all finished with sterling silver swedges; this lot of Umbrellas cannot be equalled in the Twin Cities under \$1.75 to \$2.25. Monday, we say, only. **98c**

## EMBROIDERIES.

Great Sale of Fine Embroideries For Monday.

3,000 yards of fine Cambric, Nainsook and Swiss Embroideries in all the new designs, no end of patterns to select from, in medium and wide margins, worth from 25c to 29c. Monday's Great Sale Price only, per yard. **15c**

## Linen Department.

Small Prices for Good Linens.

Of course all Linens at this store are good. That's why we have had such big success in our Linen selling. Good linens and moderate prices have made The Golden Rule the center for the Linen trade of the Northwest. Here are some items that will interest those who buy for hotels, boarding houses, or general housekeeping:

Broadway Damask Co.'s make of heavy half-bleached Table Damask, pure linen, regular 75c goods. Special. **55c**

J. N. Richardson, Sons & Owsen's make of extra fine heavy bleached Satin Damask, 72 inches wide, in elegant new patterns, the regular \$1.25 goods. Special. **98c**

John S. Brown & Sons' make of fine 24-inch Napkins, full bleached, the regular \$4.50 quality. Special, per doz. **\$2.85**

German make of hemstitched Table Cloths, 8-4 and 8-10 size, worth \$2.50. Your choice for, each. **\$1.69**

Scotch make of 56-in. half-bleached Table Damask, the 39c kind. Special, per yard. **25c**

## White Goods Department.

All our fancy White Goods in Swisses, Dimities, Nainsooks, Lawns, and Batistes, sold during the season at from 15c to 25c. To close, Monday. **8c**

## Sheeting Department.

5 bales extra heavy Sheeting, regular 6c quality. Special Monday, per yard. **4½c**

## SHOE DEPARTMENT.



Women's Chrome Tan Lace Shoes, light flexible soles, stylish, up-to-date patterns; some with inserted vesting panel and scroll tops, elegant values at only. **\$1.98**

Women's extra quality of Tan Kid Oxford Ties; about 150 Southern Buttons included; \$2 values at. **\$1.29**

Women's Tan Kid Oxford Ties; regular \$1.50 values at. **98c**

Boys' and Youths' Tan Goat Shoes. Special. **\$1.24**

Women's 10-inch Chocolate Bicycle Shoes. Regular \$2.50 values at. **\$1.98**

## JEWELRY SECTION.

One-Piece Plated Cuff Pins. **1c each**

Nickel Alarm Clocks. **55c**

## GOLDEN RULE SEVENTH EIGHTH AND ROBERT STREETS



## Our business is good

—a good deal better than the weather warrants. We can't help it, though we really think we deserve a good big business. Why? For just one reason—the values we daily give. It's our great values that bring this ever-increasing business. Prices have been named the past six months that are more convincing than words, and it behooves all women, especially economical housekeepers who pay cash and have no money to squander, to come here before buying. The Golden Rule this year from stem to stern is making a new record. All the conditions are favorable—hundreds of active brains are working to make The Golden Rule more and more your store.

Sometimes you save money by keeping it, and sometimes you can save by spending it. There are hundreds of instances this week where you can save money by spending it.

## SPECIAL NOTICE

Our Ladies' Parlor, Toilet and Wash Rooms on the balcony, 7th and 8th street entrance, are now open for your inspection. You are welcome to enjoy and to use the facilities for rest and comfort.

## Monday Clearing of Waists, Skirts and Wrappers

Tempting manufacturers' offerings have made us buy heavily within the past two weeks, but only for a quick turn. Tomorrow we will begin a special sale of Waists and Skirts that will bring greater crowds than ever and set all competition to thinking. All women in search of proper materials and proper styles, who are well posted, will take advantage of it. It is values like this that have caused the phenomenal growth here in the past and will make this by far the

## Most Attractive Waist and Skirt Sale of the Season

1,000 New Waists—ever so many different styles, Percales, Gingham, Lawns, Stripes, Plaids and plain colors; some with 24 rows tucking, others with braid trimming; the kind that the best stores in the land sell at \$1, all at one price tomorrow, **49c**

At **95c** More than 3,000 New Waists—more than 100 different styles—all the new materials in colors, white and black; many celebrated makes; Waists that are sold throughout the United States at \$1.50 to \$2. You'll find 6 big tables stacked full and thousands besides, all at one price **95c**

(These are fresh, new, high-class Waists, different from ordinary "sample job lots" advertised around town.) ALL of our beautiful and exclusive PATTERN WAISTS, worth up to \$4, going at a big discount from former prices.

## GRAND SKIRT VALUES.

Big line of Trimmed and Plain Skirts, including very best quality of genuine Hopsun Linen and Woven Cord Piques, values up to \$3.00, all to be closed out at the ridiculous price of **85c**

(If you pay cash, why not shop and compare before you buy?) 500 Tailor-made Linen and Russia Crash Skirts will be closed out at a big reduction from original low prices.

## High-Class Novelty Skirts at HALF-PRICE.

All of our elegant Pique, Denim, Burlap and other Novelty Wash Skirts, copies of Imported Pattern Skirts, only one or two of a kind; our original low prices remain on the skirts, ranging from \$5 to \$12. They go at HALF these prices—**\$2.50 to \$6.00**. Remember our original prices are 25 per cent lower than credit stores. Values like these are never given in other stores and here only at the end of seasons.

## SILK DEPARTMENT.

Stimulate a success. That's one of the things we do. If a department shows healthy growing tendencies we give it more room, a complete stock and carte blanche to grow all it will. This is the case with our Silk Department. Such quantities and such prices as we quote below are the secret of our success.

1,850 Yds. New Jap Wash Silks, **19c** yd. strictly this season's goods; beautiful colorings, including pinks, light blues, turquoise, rose, etc.; usually sold for 45c and 50c yard. Tomorrow at **19c** yd.

3,700 Yards New Corded Silks, **35c** yd. strictly this season's goods; beautiful colorings, including pinks, light blues, turquoise, rose, etc.; usually sold for 45c and 50c yard. Tomorrow at **35c** yd.

36-Inch White India Silks, splendid quality; always sold for 75c per yard; also **50c** yd.

20-Inch Black Taffetas, positively never sold under 65c yard; choice for **63c** yd.

Extra Fine Taffeta Silks, A Full Line of Colors, embracing every imaginable shade; should be sold for 75c and 85c per yard, going at only **63c** yd.

27-Inch Black India Silks, So popular for summer dresses. Also 57 Pieces 24-inch Wide India and Foulard Silks, in very new patterns, on navy, black and blue grounds. Choice for **39c** yd. Only. **39c** yd.

Fancy Silks Cut Away Down. Following our well-known policy of never carrying goods from one season to another, we now offer choice from all our \$1.00 and \$1.25 Fancy Silks for **75c** yd.

44-Inch Wide Grenadines. Our entire stock of Fancy Grenadines, worth up to \$1.25 yard. All will be sold Monday at **59c** yd.

## Muslin Underwear Dept.

Two Unmatchable Bargains for Monday.

100 dozen Ladies' Fine Cambric Night Gowns in all the new styles, beautifully trimmed, fine embroideries, laces and clusters of tucks, all cut extra long and wide, 10 different styles to select from. Not a gown in the lot can be matched under \$1.25. Monday's great sale price, only **79c**

50 dozen Ladies' Fine Soft Cambric Skirts, with from 16 to 22-inch fine lawn umbrella flounces, beautifully trimmed with fine laces, embroideries and tucks, all with extra cambric dust ruffle. Not a skirt in the lot can be matched under \$2.00. Monday's great sale price only **\$1.25**

## DOMESTIC DEPARTMENT.

There is a feast of good things in our Domestic Department for those who visit this section on Monday, and who would think of staying away when values like these await you:

200 pieces of Wm. Simpson & Sons' fancy Dress Prints, all new styles, warranted fast colors, worth 6 and 7 cents. Special. **3½c**

1,000 pounds of Prime Live Geese Feathers, furniture store price \$1.00 a pound. Our special price, **55c** only.

500 pieces of fancy Cretone for comfort covering, fast colors, worth 7c and 8c. Special. **5c**

300 boxes of fine Cotton Bats, large rolls, sold everywhere at 10c. Special. **6c**

35 pieces of fine Embroidered Flannel, 36-in. wide, for babies' wear, worth 65c. Special. **49c**

50 pieces of cream white Wool Baby Flannel, worth 35c. Special. **22c**

## Negligee Shirt Sale.

Never were there better buying chances in Summer Shirts than we offer you tomorrow. These chances we pass on to our customers, because we have won them (some of them) from the manufacturers. Others you get, while there is no corresponding advantage to us. In both cases the gain is yours.

Here's the story: We have made a special purchase—the entire balance of the season's stock of the QUAKER CITY SHIRT COMPANY, together with all odd lines, broken sizes and remnant lots of our own stock that have accumulated by reason of our stupendous selling. The prices marked assure Shirt selling unprecedented.



\$1.00 Negligees 50 Cents.

Madras and Percalé Negligees—superior qualities—made by the Quaker City Shirt Co., with stripes, plaids and checks, handsome colorings, with one pair detached round-corner link cuffs, made to wear with white collars. This special offer includes sizes 14 to 18, actual \$1.00 values. They go at only **50c**

\$1.50 Negligees 98 Cents.

Finest Madras and Oxford Cloth "Quaker City" Negligee Shirts, mobbiest patterns of the season, pinks, blues, tans; great big \$1.50 values will be sold by us at only **98c**

\$2.50 Negligees \$1.50.

"Quaker City" Pure Silk and "Eagle Make" Linen Madras Negligee Shirts, the equal of any custom-made shirts, in a large variety of the best patterns of the season. On sale until all are sold at **\$1.50** only.

The success of this great sale yesterday proves conclusively the faith men have in our ads., and of the sterling values of our offers. We never exaggerate values, and when we tell you a shirt is worth \$1.00 you can depend upon getting the value of 100 cents and no less.

## Lace Department.



There's true economy in prices like these, and those who come on Monday after these Laces will have no cause to regret doing so.

Big Sale of Wash Laces.

5,000 yards of 1, 1½ and 2-inch Wash Laces in different patterns. Special price, per yard. **3c**

6,000 yards of 2, 3 and 3½-inch Wash Laces in a fine selection of patterns, and regularly sold at 10c. Special price, per yard. **5c**

A Bargain in Valenciennes Laces.

12,000 yards of Valenciennes Laces, all new patterns. Our special price, per yard. **2½c**

ST. PAUL'S

## Greatest Crockery Dept.

HAVILAND CHINA SALE.

The celebrated Haviland China Dinner Ware. Special Offer for Monday:

**20 % Off**

our usual low prices. This includes all our open stock Haviland Patterns, both white and decorated. Remember, just one day, Monday. Make out your list and come early Monday morning.

PATENT STOPPER BEER BOTTLES. Pint size, only, dozen. **49c**

Quart size, only, dozen. **69c**

MASON'S IMPROVED FRUIT JARS. Pint size, only, dozen. **30c**

Quart size, only, dozen. **39c**

Half-gallon size, only, dozen. **45c**

Extra Rubber Rings, only, dozen. **1c**

White Rubber Rings, dozen, only. **2c**

TIN-COVER JELLY GLASSES. Advance Sale of Jelly Glasses. ½-pint size, tin cover, only, each. **1c**

½-pint size, tin cover, only, each. **1½c**

These Prices for Monday Only.

## Basement Bargains.

Now for a general Clearance Sale of all Summer Goods.

## Refrigerators.

Only one of some sizes, more of others. Take your pick at these special cut prices for Monday:

No. C size. **\$8.00**

No. E size. **\$8.50**

No. D size. **\$10.00**

No. 2 size. **\$13.98**

No. 3 size. **\$15.98**

No. 4 size. **\$17.98**

## Lemonade Straws.

Made of Manila Paper, free from taste or odor. Bunch of 100 straws, Monday. **7c**

## Ice Cream Freezers.

Shepard's Lightning Freezers—2-qt. 3-qt. 4-qt. 6-qt. 8-qt. 10-qt.

98c \$1.15 \$1.48 \$1.85 \$2.35 \$3.19

Preserve Kettles. Genuine Granite. Preserve Kettles. Size. 20. **15c**

22. **18c**

24. **20c**

28. **25c**

30. **35c**

32. **45c**

Sprinkling Cans. Made of best quality tin, with patent spout. 2-quart. **9c**

3-quart. **12c**

4-quart. **15c**

6-quart. **18c**

8-quart. **20c**

10-quart. **25c**

## WILL ALL WEAR GLASSES?

One Who Is Versed in Optics Explains the Tendency of the People to Poor Eyesight.

A few generations more and the un-spectacled American will be a rarity! Such is the startling prophecy of Dr. Louis H. Matthez, of New York. So rapid is the increase in the number of persons who wear glasses that, if his theory is correct, in the near future oculists' offices will be as numerous and necessary as drug stores.

"More eyes are injured by the injudicious use of glasses and haphazard methods employed in getting them than by any other known cause," said Dr. Matthez, when asked for the explanation of his theory. "There is nothing so simple yet seeming to be clothed in so much mystery as eyes and glasses. Still, people go ahead heedlessly and recklessly tampering with the precious gift of

sight, buying spectacles and wearing them just as they would their hats, boots or shoes.

"Twenty years ago, our fathers and mothers would go to their first class jeweler or spectacle seller and purchase a well mounted pair of good glasses, with which they could see best, most naturally, comfortably and easily. The goods would be sold on their merits, and in nine cases out of ten the unimpaired judgment of the wearer would be the best doctor as to their suitability. Today the case either falls into the hands of some inexperienced eye specialist who has taken up the adjustment of glasses as an adjunct to his medical treatment of the eye, or, perhaps, a so-called 'graduate optician'.

"To these two features we are indebted

for the coming race of spectacled people. An oculist used to be one who, after the study of medicine, first devoted a number of years to its general practice, and then, knowing all the general pathological conditions in connection with the entire body, would become an ophthalmic surgeon, treating diseases of the eye.

"At the present time oculists are made to order at once, with spectacle adjustment attached the main feature of support. The oculists are not to be outwitted, established a factory kind system of men called 'graduate opticians.' If a country jeweler would buy a bill of goods or pay for a course he could make him their establishment and they would make him a D. R. (doctor or refraction), diploma included. Returning to his country town a 'graduate,' he would fit the whole community to specs. So, in like manner, the enterprising, money desiring physician in the interior can visit the city and be sent home an 'oculist' in thirty or sixty days.

"I had one of these good men bring a letter to me several months ago. A physician in good standing where he re-

sided, had come on for information how to treat eyes and fit glasses—a man sixty years of age. He took his thirty or sixty days' course, and no doubt by this time all the farmers in his vicinity are ploughing crooked furrows with mis-fitted glasses.

"The majority of the human family are born with unimpaired eyesight. This remains so in such cases until the age of thirty-eight or forty, when the sight becomes defective from natural causes. Congenital defects, such as persons are born with, are called, omitting medical terms, nearsightedness, farsightedness, or that condition of irregularity in the curvature of the front part of the eye wherein one meridian is perfect and its opposite angle is imperfect. Another condition requiring glasses is weakness of the ciliary process muscles, which seem to give out when the eyes are used for any consecutive purpose, such as reading, writing, or any other close work. The letters or objects looked at in this case become blurred, wavering, indistinct, or apparently running together in one black line; continued use of the eyes without relief, causing inflammation of the thin membrane covering the eyeballs or lids. When this condition of weakness is properly overcome or re-

lieved by glasses these can eventually be dispensed with. In no other instance can glasses be placed aside when once put in use, for the other defects are deformed and remain such.

"There is still another condition wherein glasses are used, the squint, wherein the muscles of the eyeballs alone are considered, and prisms are the kind of glasses used, correcting such conditions where the eyes turn too much inward, outward, upward or downward. Other glasses employed in defects of the eyes are convex, concave and cylindrical. Tinted or colored glasses I have not spoken of, for they are supposed to and should possess so adapted will remain suited for a number of years. If not adapted with absolute certainty, the sight will adapt itself to the glasses instead, causing additional discomfort and the necessity for frequent change.

"At a dinner the other evening my vis-a-vis remarked, sotto voce, to me: 'Pray tell me the guest seated near me is addressing me? For I assure you as she

looks at me her eyes through the glasses which she wears seem twisted enough to draw the cork from that champagne bottle the butler is holding.'

"I assured her sympathetically: 'No, she is but one of the spectacle victims, and you have only to look about this table, and you will see the majority ogling in the same way.'

"My friend informed me after closer observation that I was right, for of the entire number of guests at the table more than three-quarters of them were harassed with spectacles or eyeglasses; the young, the old, the pretty, the homely had them on. The woman in question speaking to me, and who had been the subject of our conversation, was trying to look at me with one eye through its glass, and her other eye being misfitted by her optician, was trying to look around the corner or anywhere else to avoid the discordant vision the glass produced on the retina.

"If one day's close observation is given to the spectacle victim, the truth of my statement regarding the future of the coming race will scarcely need proof. It is an inconspicuous sight to see on crowded Fifth avenue so many beautifully gowned women and well groomed men, evidently sticklers about well fitting things and yet carrying astride their

noses the signs of the most abominably fitting spectacles or eyeglasses. This queer draw the cork from that champagne bottle matter for legislative action in this state some time ago, wherein the specialist oculist was trying to knock out the optician and the latter the former. There should be no divided responsibility in the examination of the eyes and furnishing the glasses."

Notice—New Trains to Oshkosh, Fond du Lac and Green Bay. Leave Minneapolis 6:25 p. m., St. Paul 6:55 p. m., via North-Western Line—C. St. P. & O. R.R.—going via Merrillan and Marshfield, and arriving Wausau 3:40 a. m., Clintonville 4:50 a. m., New London 5:30 a. m., Oshkosh Junction 6 a. m., Oshkosh 6:50 a. m., Fond du Lac 7:50 a. m., Manitowish 8:15 a. m., Sheboygan 9 a. m., Green Bay 9:50 a. m.

Through sleeping cars and chair cars to Fond du Lac.

Tickets and information at 335 Robert street, St. Paul; 413 Nicollet Ave., Minneapolis.

Indianapolis, Ind., and Return, \$19.50.

On July 18th, 19th and 20th the Wisconsin Central Lines will sell excursion tickets at \$15.00 for the round trip. Tickets good, returned, and well groomed men, particulars call on City Ticket Agent, 373 Robert St.