

## GOLDEN RULE

### Extra Cloak Room.

New "Pedestrienne" Skirts, in the latest habit-back circular style, of the new golfing materials and handsome double texture coverts, beautifully tailored—sensible for street wear, indispensable for rainy weather, many different kinds, all the popular shades—gray, blue, brown, dark tan or castor—wide and narrow hems, with tailor stitching; all lengths from 36 to 44 inches. No finer skirts anywhere at any price, and none elsewhere at this price.

**\$9.75**  
Same Skirts sell in Eastern cities at \$1.00 to \$2.00 more.

## MILLIONS OF MOLARS

AMERICANS ARE THE GREATEST PATRONS OF THE DENTISTS

### SOME MARVELOUS FIGURES

Twenty Millions of Incisors and Molars Are Made Yearly—Electricity Largely Used in Locating Diseases of the Jaw—Many of the Horrors of Tooth Pulling Have Been Mitigated.

"The man or woman who is much troubled over the necessity of having an artificial tooth inserted," said a popular dentist the other day, "may take consolation from the fact that there are about 20,000,000 of such teeth manufactured and sold annually in the United States, allowing on an average one artificial tooth every four years to each man, woman and child in the country, including Indians, negroes and tramps," says the Boston Globe.

"On the authority of the greatest manufacturer of dental supplies in the country, there are over 40,000 ounces of pure gold worked up annually for dentists' use in material for filling teeth, in plates and solder, the value of this gold approximating \$1,000,000. In addition, there are about 20,000 ounces of platinum used annually by the various manufacturers of porcelain teeth, to say nothing of the large amount of silver amalgam prepared for inconspicuous fillings, such as those in the back teeth.

"There is no other profession which has made greater strides during the last few years than has dentistry, and the number of practitioners has steadily increased until now there are 20,422 dentists in the United States. Even the little towns of Alaska have their dentists, there being nine engaged in practice in the territory.

**SURPRISING STATISTICS.**  
"As figures do not lie the majority of these men cannot have very much to do because 20,000,000 of false teeth and \$1,000,000 worth of gold for fillings, etc., divided equally between 20,422 dentists, allows only about 100 teeth and a little less than \$40 worth of gold per annum to each dentist. As the popular practitioners in large cities use many times these amounts, many of them earning from \$8,000 to \$15,000 a year in the practice of their profession, it will readily be seen that a good many of the smaller ones must fall far below the annual average.

"The use of electricity has worked wonders in dentistry. In the early days of the X-rays it was often necessary to remove a tooth in order to learn the nature of some trouble at the root, but now the root and the portion of the jaw may be photographed by means of the Roentgen rays, the cause of the trouble located and the tooth generally saved.

"The average person, however, considers the discovery of what is called 'dental cataporesis' to be of far greater importance than personally, because of its unprecedented power to deaden pain.

"Cataporesis," continued the doctor, "is the process of driving anesthetics into the bone tissue, or dentine, by means of a gentle current of electricity applied to the cavity itself. The method is rather simple. The cavity is first cleansed as thoroughly as possible without causing discomfort to the patient and is then closed with a plug of cotton just large enough to fill it without undue pressure at any point.

**HOW ELECTRICITY IS APPLIED.**  
"The electrode is placed in the moistened hand of the patient, who is required to grip it just tight enough to secure good connection, the anesthetic to be used is drawn into the barrel of the syringe and injected into the cotton. The current is then turned on, and gradually increased, till the patient feels no pain. If complete insulation is secured the process is not accompanied by sensation of any kind, and the subsequent drilling which is necessary in order to cleanse the cavity prior to filling it can be done with no appreciable degree of pain. Without the aid of cataporesis, however, there is no such thing as good workmanship in painless dentistry.

"But the new cataphoric bleaching is even more appreciated by women. The bleaching fluid is driven into the tooth by means of a current of electricity in a way similar to that in which an anesthetic is driven into sensitive dentine.

"Even a tooth that has become very much discolored as a result of the improper treatment of a dead nerve may be rendered beautifully white by this means. In fact, electricity is now used by the up-to-date dentist for nearly everything connected with his work. It is used for killing nerves; it propels the treacle for cutting and the mollet for filling, while light is supplied to the mouth lamp, and heat to the hot air syringe by the same means.

"The dentist of twenty-five or even ten years ago who had not kept abreast of the times would hardly know what to make of the many improvements in the modern practitioner's operating room. The sterilizer, for instance, into which every instrument is placed after being used, is now considered as necessary a part of the office furniture as the treacle or the hydraulic chair. The certainty that every instrument put into the mouth has been thoroughly sterilized since being previously used means a great deal to a sensitive patient.

"Another special horror has been done away with through the invention of the dental speculum and the drainage tube. The former protects the lips from abrasion, while the latter, when placed under the tongue, takes up and carries away the troublesome 'drool,' which, under the old-fashioned system of dentistry, was the cause of such aversion to fabled men and women."

## GOLDEN RULE

### SEVENTH EIGHTH AND ROBERT STREETS

### Linen Dept.

This department is overflowing with bargains of the kind of goods you need in preparing to receive your State Fair visitors.

#### A Few of the Many Specials.

- 5,000 yards blue and red checked 18-in. Glass Toweling, the regular 5c quality. Special this week, per yard..... **3c**
- 500 dozen hemmed, hem-stitched and fringed Linen Huck Towels, fringed and bleached and cream Turkish Towels, and German knotted fringe Damask Towels. See our Seventh street window display of these towels. Seven for \$1.00. Each..... **15c**
- 54 and 58-in. silver bleached Table Linen, heavy quality; 45c grade. Special..... **33c**
- 68-in. and 70-in. heavy Irish Cream Damask; 65c quality. Special..... **50c**
- 22x22-inch heavy Silver Bleached Napkins, all linen; worth \$2.00 per doz. Special..... **\$1.39**

Our special sale of Bedspreads, Towels, Sheets, Pillowcases, Remnants of Table Linen and Toweling, etc., continued this week.

#### White Goods.

- 1 case regular 10c lace striped and hairline Checked Lawn, Dimity and Nainsook, for..... **5c**
- Big lots of White Goods at Clearing Sale prices; worth from 15c to 40c yard. Special 8c, 12c and..... **19c**

## BARGAIN SNAPS CLEARING LINES.

Dress Goods, our interest is to do better than other stores. Our trade has grown until the stock has assumed mammoth proportions, and single purchases here discount entire assortments elsewhere. Our stocks this season are entirely different from the common humdrum sorts of the other fellows, and our prices tell better than anything else that we mean to do more business with you this season than ever.

Every department from top to bottom is now making an extra effort to adjust stocks for fall trade. That means all broken assortments that are not moving quickly enough are being pushed to the front and are to be cleared out at prices irrespective of cost. At every turn buying opportunities await you. Many lots are too small to warrant newspaper mention. Some goods will be picked up as soon as placed on the counters. The following is for tomorrow's selling. To make sure of your getting some of the good things, be here bright and early—nine o'clock is none too soon.



**Drapery Room.** Many homes in St. Paul will have a great many visitors in the next six weeks. With the 13th regiment coming home and the State Fair soon to be in progress, the thrifty housewives will want their spare rooms, in fact, the whole interior, to take on a new air. Here is an opportunity to replenish with some of the latest things that the Curtain market offers at

### Surprisingly Low Prices.

- Rope Portieres, full size and length and a lovely combination of colorings; good value at \$2.25. Special..... **\$1.48**
- Rope Portieres. This is the one that every one admires; extra large cord and over drapery; six different styles and colors perfect; good value at \$4.25. Special..... **\$2.48**
- Scotch Net Lace Curtains, with plain centers, band effect borders, floral and geometrical figures, extra width for large windows; good value at \$2.50. Special, pair..... **\$1.48**
- Screens. A good 3-fold screen, five feet high, solid oak, well made; good value at \$1.00. Special..... **59c**
- Scotch Net Lace Curtains. This line will include some of our Guipure, Renaissance and Arabian effects, all the newest of the new; for lack of space we can give no other explanation. Come and see them; good value at \$5.00. Special, pair..... **\$2.48**
- Tapestry Portieres. This is a new line of mercerized curtains; it looks like silk and wears better; fringed top and bottom; six styles; good values at \$4.50. Special, each..... **\$2.19**
- Bagdad Stripe Portieres. Now is your chance to finish that Oriental corner that you have been contemplating for so long; good value at \$5.50. Special..... **\$2.98**

## GOLDEN RULE

### SEVENTH EIGHTH AND ROBERT STREETS

### Domestic Room.

Shoppers are telling each other all over town about the business we're doing in our Domestic Room, and the more you count the pennies the more you'll be satisfied to spend your money here. These items are for Monday. Every price is a Special one.

- 250 pieces of Lancaster and Amoskeag Apron Checked Gingham, worth 7 cents. 5 yard limit. Special for Monday only..... **4 1/2c**
- 100 boxes of Red Cross Batts, a regular 15c roll. Special..... **10c**
- 500 pieces of Pacific Cretonnes, warranted fast colors, worth 8 cents. Special..... **5c**
- 200 pieces of German Indigo Blue Prints, all new fall styles, worth 7 cents. Special..... **4c**

#### Blankets and Comforters.

- 500 extra fine Laminated Cotton Down Comforters, worth \$1.75. Special..... **\$1.39**
- 200 Hand-made Comforters, covered with good material, a bargain at \$1.49. Special..... **\$1.19**
- 11-4 Tan and Gray Cotton Blankets, worth 75c. Special..... **55c**
- 5-pound Wool and Cotton Mixed Blankets. Special..... **\$1.19**
- Extra large All-wool Blankets, red and black check. Special..... **\$2.49**
- Extra large All-wool Gray and Tan Blankets, worth \$4.00. Special..... **\$3.19**
- Extra large Pure White California Blankets, worth \$6.50. Special..... **\$4.75**

We are showing a full and complete line of Minneapolis North Star Blankets at Special Prices.

## UNPARALLELED BLACK SILK SALE

The New York and Paris leaders of fashion claim that Black Silks will be more popular the coming season than they have been for years. We anticipated this months ago and bought our Black Silks before the advance of raw material, hence our selling price will be about the same as the other stores can buy them for now.

Below are a few samples of our Black Silk prices.

- Black India Silk, worth and sold everywhere for 39c yard. Our price, per yard..... **25c**
- Black Satin Duchesse, all silk, lustrous finish, you can buy the same silk in St. Paul for 69c yard. Our price, yd.. **49c**
- Black Satin Luxor, double faced and every thread silk; sold in New York city for 98c yard. Our price, yard.. **69c**
- Black Swiss Taffeta, soft finish, the kind that does not crack and is fast color. Our price, yard..... **45c**
- Black French Taffeta, 21-in. wide, good enough for any purpose, worth and sold in the Twin Cities for 85c and \$1.00. Our price, yard..... **69c**
- Black Fancy Armures, ten different designs. This is a very pretty silk and wears beautifully; well worth \$1.00. Our price, yard..... **69c**
- Black Taffeta Cord, the correct thing for waists and whole dresses. You may find them in other stores at 98c yard. Our price, yard..... **75c**
- Black Gros Grain Brocade, 25 different patterns to choose from, neat small designs, worth 75c yd. Our price, yd. **59c**
- Black Satin de Lyons, the latest silk fabric for a dressy dress. Other stores say it's cheap at \$2.00. Our price, yard..... **\$1.18**

### Shoe Department.

A grand clean-up tomorrow in Seasonable Footwear.

#### Women's White Canvas Oxfords.

- 125 prs. broken sizes, worth \$1.50 to \$3.00. While they last Monday at..... **25c**
- Women's Dongola and Chrome Tan Oxfords, sizes 2 1/2 to 4 of our \$1.50 grade; about 200 pairs. Monday only at..... **39c**
- Women's Black and Tan Oxfords, fine Vici Kid, all new shapes, all sizes, A to E widths; worth up to \$2.00. On tables Monday at..... **98c**
- Women's fine Tan Oxford Ties, with hand-turned soles, cut from very best chrome tanned kidskin, worth regular \$2.50. Monday all day at..... **\$1.67**

- Women's Vici Kid Lace Shoes, made from soft, firm kidskin; some inserted vesting panel toes, vesting stays, others all kidskin; opera, coin and bulldog toes, heavy extension, medium, flexible and hand-turned soles; 20 styles; worth in the regular way \$2.50. Special..... **\$1.98**
- Women's \$3.00 TAN SHOES, Monday at..... **\$1.89**
- Misses' \$2.00 TAN SHOES, Monday at..... **\$1.29**
- Misses' \$1.25 DONGOLA SHOES, Monday at..... **98c**
- Children's \$1.25 TAN SHOES, Monday at..... **98c**
- Boys' \$1.50 TAN SHOES, Monday at..... **98c**
- Youths' \$1.25 TAN SHOES, Monday at..... **98c**

### Kodaks, Cameras and Supplies

Specials Monday.

- In the Basement. The Gem Camera takes pictures 4x5. It has a fixed focus lens constructed on an entirely new principle, giving a great depth of focus, cutting the plates clear and sharp to their full size; has safety shutter arranged for time and instantaneous exposures, and speed regulator. Sold regular for \$5.00. Our price, complete with plate-holder..... **\$2.50**
- Golden Crown, combined toning and fixing solution, with chloride of gold; gives clear whites; tones all kinds of paper; will not bleach or fade out. Monday at just half-price. 8-oz. bottle..... **20c**
- 16-oz. bottle..... **30c**
- 32-oz. bottle..... **50c**
- Stanley Dry Plates, 4x5..... **32c**
- Plate-holders, the patent kind, 4x5..... **48c**
- Printing Frames, 4x5..... **9c**
- Eastman's Developing Powders, per doz..... **35c**
- Eastman's Toning Solution, 8-oz. bottle..... **33c**
- Drying Racks, hold 24 plates..... **10c**
- Dark Room Lantern, the dollar kind..... **48c**
- Chloride of Gold, 15 grain bottle..... **22c**
- 25c Jar Mounting Paste..... **15c**
- 4-in. Rubber Rollers, the 35c kind..... **20c**

- We Make a Specialty of the Well-Known "Excelsior" Stockings For Boys and Girls. The "Excelsior" Stocking has several distinct advantages over any other heavy-weight stocking—they are easily put on, neat appearing, and strictly Fast Black; have Double Knee, Heel and Toe. Knit from the best combed Egyptian Cotton. 1x1 and 2x1 Rib. All sizes one price, and that price is very little..... **19c**

## Colored Dress Goods

### NEW FALL STYLES.

We are making an advance showing of Fall Suitings and Costume Cloths. What beautiful fabrics are to be had this season. No wonder thoughtful buyers are making their purchases now and placing their orders for costumes and suits before the rush of Fair week takes place. Choice lines of New Novelties at Golden Rule Cut Prices don't last long. These are some of the fabrics that are quick sellers.

- Heavy Tailor Suitings, 56 inches wide, at, per yard..... **\$1.50**
- Imported Venetian Cloths, 52-in., in solid colors, at, per yard..... **\$1.75**
- Heavy Coating Cheviots, 56-in., in staple shades, at, per yard..... **\$1.35**
- (65-Inch Double-Faced) Golf Cloakings. Our Special Price..... **\$3.00**
- Polka Dot Novelties, new and stylish, at, per yard..... **\$1.00**
- Imported Skirting Plaids, exclusive in styles, at, per yard..... **\$1.25**
- Venetian Broadcloths, in all the new shades, at, per yard..... **\$1.00**
- (A handsome line of Silk and Mohair Novelties, 48 inches wide. Special..... **85c**)

### MONDAY'S EXTRA SPECIALS.

- All-Wool Storm Serge in navy blue. Special..... **35c**
- 46-inch Silk-Finished Henriettas in all colors and black. Special..... **25c**
- Jamestown Fancies in a large line of patterns. Special..... **33c**
- All-Wool Ladies' Cloths, broadcloth finish, cheap at 35c. Special..... **25c**

### NEW BLACK GOODS FOR FALL.

- 50 pieces of our famous all-wool, hard-twisted Granite Cloth just arrived; also 25 pieces of our "Special" 45-inch Storm Serge; 50 different styles in Broadhead Jamestown Fancies, in small seeded effects; and a full line of all-wool French Serges, Henriettas, Diagonals, etc. You will find them displayed on our center tables in our Black Goods Section Monday only..... **50c**
- To introduce our Crepons, which are the finest in the Twin Cities, we will place on sale Monday a small lot of \$1.00 a yard Crepons, 40 inches wide, beautiful Mohair luster and equal in appearance to a \$1.50 quality. Special Monday only..... **89c**
- Ask to see our line of Imported French Silk and Wool Crepons at \$1.98, \$2.35, \$2.75, \$3.50 and \$4.00 a yard.
- Just a word about our Black Cheviots. This line is second to none in St. Paul. They range in width from 38 to 65 inches, and in price from **50c up to \$1.65 a yard.**
- Broadcloths, Venetians, Satin Soileis and Novelty Weaves, ranging in price from **85c up to \$3.00 a yard.**

## St. Paul's Greatest Crockery Department.

### Big Lamp Sale Monday.

Our Lamp and Lamp Globe stock is now complete, consisting of all the new things in the market. Here are some special offers for Monday.

- 200 Fancy Decorated Lamps and Globes, complete with No. 3 burner and chimney. Monday only..... **98c**
- \$2.50 and \$2.75 Fancy Decorated Lamps and Globes, tinted white flower decorations, No. 2 center-draft burner, lift-out oil pot. Take your choice, Monday only, complete..... **\$1.48**
- \$3.50 Fancy Decorated Lamps, with large 10-inch globe, No. 2 center-draft burner. Monday only, complete..... **\$1.98**
- \$5.00 Fancy Low Shape Lamps and Globes, several styles to select from. Monday only, complete..... **\$2.98**
- Decorated Lamp Globes. 2-Globe Bargains—2
- \$1.00 Fancy Decorated 9-inch Lamp Globes. Monday only, each..... **48c**
- \$1.50 and \$2.00 Fancy Decorated 10-inch Lamp Globes. Monday only, each..... **98c**

See Our 7th Street Lamp Window for Bargains.

### Mason's Fruit Jars.

- Quart size, dozen..... **35c**
- 1/2-Gallon size, only, dozen..... **39c**

### Tin Covered Jelly Glasses.

- 1/2-pint size, only, each..... **1c**
- 1/4-pint size, only, each..... **1 1/2c**

## Lining Dept.

We are very particular to have our Linings as good as possible, and the price as low as possible.

- 50 pieces of Tuxedo Dress Facing, fast black and staple shades, worth 15 and 18 cents. Special..... **10c**
- 75 pieces of 36-inch Expansion Silk, the new lining, fast black only, worth 20 cents. Special..... **10c**
- 200 pieces of 36-inch Fast Black Peraline, worth 18c. Special..... **10c**
- 50 pieces of Real French Haircloth, black and gray, improved shirred. Special..... **14c**
- 250 pieces of 38-inch Silk Lucerne Taffeta, fast black, sold elsewhere at 25 cents. Special..... **15c**
- 50 pieces of 36-inch French Twilled Silasia, staple shades, worth 15c. Special..... **9c**

## Housefurnishing Dept.

A few bargains that will astonish the most economical bargain-seekers.

- Wash Boilers. Made of best quality tin, with heavy copper bottom. No. 8 size, Monday..... **79c**
- No. 9 size, Monday..... **89c**
- Whisk Brooms. Extra quality Whisk Brooms, only..... **7c**
- Hein's Fruit Press. A perfect hand-press for straining and mashing all kinds of fruits and vegetables. Monday..... **18c**
- Fiber Pails. Large size, best quality Fiber Pails, only..... **18c**