

Our Special Mid-Winter Sales.

day, January 2d, is now running at full speed. Our previous successes on similar occasions need no comment from us, nor is it necessary for us to tell of its many advantages. It is enough to say that for 1900 our preparations, backed by the knowledge and experience of the past, have been more extensive, comprehensive and perfect than ever before. There has been a marked improvement all along the line; even values have been made greater, and that in the face of a steadily advancing market. There is a rare and pleasing satisfaction for buyers who pay cash for what they buy to see what we have to offer them before parting with their money. All we ask is the privilege of showing our goods and prices—the rest we leave to the common judgment of the buyer. These are some of the attractive values that will await visitors this week.

GOLDEN RULE SEVENTH EIGHT AND ROBERT STREETS Third Week of Our Great January Sale of Ladies' MUSLIN UNDERWEAR.

If you need any Muslin Underwear and you do not notice it in our advertisements, do not on any account fail to call and see us before purchasing. The bargains not advertised would fill a large volume, and the problem with us is how to limit ourselves to a reasonable amount of advertising space.

Great Sale of Slightly Soiled and Mussed

NIGHT GOWNS.

We have about 10 dozen Ladies' fine Cambric and Nainsook Night Gowns, beautifully trimmed with fine embroideries and laces in all the new and dainty styles to select from; worth from \$2.50 to \$3.19. You may take your choice Monday at \$1.48.

PETTICOATS.

100 dozen Ladies' fine soft Cambric Petticoats, with 15-inch cambric flounce, trimmed with 6 inches fine embroidery, finished with 4-inch duff ruffle, petticoats full 3 1/4 yards wide; worth \$1.39. Our price, only..... **98c**

CHEMISES.

10 different styles of Ladies' fine Lawn and Cambric Chemises; full 54 inches long, beautifully trimmed with fine laces, embroideries and clusters of tucks, bottom finished with lawn ruffles, trimmed with laces and tucks; not a chemise in the lot worth less than \$1.39. Our great sale price, only..... **98c**

DRAWERS.

50 dozen Ladies' fine soft Muslin Drawers, full Umbrella style, with 7-inch cambric hemstitched ruffle; drawers cannot be equalled in the Twin Cities under 29c. Our Great Sale price, only..... **19c**

50 dozen Ladies' fine Cambric Umbrella Drawers, with 9-inch lawn flounce, trimmed with band of lace insertion and cluster of three tucks, finished with deep hems; drawers cannot be equalled under 39c. Our Great Sale price, only..... **39c**

CORSET COVERS.

100 dozen Ladies' fine Nainsook Corset Covers, new French style, round neck, trimmed with 2 bands of Italian Val lace insertion, band of beading, laced with ribbon, neck and arm sizes trimmed with lace to match; cover cannot be equalled in the Twin Cities under 49c. Our Great Sale price, only..... **49c**

Great Clearance Sale of Slightly Soiled

SILK PETTICOATS.

Monday morning we will put on sale all of our slightly soiled Silk Petticoats at about half-price. Now is the time to buy a Silk Petticoat cheap. Come early and get first choice.

Our \$5.00 Silk Petticoats slightly soiled go at..... **\$2.98**
Our \$6.00 Silk Petticoats slightly soiled go at..... **\$3.98**
Our \$8.00 Silk Petticoats slightly soiled go at..... **\$4.98**
Our \$10.00 Silk Petticoats slightly soiled go at..... **\$5.98**
Remember our regular price is 25 per cent less than you can buy the same petticoat elsewhere.



REMARKABLE VALUES IN BLACK SILKS

A momentous clearing sale of Black Silk that will eclipse all former Black Silk selling. A colossal sacrifice of Black Silks such as you cannot reasonably expect again occurs here tomorrow, when every piece of Black Silk left over from last year's most successful silk selling will be put on sale at these prices:

Black Taffetas.

65c Black Taffeta for..... **49c**
85c Black Taffeta for..... **69c**
\$1.00 Black Taffeta, pure dye, for..... **75c**
\$1.25 Black Taffeta, pure dye, for..... **98c**
\$2.00 Black Taffeta, pure dye, for..... **\$1.50**
\$3.00 Black Taffeta, pure dye, for..... **\$1.98**

Black Gros Grain.

69c Black Gros Grain for..... **49c**
89c Black Gros Grain for..... **69c**
\$1.18 Black Gros Grain for..... **89c**

Five hundred pieces beautiful patterns in Black Brocade Silk at these prices, worth up to \$1.50 yard, at..... **49c, 59c, 69c, 89c and 98c yard**

Black Satins.

85c Black Rhadame Satin for..... **69c**
\$1.00 Black Rhadame Satin for..... **85c**
\$1.25 Black Rhadame Satin for..... **98c**
85c Black Satin Luxor for..... **65c**
\$1.00 Black Satin Luxor for..... **75c**
\$1.35 Black Satin Luxor for..... **98c**

Black Peau de Soie.

89c Black Peau de Soie for..... **69c**
\$1.18 Black Peau de Soie for..... **85c**
\$1.25 Black Peau de Soie for..... **98c**

Black Satins.

69c Black Satin Duchesse for..... **49c**
79c Black Satin Duchesse for..... **59c**
85c Black Satin Duchesse for..... **69c**
\$1.25 Black Satin Duchesse for..... **89c**
\$1.50 Black Satin Duchesse for..... **\$1.18**
\$2.25 Black Satin Duchesse for..... **\$1.50**

Black Armures.

\$1.00 Black Armures for..... **69c**
\$1.18 Black Armures for..... **89c**
\$1.50 Black Armures for..... **98c**

Annual Linen Sale Continued

Table Linens.

\$1.50 Bleached and Cream Damask. Special, per yard..... **\$1.29**

\$1.25 Bleached and Cream Satin Damask. Special, per yard..... **95c**

\$1.10 Bleached and Cream Satin Damask. Special, per yard..... **83c**

Extra heavy Barnsley and British round-thread Cream Damask, including heavy new open border Damask, advertised as worth \$1.20 per yard. Our price, only..... **67c**

72-in. heavy half bleached Irish make of Table Linen, regular 75c quality, sp'l..... **55c**

62 and 70-inch bleached and cream All-India Damask, worth 65c, for..... **46c**

Equal value in Bleached and Cream Damask. Per yard, **\$7.49, \$10.25 and \$13.98**

Napkins.

5-8 and 3-4 Bleached and Cream Napkins at special prices during our linen sale. Per dozen, **\$4.98, \$5.98, \$7.98, \$9.98, \$11.98, \$13.98, \$15.98, \$17.98, \$19.98, \$21.98, \$23.98, \$25.98, \$27.98, \$29.98, \$31.98, \$33.98, \$35.98, \$37.98, \$39.98, \$41.98, \$43.98, \$45.98, \$47.98, \$49.98, \$51.98, \$53.98, \$55.98, \$57.98, \$59.98, \$61.98, \$63.98, \$65.98, \$67.98, \$69.98, \$71.98, \$73.98, \$75.98, \$77.98, \$79.98, \$81.98, \$83.98, \$85.98, \$87.98, \$89.98, \$91.98, \$93.98, \$95.98, \$97.98, \$99.98**

Extra Special.

200 dozen extra heavy Half-Bleached All-India Napkins, made expressly to withstand hard wear; worth \$1.25, \$1.50, \$2.00. Special, per dozen, **\$1.00, \$1.19, \$1.48**

Fine Table Cloths.

John S. Brown's Richardson's, Beveridge's, Broadway and every other reputable make at one-third less than high-priced stores ask.

Pattern Table Cloths from \$1.10 up to the very finest made.

3,000 Doz. of Towels

Any size and price you may require in Towels you can find here; we bought these goods at extremely low prices when the market was at the lowest. It is an opportunity that every customer should take advantage of.

Red Bordered Huck Towels, hemmed ready for use, worth 10c each. Sale price..... **7c**

Hemmed Irish Linen Huck Towels, size 18x36, with red borders, worth 15c each. Sale price..... **11c**

All pure Linen, extra heavy make, red and white borders, one of the best towels for wear; that is imported; worth 18c each. Sale price..... **14c**

Towels from 3 1/4 to 9c.

Kitchen Toweling.

18-inch Brown and 15-inch Bleached Crash Toweling; worth 6c. Sale price..... **3c**

All Pure Linen Roller Toweling; worth 12 1/2c. Sale price..... **8c**

Other better numbers, 10c, 12 1/2c, 15c, 18c and..... **20c**

Extra heavy Barnsley Red Bordered Roller Toweling, worth 10c, for..... **6c**

The third week of our Annual Linen Sale opens tomorrow, and has been organized on a more extensive scale than ever before. The linen centers of the old country have for months been searched for this greatest of all January Linen Sales.



Over \$50,000 invested in Linens and White Cotton Goods. They could not be duplicated today for less than \$80,000. But that makes no difference to us. Our old maxim, "We sell as we buy," will place these desirable goods in the hands of the women of St. Paul and the Northwest at one-third below present prices.

5,000 Bed Spreads.

Every Spread perfect and ready to put on the bed. This is an exceptional opportunity, and we would advise all our customers to take advantage of it at once, as these prices cannot be continued.

Full size Crochet, Marseilles Patterns, worth \$1.00 each. Sale price..... **79c**

Fringed and hemmed, in choice Marseilles patterns; worth \$1.25 and \$1.35. Sale price..... **89c**

Very handsome Marseilles effect, the quality that always sold at \$1.50. Sale price..... **\$1.19**

Extra quality Marseilles, in many of the latest designs; the regular \$4.00 quality. Sale price, **\$2.50** and..... **\$1.98**

Great Advance Sale of White India Linon.

fine Sheer Goods. Best line made in this country. Special cut prices.

Regular..... **25c**

35c quality. Special..... **25c**

25c quality. Special..... **19c**

20c quality. Special..... **14c**

15c quality. Special..... **11c**

12 1/2c quality. Special..... **9c**

10c quality. Special..... **7c**

1,000 yards remnants of fine, soft finish 36-inch plain Nainsook, for underwear, worth by the yard 18c. Special this week..... **10c**

1 case Lonsdale Cambric, best quality; worth today 15c. Special, per yard..... **8c**

Sheetings and Ready-Made Sheets and Cases at Special Prices.

1 case 36-inch Bleached Muslin Remnants, better and heavier than Fruit of the Loom, worth 10c, for..... **5c**

Limit, 20 yards.

1 case 9-4 Unbleached Sheet- ing. Special, per yard..... **11c**

1 case 9-4 Bleached Sheet- ing. Special..... **12c**

2 cases 10-4 Bleached, Unbleached and Half-Bleached Sheet- ing; worth 25c. Special..... **18c**

Utica Sheet- ing at Special Prices.

10-4 Bleached. Per yard..... **25c**

9-4 Bleached. Per yard..... **23c**

8-4 Bleached. Per yard..... **21c**

7-4 Bleached. Per yard..... **19c**

6-4 Bleached. Per yard..... **17c**

50-in. Bleached. Per yard..... **15c**

45-in. Bleached. Per yard..... **13c**

42-in. Bleached. Per yard..... **12c**

500 doz. 90x90 Boston hemmed Sheets, size 2 1/4 x 2 1/4 yards, at old prices; worth today 75c. Special, each..... **59c**

150 dozen soft-finish good quality Muslin Hemstitched Pillow-cases; worth 18c. Special..... **12c**

150 doz. 8-4 Bleached Sheets, each..... **35c**

GOLDEN RULE SEVENTH EIGHT AND ROBERT STREETS Department of Home.... Decorations.

This will be good news for those who are desirous of beautifying their homes and hesitate about expense. Each day (since the first of the year) has added new things in this department, and tomorrow to gain your presence for inspection of these home beautifiers we offer the following inducements:

2 cases of 38-inch Leno Curtain Scrim (50 and 60 quality), for one day's sale, per yard, only..... **2c**

Nothing so decorative (at little expense) as a Rope Portiere.

A full size Rope Portiere in lovely combinations of colors; extra good value at \$1.75. Come and get one tomorrow at..... **98c**

Rope Portieres in newest designs and color combinations. We needn't hesitate in stating that Housefurnishers would ask \$3.50 and \$4.00 for these portieres. Our price for one day's sale, choice only..... **\$2.09**

Diamond Net Curtains. This is indeed a beautiful line, look as though they'd never wear out and are the most slightly curtains in the market today at the price. 12 designs to select from and are worth upwards to \$5.00 a pair. For one day's sale, choice per pair, only..... **\$2.98**

200 Wool Smyrna Rugs, EXTRA HEAVY, in beautiful Oriental designs and colorings. Size 36x72 inches. Our price for this sale is almost half of what Housefurnishers get for them. Each, only..... **\$2.49**

Chenille Portieres. New colors, full width and length, with fancy throw over fringe and dado at top and bottom. These portieres are regular \$3.00 values. For this sale, per pair, only..... **\$2.19**

White enamel Poles, 4 feet long, with fixtures complete, during this sale, each..... **10c**

Infants' Cloaks.

Monday we will put on sale our entire line of Infants' Cloaks at just 1-3 off of our regular selling prices.

Note carefully the following price list:

All of our 75c Cloaks go at..... **50c**

All of our \$1.00 Cloaks go at..... **\$1.00**

All of our \$1.50 Cloaks go at..... **\$1.50**

All of our \$2.25 Cloaks go at..... **\$1.50**

All of our \$3.00 Cloaks go at..... **\$1.98**

All of our \$5.00 Cloaks go at..... **\$3.25**

All of our \$6.00 Cloaks go at..... **\$3.98**

All of our \$8.00 Cloaks go at..... **\$4.98**

All of our \$10.00 Cloaks go at..... **\$6.98**

All of our \$12.00 Cloaks go at..... **\$8.98**

All of our \$14.00 Cloaks go at..... **\$10.98**

All of our \$16.00 Cloaks go at..... **\$12.98**

All of our \$18.00 Cloaks go at..... **\$14.98**

All of our \$20.00 Cloaks go at..... **\$16.98**

All of our \$22.00 Cloaks go at..... **\$18.98**

All of our \$24.00 Cloaks go at..... **\$20.98**

All of our \$26.00 Cloaks go at..... **\$22.98**

All of our \$28.00 Cloaks go at..... **\$24.98**

All of our \$30.00 Cloaks go at..... **\$26.98**

All of our \$32.00 Cloaks go at..... **\$28.98**

All of our \$34.00 Cloaks go at..... **\$30.98**

All of our \$36.00 Cloaks go at..... **\$32.98**

All of our \$38.00 Cloaks go at..... **\$34.98**

All of our \$40.00 Cloaks go at..... **\$36.98**

All of our \$42.00 Cloaks go at..... **\$38.98**

All of our \$44.00 Cloaks go at..... **\$40.98**

All of our \$46.00 Cloaks go at..... **\$42.98**

All of our \$48.00 Cloaks go at..... **\$44.98**

All of our \$50.00 Cloaks go at..... **\$46.98**

All of our \$52.00 Cloaks go at..... **\$48.98**

All of our \$54.00 Cloaks go at..... **\$50.98**

All of our \$56.00 Cloaks go at..... **\$52.98**

All of our \$58.00 Cloaks go at..... **\$54.98**

All of our \$60.00 Cloaks go at..... **\$56.98**

All of our \$62.00 Cloaks go at..... **\$58.98**

All of our \$64.00 Cloaks go at..... **\$60.98**

All of our \$66.00 Cloaks go at..... **\$62.98**

All of our \$68.00 Cloaks go at..... **\$64.98**

All of our \$70.00 Cloaks go at..... **\$66.98**

All of our \$72.00 Cloaks go at..... **\$68.98**

All of our \$74.00 Cloaks go at..... **\$70.98**

All of our \$76.00 Cloaks go at..... **\$72.98**

All of our \$78.00 Cloaks go at..... **\$74.98**

All of our \$80.00 Cloaks go at..... **\$76.98**

NEW DRESS GOODS!

Just as we expected, our announcement about New Dress Goods last week has started fashionable dressers to making inquiries about the new dress goods for 1900. Hundreds of ladies have had the pleasure of seeing our new fabrics and many have made purchases. Come as soon as you can if you wish to see them. We will be pleased to show our offerings. New arrivals are coming to hand daily to swell the company already here, both in black and colored, which will give you an idea of the extent, variety and range of prices in this department.

GOLF SUITINGS.

We are now showing a large line of Golf and heavy materials for suits, jackets or skirts, without lining, 56 inches wide, in plain and mixed colorings. This line is a regular \$2.00 cloth. Our special price, per yard..... **\$1.75**

PLAID NOVELTIES.

We have never shown a prettier collection of Skirting Plaids—very finest camel-hair in all latest light and medium colorings, 52 inches, strictly pure wool and worth regular \$1.50. Our special low price for this season, per yard..... **\$1.19**

SPONGED CHEVIOT.

Our many different lines of Cheviots, all excellent bargains, will not be duplicated in any other store in the Twin Cities. The one we here advertise is a regular Tailor Cheviot, sponged and ready to make up. It comes in all shades and should sell at \$1.50. Our low price, special, per yard..... **\$1.00**

SERGES AND VIGOREAUX.

Plain Cloths are taking the lead this year, even in the medium-priced. Mixed Serges and Vigoreaux are in great demand. We just received a large line of these fabrics 48 inches wide in all the new mixed colors, all wool and thoroughly sponged, cheap at 85c. Our special low selling price, per yard..... **69c**

GRANITES AND DIAGONALS.

When we say Granites we mean the best all-wool 50c Granites in America—fully guaranteed by the manufacturer—a new dress for every one that doesn't give perfect satisfaction—our diagonals are just as good. These goods come in about 40 new shades and black. Our prices for this season, only, per yard..... **50c**

PLAIDS AND FANCIES.

Dress Goods to retail at 25c are very scarce, that is to say the same qualities that we have been accustomed to sell—200 pieces same quality as before, but in 1900 styles, in Camel-hair Plaids, Silk effect Plaids and Figured Satin Cloths. These lines won't last long at the old price, per yard..... **25c**

New Styles in Black Goods.

New Cheviots—For a stylish as well as a serviceable