

# GOLDEN RULE

SEVENTH EIGHTH AND ROBERT STREETS

## Monday's Selling of Heavy Dress Goods!

Correct fabric for walking skirts, whole suits, jackets or capes for spring and summer wear. These are the kind you make up without lining, all pure wool and extra wide. Monday we place on sale three lines at prices away below cost of buying today. Better see them.

**Golf Suitings**—Largest line in the city, all the latest spring colors, strictly pure wool, 56 to 60 inches wide; other stores' regular selling price, \$2.00 a yard. Monday special..... **\$1.39**

**Golf Suitings**—Colors black, blues and brown, large plaid-lined; regular price everywhere \$1.25. Monday special..... **98c**

**Golf Suitings**—Largest line ever shown, twenty different styles to select from, 56 to 60 inches wide, in all new spring shades; priced and cheap today at \$2.00. Monday special..... **\$1.69**

**Monday's Extra Special**—32-Inch Storm Serge in Navy Blue and Black, warranted all pure wool. Per yard Monday..... **49c**

We are quite certain that these serges can't be matched at less than 75c.

**Black Tailor Cheviot**—Heavy enough to make up without lining, 58 inches wide, pure wool and priced in tailor shops at \$2.25 a yard; just what you want for suits, jackets or skirts. Our special price..... **\$1.25**

**Unfinished Worsteds**—Regular men's woolen fabric, the kind that is hard to find in dry goods stores; heavy pure wool, 54 inches wide and worth \$3.00 a yard. Our special price..... **\$1.69**

### Women's Silk Underwear.

The largest shipment of Silk Underwear that was ever brought to St. Paul now on sale at these popular prices:

**39c** for Women's 50c quality silk mixed Vest with fancy silk lace bust and shoulder straps. In cream, pink, sky, black and lavender.

**65c** for regular \$1.00 quality pure silk Vests in cream, pink, black and sky.

**85c** for regular \$1.25 quality pure silk Vests, with lace trimming around neck and shoulder straps.

Ladies' Long Sleeve Silk Vests in pink, cream and black. Each worth \$1.00. Monday at..... **85c**



# NEW SPRING GOODS

Without the thought of a formal opening, we invite all who can come to see our New Spring Silks, Wash Dress Goods and Ladies Tailored Suits, our stocks of which are now ready with a completeness and richness such as will only be found in The Golden Rule. It is a time we have been looking forward to, because marking another milestone in the path of this business, another triumph for The Golden Rule, is another argument for our supremacy in these lines.

From London, Paris and New York, the fountain sources of all goodness and excellence, all elegance and style in Dress stuffs, come charming creations whose delicate weaves, beautiful colorings and exquisite designs surpass anything previously shown in St. Paul. No matter how extravagant your fancy, or how modest your purse, here you'll find enough variety and novelty to meet every demand.

To see the display is to make you a buyer. But we do not ask you to buy. We want you to see and know what is correct and fashionable. No better place, no safer place, to gather such ideas than at The Golden Rule. Come and see for yourself on Monday or any day this week.

## Drugs and Sundries

Special Bargains in Patent Medicines, Toilet Articles and Rubber Goods for Monday:

- \$1.00 Hood's Sarsaparilla..... **85c**
- \$1.00 Peruna..... **82c**
- \$1.25 Vin Mariani Wine..... **85c**
- 25c Ayer's Cherry Pectoral..... **17c**
- \$1.00 Rush's Beef, Iron and Wine..... **32c**
- \$1.00 Rush's Pure Norwegian Cod Liver Oil..... **35c**
- 25c Hood's Vegetable Pills..... **15c**
- \$1.00 Jayne's Expectoant..... **65c**
- 25c Ransom's Hive Syrup..... **17c**

### Toilet Articles.

- Dr. Girard's Famous Tooth Powder, Monday, per bottle..... **8c**
- Packer's Tar Soap, per cake..... **12c**
- Williams' Barber Shaving Soap, per cake..... **5c**
- Pozzoni's Medicated Complexion Powder, 50c box, all tints..... **25c**
- Al-Ki, good for 100 purposes, 50c bottle..... **27c**
- High-Class Tappan's Faultless Extract, 25c bottles, all odors. Sale price, per bottle..... **15c**
- Kirk's Juvenile Toilet Soap, 10c size..... **3c**

### Rubber Goods.

- Goodyear Manufacturing Co.'s Rapid Flow Fountain Syringes, 4 pipes, latest maroon color, one of the finest ever put on the market. Special Monday to introduce them:
  - 2-quart, worth \$1.75. Our price..... **\$1.25**
  - 3-quart, worth \$2.50. Our price..... **\$1.50**
  - 25c English Breast Pumps..... **16c**
- A few Hot Water Bottles, all sizes; also Fountain Syringes, worth up to \$1.25 each. To close them out quickly, choice..... **59c**

## Drapery Room.



Monday we price them at, per yard, only..... **98c**

Another lot of these Smyrna Rugs, size 30x60, with fringe. They come in pretty Oriental designs and colorings. Don't miss this. Monday, while they last, each, only..... **98c**

### Beautiful Lace Curtains.

- 69c** a pair for Lace Curtains worth up to \$1.25.
- \$1.19** a pair for Lace Curtains worth up to \$2.00.
- \$1.98** a pair for Lace Curtains worth up to \$3.50.

### Irish Lace Curtains.

- \$3.89** a pair for Curtains worth up to \$6.00.
- \$4.98** a pair for Curtains worth up to \$8.00.
- \$5.98** a pair for Curtains worth up to \$10.00.

## Shoe Department.

Do you know the correct and latest styles in Spring Footwear? Do you know what a complete Shoe Store we have? Do you know that you can buy Footwear at The Golden Rule with absolute safety, because no unworthy qualities enter into our stock? Are you aware of the fact that on every Shoe purchase you make at this store you'll be money in pocket? These are facts we can make clear to you if you'll visit our Shoe Department any day this week. Come tomorrow and we'll favor you with offerings such as these:

Women's Shoes—Finest Kidskin, WELTED extension soles; laced; extreme mannish or modified lasts; black and tan; the best of shoemaking; all the good points of the highest priced lines; backed up by our unconditional guarantee—a clear saving to you of 50c to \$1.00 on every pair. Golden Rule price..... **\$2.98**

Women's Vici Kid Laced and Button Shoes—Welled extension and light hand-turned soles; 360 pairs of \$3.00, \$3.50 and \$4.00 Shoes. On tables Monday at..... **\$1.98**

236 pairs of Women's \$2.00 Dongola Kid Button Shoes. On Bargain Counter Monday at..... **\$1.29**

Women's one and two-strap Sandals—Fine vici kid; worth \$1.50. Our special values at..... **\$1.25**

Women's Dongola Kid one-strap Sandals, hand-turned soles..... **74c**

Misses' and Children's Dongola Kid and Box Calf School Shoes. \$1.25 and \$1.50 values at..... **98c**

296 pairs Misses' and Children's \$1.00 Shoes. On table Monday at..... **79c**

Children's Dongola Kid Shoes, light or heavy soles; sizes 5 to 8. At..... **49c**

Infants' Kid Button Shoes—Hand-turned soles, worked button heel, seamless quarter; you may order dealers 40c and 50c a pair for these. Golden Rule price..... **25c**

Boys' Rubbers—A special lot at..... **39c**

Women's Rubbers—Sizes 2 1/2 to 8..... **21c**

Children's Rubbers—Sizes 8 1/2 to 10 1/2..... **15c**

### Cushman Shoe Talk!

Why not buy Cushman Shoes and have perfect Foot Ease? And at the same time save a dollar, or two! At the rate we are passing them out half the men in St. Paul will soon be wearing Cushman Shoes. Why not look these up? All leathers—once price..... **\$3.00**

Mail Orders filled.

## Ladies' Gloves.



Just received a new importation of our well known DOLLAR Gloves in the different desirable styles. 2-clasp Pique sewn, "The Maine"; 2-clasp Suedes, in the new grays, beaver and staple shades; 2-clasp "The Monfort", with the newest Imperial stitching, and 4-hook Foster lacing; also a 2-clasp Misses' Figue, all fitted and kept in repair free of charge. Per pair..... **\$1.00**

**Extra Special**—2-clasp, Trefousse made, Figue, Real Kid; worth \$2.00. Sale price, per pair..... **\$1.25**

## STATIONERY.

Monday's Special Values will surely interest you.

Our special pound boxes of Satin Finish Papers, 50 sheets and 50 envelopes in a box, either ruled or plain cream paper, octavo size. Special for Monday only, per pound box..... **12c**

Engraving at cut prices Monday. 100 cards and copper plate, engraved, finest quality cards, latest sizes, the new script, name only..... **\$1.00**

100 Cards and Copper Plate, engraved, latest Roman or block letters, name only..... **\$1.29**

100 Cards, engraved from owner's plate, any style..... **50c**

# GOLDEN RULE

SEVENTH EIGHTH AND ROBERT STREETS

## Domestic Room.

Our offerings in this department do not include poor qualities or odds and ends. We take good, dependable qualities from our regular stock and mark them at special prices for the day. That's why those bargains are becoming so popular. This will increase as values such as these become more widely circulated:—

2 cases of cream white Shaker Flannel, full 28-in. wide, good value at 9 cents. Special for Monday only (10 yards limit)..... **5c**

50 pieces of fast black Sateen, cashmere finish. Special for Monday..... **6c**

50 cases of Cotton Batts; opens up in two pieces 7 feet long—sold by most dealers for White Rose. They say it's just as good and get 20 cents a roll for it. Our special price only..... **12 1/2c**

300 pieces of fine Zephyr Dress Gingham in checks, stripes and plaids, warranted fast colors, sold everywhere at 9 cents. Special for Monday only..... **6c**

One case of Guinea Hen Flannel in pink, blue, brown and gray, sold everywhere at 10 cents. Special..... **6c**

50 pieces of double fold Madras for ladies' shirtwaists and men's shirts, all new spring styles, fast colors, worth 12 1/2c and 15c. Your choice Monday only..... **10c**

200 pieces of fancy Cretonne for comforter covering in all the new designs, warranted fast colors, worth 9 cents. Special..... **6c**

75 pieces of light American shirting prints, new spring styles, worth at the mill 4 cents. Our special price, only..... **3 1/2c**

## Children's Knit Waists.

(Like cut but not Nazareth brand.)

They are just the thing for boys and girls. Every mother knows what they are worth. Advertised elsewhere as a bargain at 12 1/2c, on sale here Monday at, each..... **7c**

Genuine "Nazareth" Waists at **15c, 19c, 25c**



## OUR BEAUTIFUL TAILORED SUITS.

Sixty-five Different Styles of Beautiful Tailor-Made Suits will go on sale here tomorrow. No samples or "back numbers," but latest London and Paris creations improved and Americanized by New York's greatest tailoring establishments; rich and elegant materials, splendid linings, every up-to-date style of Jacket and Skirt is here; black and colors galore. Duplicates of these suits will be sold in the big Eastern retail shops at \$20.00 to \$65.00 a suit.

Read these prices, then come and see the suits:

- \$13.50, \$14.75, \$16.50, \$17.50, \$18.75, \$19.75, \$22.50, \$24, \$27.50, \$29.50, \$32.50, \$35 to \$40**

Compare these Suits with the finest to be found elsewhere in the Northwest at \$5 to \$20 a suit higher price. Why pay more?

Four big racks full of Newest Eton, Tight-Fitting and Fly Front Style Suits, silk-lined jackets and correct style skirts; Cheviots, Homespuns, Venetians and Coverts, in grays, tans, browns, castors, blues and black, at **\$12.50, \$11.75, \$9.75 and..... \$7.50**

Why pay more? Why not shop and compare before you buy?

## Music Department.

- Specials For Monday.
- Instrumental—Royal March, played at Metropolitan theater concert this afternoon by Danz' Symphony Orchestra. Special, Monday, per copy..... **15c**
  - Man Behind the Gun, Sousa's latest..... **19c**
  - Vocal—Pliny, Come Kiss Your Baby..... **15c**
  - Louisiana Lize..... **15c**
- Of Course..... **15c**
- My Dearest Girl..... **15c**
- A full line of Mandolin, Guitar and Piano Folios and Methods at cut prices.

## Birds. Birds. Birds.

- A new stock of Birds just received.
- Hartz Mountain Canaries, singers, **\$2.39**
  - Hartz Mountain Canaries, females, **75c**
  - American Canaries, females, **49c**
  - Australian Red Birds, only **\$1.79**
  - Mocking Birds, only **\$1.79**
- Our assortment of Cages includes all styles of Brass, Japanned, Mocking Bird, Red Bird, Robin, Parrot and Breeding Cages, and is the most complete line to be found in the Northwest.

orders his cocktail, his mint-julep, or his whiskey with soda "on the side," just as if he were at home in his native state.

Out on the mine the very atmosphere suggests candy and molasses. The "shops" are full of the latest and best American machinery, run by American experts, and erected by some of the cleverest mechanics in the world. The assayer halls from Grass Valley, the cyanide man has put in his time at the Alaska Treadwell, the chlorination superintendent used to be a cow-puncher, and the battery manager is more at home in Frisco than in Johannesburg.

Why should all this be, and what is the cause of it? Nothing more nor less than the bare fact that the cleverest and most able mine managers in the world are Americans; and the controlling groups of firms in South Africa, recognizing that fact, have engaged the best experts to administer the properties held in trust by them for their shareholders.

Such men as John Hays Hammond, Henry Cleveland Perkins, Hennen Jennings, Charles Buttner, Victor Michael Clement, Joseph Story, Curtis, Thomas Mein, Webber, Blow and others are names of world-wide standing in mining circles.

These men naturally brought in their train those whom they had known in America as tried and experienced assistants. As a consequence the neighborhood of Fordsburg, Jeppetown, Boksburg, Elandsfontein, Simmer and Jack, Roodepoort and Cleveland swarmed with Cousin Johnathans.

To tell the truth, there was never a harbinger of jealousy between the "Cousin Jacks," as the Cornishmen are called, and the Californians. Owing to the fact and ready resource of the latter, everything worked with the utmost smoothness.

Independence day, July 4, was practically a general holiday in Johannesburg and the neighborhood. In the afternoon great sports, races and merry makings,

of American flags, was ablaze until daylight. Groups of revelers went from one saloon to another, making deep—but not too deep—(observe the British charity) potatoes, and now and then, in moments of extra-enthusiastic patriotism, drawing their guns and firing off a feu de joie out of sheer love of living.

Toward morning a general sense of work to be done and duties to be performed comes over the gay but never disorderly crowd. Some one refers to the historic remark of the governor of North Carolina to the governor of South Carolina, and, after a parting cocktail, an adjournment takes place to an early morning restaurant, where a hearty breakfast is made off pork and Boston beans, and then the first train out "along the reef" takes the patriots and rather disheveled Yankees out to the scene of their daily labor.

This Americanization leaves all classes and ranks, and brings with it all that is most enlightening in American trade and commerce. Walk through the principal streets of Johannesburg and you will find (or rather you would have found—and you will find again) American insurance offices, American furniture shops, American bicycle agents, American candy stores, American quack doctors, American machinery makers, American timber merchants, American "bush houses" and American novelty stores. Truly, for push, keen business aptitude and energetic trade pioneering, there is nobody like your real gritty "Down-Easter."

If pork and beans are appreciated among the miners, the American delicacies are also cultivated among the mine managers and their friends. It is not unusual to be asked to breakfast on buckwheat cakes and molasses, with real clam chowder and home-grown sweet corn. Succotash is not unknown, and on at least one occasion half a dozen canvas-back ducks were sent all the way from New York to Johannesburg on foot. At least they were alleged to be canvas-back ducks when they started, and no doubt they were so. But they had to cross the line on board ship, and on arrival the sentiment of the thing only remained—and the sentiment was pretty strong at that. However, the sender's intentions were most excellent.

NOTICE TO COUNTRY PEOPLE

OUR MAIL ORDER DEPARTMENT is a special feature of our great and growing business. We give our out-of-town patrons the same care and attention as though present in person. A prompt and intelligent reply is sent to all letters of inquiry, and all orders we are favored with are carefully filled according to instructions received.

Embroideries.

Monday's Special.

5,000 yards of fine Cambric Embroideries and Insertions, medium and wide margins, a beautiful assortment of new patterns to select from; cannot be equalled in the Twin Cities under 15c and 19c per yard. Special for Monday only..... **10c** Per Yd.

NOT AFRAID OF HER.

Mrs. Smith—Dear, is my headgear all right?  
Mr. Smith—Yes; the wheels appear to be running about the same as usual.

## YANKS IN SOUTH AFRICA

ENGLISHMEN SEEM TO APPRECIATE THE U. S. UTTLANDERS IMMENSELY

HONOR AMERICAN HOLIDAYS

Americanization Is Found to Leaven All Classes and Brings With It What Is Most Entertaining.

The London Daily Mail of a recent date prints a mighty appreciative article on the Americans in South Africa. It's wonderful how much that little war of the United States in 1898, and the larger one of the next year and this, have warmed the cockles of the British heart toward the Yankee. The Mail calls the South African Americans "U. S. Utllanders," and then says:

A cosmopolitan mining camp such as Johannesburg was only a very few months ago must necessarily present many points of varied interest to the observant onlooker. One of the most salient, particularly since the Witwatersrand has become the premier gold-producing field in the world, has been the gradual but very effectual Americanization of the town and its surroundings. It is perhaps too much to say that the very Kafirs talk with a strong New York intonation, but at any rate the casual talk of the mines is replete of California rather than Cornwall.

It is no unusual thing to hear the shift-boss on a mine call out, "Say, Bubbs! tell yer popper that I'll meet him on the Kyaars-Arter supper," and later on an adjournment to Jake Hillbrand's saloon Com'z' 'onez' wet will land one in the midst of a crowd of miners, ex-Bowery toughs, so-called "sports" and shady folk indigenous to a mining camp. Every man carries his "gun" in his hip pocket,



SHAKESPEAREAN.  
Miss Belle Lettreg—Aren't you fond of the old English drama?  
Mrs. Matlapop—Oh! very much; I think that play "Dromio and Olivette" has some very fine passages in it.