

# Golden Rule

## Domestic Room.

- 200 pieces of American Shirting Prints, all new styles, fast colors; worth 5 cents, 10-yard limit. Special for Monday, only. **22c**
- 200 pieces of extra fine Calico French Patterns, all new styles and colorings; sold everywhere at 7 cents. Special. **5c**
- 50 pieces of double fold Madras Cloth for Men's Shirts and Ladies' Shirt Waists, new styles; worth 15 cents. Special. **10c**
- 200 pieces of Covert Cloth for Ladies' Skirts and Bicycle Suits, in all the new mixtures. Special for Monday, only. **10c**
- 50 pieces of Unbleached Canton Flannel, good weight; 10-yd. limit. Special for Monday, only. **5c**
- 2 cases of fine Dresden Challies, Cream Grounds with neat floral designs, fast colors. Special. **4c**
- 2 cases of 38-in. Lawn, white grounds with pink, blue, green and red figures, fast colors. Special. **7c**
- 50 pieces of fine 32-in Art Denim, in all the new Oriental designs and colorings; worth 15c. Special. **10c**
- 200 Home-made Quilts, hand-tied, covered with good Silkline and filled with good batting. Special for Monday, only. **\$1.19**
- 50 pieces of Cream White Wool Baby Flannel, non-shrinkable; worth 35 cents. Special. **25c**

## Lining Department.

- 2 cases of 36-in. Fast Black Lucerne Skirt Lining; looks like silk and will wear better; our regular 25c grade. Special. **19c**
- 50 pieces of 36-in Silesia; staple shades only; good value at 15c. Special for Monday only. **10c**
- One case of Fast Black Mercerized Saten for Coat Linings and Ladies' Underskirts; will stand washing and retain its luster. Special for Monday only. **22c**
- 50 pieces of real French Hair Cloth, in black and gray; thoroughly shrunken, ready for use. Our regular 26c grade. Special. **12 1/2c**
- One case of 36-in Fast Black Percale, soft, silky finish; good value at 10c. Special. **7c**
- 50 pieces of Black Mercerized Moreen for ladies' underskirts; good value at 35c. Sp'l. **19c**
- 5 cases of Edwards' Fine Cambric, black and all colors; never sold for less than 5c. Quantity limited. Special. **3c**

## Fine Stationery.

- YOU CAN REAP THE BENEFITS OF OUR SPECIAL PURCHASE.**
- We bought of the Marcus Ward Co., Makers of Finest Irish Linen Papers, 5 of the most-popular sizes of Papers. Suitable for all occasions. This is the best Linen Laid Satin Finish Paper they make. Every sheet watermarked in a regular way. We sell this paper from **15c to 25c** per quire, (24 sheets), according to size.
- Monday we place on sale all 5 sizes at one price. Per quire, (24 sheets) **10c**
  - Latest cut Envelopes, to match papers all sizes, packages 25 Envelopes. **10c**
  - Envelopes—5 packages in a box. **50c**
  - Papers—5 quires in a box. **50c**
- As a special inducement to get your papers stamped, we make the following special prices:
- Stamping per quire, plain colors, per 10c quire. **10c**
  - Stamping per quire, Gold or Silver. **12c**
  - Stamping per quire, illuminated. **20c**
  - Denison's Perfumed Sealing Wax, all colors. Per stick. **3c**

## Crockery Dept.

- HAVILAND CHINA SALE.**
- Special offer for two days, **Monday and Tuesday.**
- The "Vassar" line contains shoes for all occasions—the house or street, rainy-day boots, full dress shoes. Ask to see the fine Patent Kid Oxford Ties on the latest New York last, welted soles, extension edges, Cuban heels. The "Vassar" Shoes—35 styles—are made by the hand-sewed process, insuring perfect foot comfort. Try a pair, only. **\$3.00**
- A Monday Special—1,200 pairs of Women's Turkish Slippers—just arrived from Turkey—colors, red, tan and black, gold and silver tinsel embroidered, pompon trimmed. Regular values at 75c. Our special price **39c**

## Hardware Department.

- OIL STOVES.**
- Extra Fine Oil Stoves, with 4-inch burner and heavy iron fount.
- 1-burner stove. **39c**
  - 2-burner stove. **70c**
- COAT AND HAT HOOKS.**
- Coppered Coat and Hat Hooks, per dozen. **8c**
- HAMMERS.**
- Large size Nickel-Plated Hammers, ea. **8c**
- HATCHETS.**
- For household use only. **8c**
- RAZORS.**
- The "Griffin" is made of the highest grade of English steel, highly tempered and hollow ground; every one fully guaranteed. Special price. **65c**
- RAZOR STROPS.**
- Horseshoe Razor Stropps with very fine webbed back. **15c**
- COAT HANGERS.**
- Made of heavy wire, nicely tinned. Each. **3c**
- SPOONS.**
- White Metal Tea or Table Spoons. **5c**
  - Tea Spoons, per set of 6. **5c**
  - Table Spoons, per set of 6. **10c**
- LAWN HOSE.**
- 50 feet of 3-ply guaranteed Hose, complete with couplings, nozzle and hardwood reel. Only. **\$3.25**

# The GREATEST SILK SALE

### EVER ATTEMPTED IN ST. PAUL.

THE largest quantities, the biggest assortment and the lowest prices on Silks ever seen at one time in the Twin Cities. Besides loading down the tables in our large Silk Department, we have placed 20 tables in our Robert street center aisle and engaged 30 extra salespeople, so that every one can be waited on promptly. We have made an extraordinary effort to bring out the many thousands of shrewd, thrifty and saving women living in St. Paul. We want tomorrow to break the record, and we believe it will, because every item in the list below is a marvelous, magnetic and matchless offer. If ever there was a chance to make your dollars do double duty, here it is. The wisest shoppers will arrange to be here early.

- 20 pieces 27 inch Pongee silk in all wanted shades. Just the thing for draperies. Worth 50c a yard. Monday. **10c** Per yd.
- 10 pieces Brocaded Crepe de Chine, in white and all evening shades; worth 50c yard. Monday. **19c** Per yd.
- 50 pieces Silk Plisse, the latest trimming for dresses and hats; this is the biggest bargain on record, worth \$1.00. Monday. **29c** Per yd.
- 100 pieces Plain and Fancy Silk in black and all colors. Quality good enough for any purpose. Worth up 89c to yd. Monday. **94c** Per yd.
- 36 inches full one yard wide, black India Silk, guaranteed to wash and wear. Worth \$1.00 a yard. Monday. **69c** Per yd.
- 50 pieces Colored Fancy Silk in brocades and hemstitched stripes, all colors; worth 45c yard. Monday. **19c** Per yd.
- 50 pieces best quality stripe and check Wash Silks, guaranteed to wash and wear; worth 49c. Monday. **29c** Per yd.
- 100 pieces of this season's Fancy Silk and Silk Foulards in all the new shades; worth up to \$1.25 yard. Monday. **69c** Per yd.
- 10 pieces 44-inch double width Black Grenadines in stripes and brocades; this will make a handsome dress, worth 98c yd. Monday. **62 1/2c** Per yd.
- 20 pieces White Habutal Silk, a good heavy quality and guaranteed to wash, sold elsewhere for 39c yd. Monday. **19c** Per yd.
- 60 pieces Plain and Fancy Silks in black and all colors, stripes and brocades, worth up to 69c. Monday. **39c** Per yd.
- 100 pieces of high-class Novelty Silk in all the leading styles and colorings; worth up to \$1.50 yard. Monday. **89c** Per yd.
- 10 pieces 44-inch double width Black Grenadines in handsome stripes. Nothing nicer in town at \$1.50 yard. Monday. **98c** Per yd.

## EXTRA SPECIAL—ALL OUR SILK REMNANTS FROM ONE-HALF YARD TO FOUR YDS. AT EXACTLY HALF PRICE.

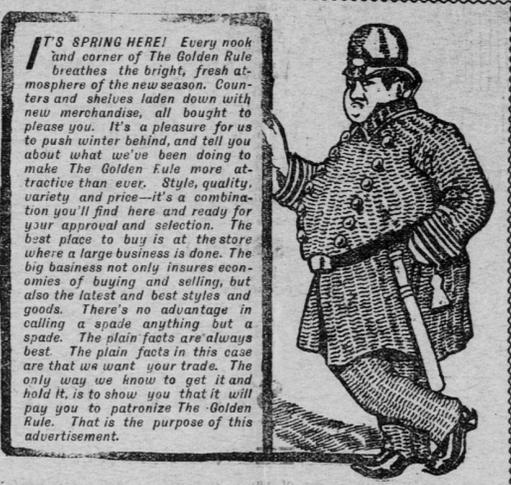
### Silk Vests.

Visit our Underwear department Monday and be convinced that we are doing the Silk Vest business of the Twin Cities. We sell Silk Vests at the same small profit we ask on more staple goods.

**FANCY VESTS**  
BUT NOT FANCY PROFITS.

- 25c For Women's Fancy Mercerized Vests, sky, cream, pink and lavender (the so-called silk mixed). We don't claim they are silk mixed, or worth 75c, but they are worth 50c. All you want here Monday at. **25c**
- 39c For Mercerized Lisle Vests, pretty silk trimming at neck and arm holes. Pink, sky, cream, lavender, red and black, Richelieu ribbed. Better quality and finish than any 50c garment in the city, at only. **39c**
- 69c for hand crocheted trimmed, fancy Silk Vests.
- 95c for hand crocheted trimmed, Silk Vests. **\$1.25** for imported Silk Vests, pretty open work front.

See our line of umbrella style Union Suits at 49c, 98c, \$1.75 and \$2.48.



### Linen Department

**Monday Specials.**

- 1 case 36-inch White Cambric Muslin; soft finish, value 12 1/2c. Special (Limit 15 yards). **8 1/2c**
- 35c quality fine White Irish Dimities in stripes and checks, suitable for Shirt Waists, etc. Special Monday. **18c**
- 150 fine Satin Damask Pattern Table Cloths in all the new designs, sizes 8-4x8-10. Special. **\$2.00**
- 21x21 inch Napkins to match. Per dozen. **\$2.00**
- 5 cases Bleached Cotton Crash Toweling, Special per yard (Limit 20 yds.). **3c**
- 1 case 39-inch English Longcloth, 12 yards in a piece. **\$1.10**

**LACES AND ALLOVERS.**

- 2,000 yards of our finest quality narrow French Valenciennes in the newest patterns, worth up to 15c. at per yard. **8c**
- La Tosca Net—25 pieces of black, white and cream sheer silk Toret Net, 45 inches wide, at per yard. **39c**
- Corded Taffeta—500 yards of regular \$1.00 Taffeta. Special, per yard. **59c**
- Lace Allovers—50 pieces of fancy Lace Allovers, black or white, at per yard. **48c**

## The 'Vassar' Shoe.

"Vassar" Stamped on a Shoe Means Standard of Merit.

Wear our shoes and you wear the best. It is just as easy to walk in the best shoes that are made at prices that others charge for the poorer kind. Our "Vassar" Shoe for women is long experience and judgment embodied in shoe form. It's impossible for wisdom and skill to fashion or make better footwear. All that intelligent minds and accomplished workers can do is done in the building of these shoes. They are the ultimate, the highest and the best form, shoe material, shoe workmanship, shoe beauty and shoe comfort. They contain all the excellences, all the perfection of shoemaking and are without a fault or flaw of any kind or description. The reason the "Vassar" Shoe can be sold for \$3.00 is the manufacturer saves from 50c to \$1.00 a pair for magazine advertising which goes into your pocket.

The "Vassar" line contains shoes for all occasions—the house or street, rainy-day boots, full dress shoes. Ask to see the fine Patent Kid Oxford Ties on the latest New York last, welted soles, extension edges, Cuban heels. The "Vassar" Shoes—35 styles—are made by the hand-sewed process, insuring perfect foot comfort. Try a pair, only. **\$3.00**

A Monday Special—1,200 pairs of Women's Turkish Slippers—just arrived from Turkey—colors, red, tan and black, gold and silver tinsel embroidered, pompon trimmed. Regular values at 75c. Our special price **39c**

## Men's Wear.

Our Men's Department grows in favor each day. 'Tis values such as these that bring results:

**HIGH-GRADE HOSIERY.**

Our special sale tomorrow, 100 dozen high-grade Sea Island Cotton Half Hose, in black, tan, split white foot and fancies, including the popular Shaw Knit. All great big 25c values. Special sale Monday at only **19c**

**NIGHT SHIRTS.**

Men's fancy trimmed muslin Night Shirts, the "Universal Make," cut large and full, neatly trimmed on front cuff and pocket, the regular 50c kind. Our regular price 39c, for a drive tomorrow, **29c**

**EXTRA SPECIAL—MEN'S UNDERWEAR.**

To start the season we offer 500 dozen Men's two-thread Egyptian Balbriggan Underwear, the equal of most 50c garments in the city, in all sizes from 30 to 52, made with finished seams throughout and the double (bicycle) seat drawers. They go on sale tomorrow at only **29c**

A price far cheaper than these goods will be sold for after the season starts.

## GREAT SUIT VALUES.

- New Suits at \$5.75.**
- Six different lines of pure wool materials—black and colors—good lining and tailoring, worth \$7.50 to \$10.00. Tomorrow at. **\$5.75** (Alterations extra.)
- New Suits at \$9.00.**
- Ten different lines of Pure Wool Covert, Home-spun, Venetian and Cheviot Suits, flare or flounce skirts and new style jackets, silk or tailor serge lined; gold throughout the land at \$12 to \$15. Our price tomorrow **\$9.00** (Alterations extra.)
- 20 different lines of great Suit values at \$13.50, \$15, \$16.50, \$18, \$19.75, \$22.50 and \$25. If you care to save \$5 or \$10, take one of these Suits and compare with the high-price fellows.



- New Jackets at \$5.75.**
- Four different lines of nobby new Jackets in Coverts, Kerseys and Cheviots, black and castor, splendid linings. **\$5.75**
- New Taffeta Silk Elons—The latest styles at \$7.50, \$10, \$12.**
- Beautiful Silk Skirts—All the novel new styles in Taffeta, Net, Chiffon and Ruching effects, \$7.50 to \$50.**
- Hundreds of new Silk Waists and Thousands of Dainty Wash Waists.**
- Special Sale of \$5 Silk Waists.**
- Several different styles in black and colors, values that sell in the best stores in the land at \$6 to \$7.50. Here tomorrow **\$5.00** at. None on approval or C. O. D.

## Colored Dress Goods.

- Prices cut for quick selling on Monday:
- Our \$1.75 Heavy Venetian Covert Suitings for tailor made suits, 58 inches. For one day only. **\$1.25**
  - Our \$1.50 Plaid Back Golf Suitings, all wool and 54 inches wide. For one day. **\$1.00**
  - Our 50c All-wool Home-spuns, all mixed colors and 48 inches wide. For one day. **39c**
  - Our 50c All-wool Imperial Serges, all colors. For one day. **35c**
  - 20 pieces regular 39c Home-spuns in grays only. To close. **25c**
- FANCY MATERIALS FOR WAISTS.**
- Plain colors, stripes, Persians, all the latest novelties. Qualities up to \$1.00 a yard—**59c** and **69c**.
  - All those styles and qualities up to 75 cents a yard are now reduced to. **59c**
  - The very finest and best made waistings that are cheap in any store at \$1.00 a yard; you get them here at. **69c**

## New Wash Goods.

- Specials for Monday:
- SILK CHAMBRAYS.** For Waists. Regular 50c quality, plain and fancy. Monday, per yard. **35c**
  - SHIRT WAIST LINEN.** 36 inches wide, in blue and ox blood. Monday, per yard. **23c**
  - IMPORTED GRENADINES.** Colors and black. The new wash fabrics. Monday special, per yard. **50c**
  - CORDED FRENCH SUBLINES.** All colors in beautiful Foulard patterns. Monday special, per yard. **35c**
  - BROCADED TISSUES.** In all the new pastel colorings. Monday special, per yard. **19c**
  - HOLLY BATISTE AND LAWNS.** Sold all over the city at 15c to 18c; comes in new shades, latest in tans and browns. Monday, your choice, per yard. **12 1/2c**

**NOTICE TO COUNTRY PEOPLE:** Our Mail Order Department is "next door to you," no matter where you are. Thousands of regular customers live in small towns and villages throughout the Northwest. Anybody can shop by mail and get what they send for. Mail orders filled the same day as received, and every attention given to the wants and wishes of the Country Customers. Money's worth or money back.

# Golden Rule

## Children's Underwear.

**EXTRA SPECIAL MONDAY.**

Don't miss this sale. A manufacturer's stock of Children's Summer Ribbed Underwear at half the cost of making. 1400 dozen garments. A BIG SNAP FOR EARLY BUYERS. The entire stock divided into two lots to make quick work of them—

- at **10c** Size 6, 18, 20, 22.
- at **15c** Size 24, 26, 28, 30.

These garments are not seconds, but STRICTLY FIRSTS. Not an imperfect one in the lot. Made by a first class mill. We have handled the same goods in regular stock for three (3) seasons, they are made from the best grade of Egyptian yarn, in bleached white and coral color. In the following styles: High neck, long-sleeve shirts; high-neck, short-sleeve shirts; low neck sleeveless shirts; and knee length pants; shirts trimmed at neck with silk ribbon; have pearl buttons; pants made with a good quality elastic band.

For convenience in buying, this underwear will be on Bargain Tables, Seventh street aisle. Sale opens 8 o'clock. We allow the privilege of exchanging same as if bought at regular prices.

## New Curtains and Draperies

Just now there is much to see in our Drapery Show Rooms, all the latest conceptions in designs that the best manufacturers of the world can turn out, and a wealth of filmy Lacy Beauty, as well as heavier richness in all styles of Curtains for windows or doorways. Its a gala sight, well worth a special visit. Here are some special inducements.

- 150 pieces of 36-inch Silklines, others 15c quality, about 50 designs and color effects to select from. Monday, per yard. **8c**
- Fishnet Net for Curtains 12 1/2c value, 7 1/2c Monday, per yard. **7 1/2c**
- 300 Wool Smyrna Rugs (size 30x60 inches), 25 designs and colorings to select from. Others \$2.50 kind. Special Monday choice. **\$1.49**
- Tapestry Portieres, this line will include \$4.00, \$4.50 and \$5.00 values, all 9 feet long and full width. Sale price for choice, pair only. **\$3.48**
- 100 Wool Smyrna Rugs (size 18x36 inches), Monday while they last, choice, each. **49c**

**FURNITURE COVERINGS.**

- Tapestry, 50 inches wide, in all colors. Extra good value at 50c. Monday, per yard. **33c**

## Drugs and Sundries.

- IT IS OUR PRICES and our method of doing business that the public appreciate—by trading here.**
- SPECIAL OFFERS FOR MONDAY.**
- Landsfeldt Skin preparation—the changes in weather is apt to irritate the skin—Monday on y. \$1.00 bottles for. **69c**
  - Peck's Blackhead Soap, Special cake. **10c**
  - Talcum Powder—Colgate's Violet or Purified in tin cans, 25c kind. **15c**
  - SATIN SKIN CREAM—Exquisitely perfumed. 25c size jar. Our price. **21c**
  - (Sample boxes Free. Call for them.)
  - Rouge De Theatre No. 18. 25c box. **15c**
  - Pinaud's Eau De Toilette, Violet De Parme, \$1.00 bottle. **69c**
  - Crown Lavender Smelling Salts, 25c bottle. **18c**
  - Lubin's Perfumers in 1-oz. bottles, White Rose, Lily of the Valley, Helio, Jockey Club, Ocean Spray. Special per bottle. **59c**
  - The Crown Crab Apple Blossoms—a 50c bottle for only. **39c**
  - Mennen's Borofomo Tooth Powder, whitens and cleanses the teeth. 25c kind. **15c**
  - Colgate's Florida water, 50c size bottle. **39c**
  - Mack's Hair Tonic restores gray hair to its original color and stops hair from falling out. \$1.00 bottle for only. **55c**
  - Myers' Exora Face Powder—white, flesh or Brunette, 50c box. **29c**
  - Gells Frere's Toilet Soap, high grade, Helio, Lilac, Violet and Rose. 25c value cake. **17c**
  - Three cakes for only. **50c**
  - Tooth Brushes—French bristles, very nice assortment 10c and 15c values. Special each. **10c**
  - Dodd's Kidney Pills, 50c box. **13c**
  - Laxative Bromo Quinine will cure your cold. 25c size. **12c**
  - Warner's Kidney and Liver Cure, \$1.25 bottle. **79c**
  - Stern's Electric Rat and Roach Paste, 15c box. **15c**
  - Hall Catarrh Cure, 75c size. **50c**
  - McElree's Wine of Cardui, \$1.00 bottle. **61c**
  - 1-lb. bottle Hydrogen Dioxide, very fine. **50c**
  - Mouth Wash, 75c size for. **50c**
  - Toilet Soaps, nicely perfumed in leading odors, Lilac Blossom, Wood Violet, Pink Blossoms and Oat Meal 10c soaps. Sale price, cake. **5c**
  - Stockinette Diapers, buttoned or pinned. Our regular 39 and 50c qualities. **25c**
  - Special, each. **25c**
  - Stockinette Bits, 25c kind. Special. **19c**

## Baby Carriages and Go-carts.

Full Size Roll-Back Carriage upholstered in silk plush removable cushions, rubber tires, wheels, patent foot brake and having sateen double ruffle parasol. This carriage is worth \$10.00. Our price for Monday only **\$6.95.**

Come and see our line of Baby Carriages and Reclining Go-Carts, some of which the back and front works independent of each other, others work together. We carry the most varied assortment of the latest running, the gears, have all the latest improvements, and our prices are the lowest in the Northwest. Baby Carriages from \$5.00 up to \$30.00. Go Carts from **\$30.00** to \$25.00.

All have rubber tires. Write for Catalogue.