

Suits, Jackets, Skirts, Waists and Wrappers

In these days of cloak exaggeration and "marking up" discount schemes it will pay you to shop and compare. Investigate our values tomorrow—if in doubt take a garment for comparison. You know our guarantee! Best value and a satisfactory fit or your money back.

- SUITS \$5.75 Comparison will prove them better than so-called \$12.00 AT...
SUITS \$7.50 This includes all of our suits that were leaders at \$10. They're better in every way than the \$15 suits around town.
SUITS \$10 AND \$12 These suits, gauged by the usual standard of inflated AT...
SUITS \$15 AND \$20 If you expected to pay \$25 to \$35 for a suit and AT...
All Cloth Etons, Jackets and Box Coats at Half-Price

SHIRT WAISTS.

We are headquarters for Waists more than ever this season. Exclusive, high-class makes as well as the popular priced lines. Nearly a thousand different styles to choose from and New Styles Constantly Arriving.

- 50c Percalé Waists at 29c
75c Percalé Waists at 39c
\$1.00 Percalé Waists at 49c
\$1.50 Waists from M. & L. purchase at 75c

See our exclusive "Trade Mark" Waists—the kind worn by the Eastern "Smart Set" at 98c, \$1.23, \$1.50, \$1.75, \$2, \$2.25, \$2.50, \$2.75 and up to \$6.

Lining Department.

Plain faces of economy are the powerful inducements we offer to the buyer.

- 50 pieces of Likesatin fast black and all colors mercerized finish, cheap at 25c. Special 19c
2 cases of Spun Glass Lining, in all the new fashionable Openings for lining thin dresses, sold by others at 20c, our special price, only 15c
Real French Harecloth, in black and gray, thoroughly shrunken, ready for use, none better at any price, full 24 inches wide. Special 25c
2 cases of 36-inch French Twilled Silesia, staple shades, only good value at 15c. Special 10c
25 pieces of 36-inch Black Mercerized Italian Cloth for Ladies' Skirts and Coat Linings. Special for Monday, 22c only.
One case of 36-inch Fast Black Percaleine, Moire finish, our regular 10c quality, sold by others at 12 1/2c. Our special price, only 7c
Edwards' best lining Cambric, black and all colors, worth 5c everywhere. (10 yd. limit). Special 2 1/2c

LINENS.

Pattern Tablecloths—Almost 1/2 Price

We have a table full of slightly soiled Pattern Table Cloths, medium and fine qualities, some of John S. Brown & Son's make in this lot. They are marked at less than cost of importation.

- 26 of these—2x2 1/2 yards, full bleached, heavy Irish Linen and satin damask, for lot while they last, each \$1.59
Limit one to each customer.

HOSIERY.

MONDAY A GREAT 70c SALE.

A modest investment for a season's supply of Hosiery, the number of pairs you get depends upon the quality you want. Here's what we offer, 2 pairs of 45c quality Black Lisle Thread Hose, 79c for...

- 2 pairs of 45c quality black or colored Lace Lisle Hose, for... 79c
3 pairs of 35c quality Black Ingrain Richelieu Ribbed Lisle Hose, for... 79c
3 pairs of 35c quality Black Cotton Hose, ribbed tops, for... 79c
3 pairs of 35c quality Black Cotton Hose, with Maco split foot, for... 79c
5 pairs of 19c quality full fashioned Black Cotton Hose, double sole and toe, high spliced heel, sell at 25c pair in most stores, for... 79c
6 pairs of 15c quality Black Seamless Hose, have all the improvements. Shaped leg and foot. This sale for Monday only 79c

CROCKERY.

Special Offers for Monday.

- Complete 100 piece Dinner Set, dark blue decorations, fancy shape. Monday only—set \$4.98

SPECIAL NOTICE.

20% Discount off our entire stock of Open Stock Dinner Ware for one day, Monday. This means both white and decorated.

BIG JARDINIERS SALE MONDAY.

- Special Lot—10c, 25c, 39c, 49c and 98c.
CHINA... CUSPIDORS.
500 dark blue China Cuspidors, with Gold Trimmings. Monday, only, each 25c.

DIAMONDS UP 60 PERCENT

GENERAL PROSPERITY THE PRINCIPAL REASON FOR HEAVY INCREASE IN VALUE

WORLD'S OUTPUT CONTROLLED

Other Precious Stones, Especially Rubies and Emeralds, Also Touching Prices Higher Than Formerly.

Diamond dealers and men who have watched the market in precious stones are convinced that the safest and at the same time one of the most profitable investments that can be made today is in diamonds, emeralds, rubies, or other gems of fair size and good quality, says the New York Post.

DOMESTIC ROOM.

Put stress upon the fact that not alone prices here attract, but that for variety, for all that is new and desirable there isn't another store in Minnesota our equal.

- 200 pieces of White Mosquito Netting, slightly water stained, if perfect would sell for 45c a piece. Our special price while it lasts, only 20c
2 cases Fast Black Saten, cashmere finish. Special for Monday, 6c only
2 cases of 36-inch Saten, for comforter covering and draperies, nice styles and fast colors, worth 16c. Special 10c
250 pieces of standard Prints, in blues, blacks, grays and reds. These goods are fast colors and latest patterns worth 6c and 7c. Special 4 1/2c
2 cases of Dresden Challies, cream grounds, with neat, dainty figures, just the thing for a cool wrapper, worth 5c and 6c. Special, quantity limited 3 1/2c
35 pieces of fine Covert Cloth, in all the new mixtures and stripes, for ladies' skirts and bicycle suits, worth 12 1/2c. Special for Monday, only 10c
2 cases of 32-inch blue and white Straw Ticking, sold everywhere at 8c. Special 5c
Cream white wool Baby Flannel, with linen warp, non-shrinkable, good value at 35c. Special 25c
250 fine Bed Pillows, covered with the best ticking, size 20x26 inch, cheap at 98c. Special for Monday, only 69c
250 extra fine Summer Comforters, covered with fine silkline and filled with pure laminated cotton down, cheap at \$1.50. Special for one day, only \$1.19

WHITE GOODS.

Fine Sheer White Dress Goods at reduced prices. 45 and 48-inch Imported French Lawn—

- Regular 25c quality, special per yd. 18c
Regular 40c quality, special per yd 27 1/2c
Regular 50c quality, special per yd. 39c
Regular 75c quality, special per yd. 55c
Regular \$1.00 quality, special per yd 75c
Regular \$1.25 quality, special per yd 85c
Your choice of 20, 22 and 24-inch Birdseye Diaper Cloth, red star brand, 10 yds in each piece, per piece 55c
36-inch Rubber Nursery Sheet-ing, special, for... 39c
54-inch Rubber Nursery Sheet-ing, special, for... 53c

Infants' and Children's Dept.

Bargains for Monday.

- 10 dozen Children's Trimmed Hats, all colors, worth 60c. Special for Monday only 49c
Infants' White Lawn Bonnets, worth 10c. Special for Monday only 7c
Infants' White Lawn Poke Bonnets, trimmed with tucks and lace, worth 39c. Special for Monday only 25c
INFANTS' WASH HATS.
25 dozen Infants' Wash Hats of fine percale, polka dots and plain colors, trimmed with ruffles, worth 35c. Special for Monday only 19c
CHILDREN'S COLORED DRESSES
10 dozen Children's Fine Percalé Dimity and Duck Wash Dresses, very neatly trimmed and perfectly made, broken sizes, from \$1.50 to \$1.75. Special for Monday only 98c

GOLDEN RULE SEVENTH EIGHTH AND ROBERT STREETS

Our Story Today Is Important and Interesting. Read It!

When a store can point to the wonderful growth which The Golden Rule has enjoyed for the past five years, you can depend upon it that there is some valid reason for it. Buyers do not crowd The Golden Rule every day in the week through mere curiosity, not because they can do just as well here as they can any other place, but because by practical demonstration we have taught the economical buyers that we offer at all times dependable, high-grade merchandise at prices which are so much lower than those asked by the other fellows on a similar grade of goods, that the saving merits the patronage of every discriminating buyer.

Cheapest Silks in Town.

Monday we will sell Silks at the greatest reductions ever seen in this city. Remember every yard is reliable, no matter what the price. We put our own responsibility back of every yard we sell. Here are the prices that will crowd our Silk Aisle Monday:

- 1,000 yards Colored Pongee Silks, just the thing for drapery, worth 39c. Monday, per yard 19c
50 pieces Wash Silk, a beautiful silky cloth and guaranteed to wash, worth 45c yard. Monday, per yard 29c
The cheapest 24-in. Foulard Silks in town: all new styles and colorings, worth 79c yard. Monday only, per yard 39c
Bonnet & Co.'s Black Taffeta Silk, advertised elsewhere as a special bargain at 69c yard. Our price Monday 59c
36-in. full one yard wide Black Taffeta Silk, advertised elsewhere as a special bargain at \$1.35 yard. We say, Monday \$1
Odd pieces and short ends of Plain and Fancy Black and Colored Silks, worth up to \$1 yard. Our price Monday, yd 39c

Very Special Bargains in Wash Goods

The selling of Wash Goods Next Monday, for the first time this season, at unheard-of prices.

- TAKE NOTICE and put in a supply. The values are a great deal less than half-price.
Fancy Dress Lawns, Zephyr Gingham, regular 12 1/2c quality; 36-inch English Percalés, Fine English Dimities, Cambrics and Thin Summer Dress Fabrics, in quantities to 15c a yard. On sale Monday at, per yard 5c
Fine Imported Wash Fabrics at Unmatchable Prices for Monday.
Silk Chambrays in plain colors, Monday 35c
Silk Chambrays in fancy stripes, Monday 25c
Silk Stripe Dimities—Our regular price 50c. Monday 39c
Foulardines—Regular price 25c and 35c. Monday 16c
Printed Sublimes in handsome styles, Monday 29c
Frousseline de Soies in fancy stripes, Monday 45c
Silk and Linen Fatigue, 42 inches wide. Special Monday 59c
Mercerized Batiste, 36-inch, in black only. Monday 35c
French Grenadines, in colors and black. Monday 49c
100 Pieces Fancy Crepe Novelty Madras, beautiful for shirt-waists; regular selling price and excellent value at 25c a yard. To make things lively here on Monday we say, EXTRA SPECIAL 15c

May Sale of Muslin Underwear.

We are going to let this last bargain list do its own talking. Each item is exactly as we say, and the values are just as we represent them to be. Ready at 9 o'clock on Monday morning.

- NIGHT GOWNS.
300 dozen women's fine soft Cambric and Muslin Night Gowns, beautifully trimmed with embroideries, laces and clusters of tucks, all cut extra long and wide. Cannot be equaled for less than 69c. Our great May sale price only 49c
200 dozen women's fine soft Cambric Night Gowns, in all the new styles shown, beautifully trimmed with fine embroideries, laces, new hemstitching and tucked effects. Cannot be equaled in the Twin Cities for less than \$1.19. Our great May sale price 79c
WOMEN'S PETTICOATS.
100 dozen women's fine soft Cambric Petticoats, with 18-inch lace umbrella flounce trimmed with 3 bands of imitation Cluny lace insertion, edged with lace to match; also fine embroidery trimmed skirts, worth \$1.50. Our great May sale price 98c
50 dozen women's fine soft Cambric Petticoats, with 16-inch lawn umbrella flounce trimmed with 5 bands of fine torchon lace insertions and cluster of three tucks, edged with torchon lace to match, finished with extra cambric dust ruffie; petticoat worth \$2.25. Our great May sale price only 1.69
WOMEN'S DRAWERS.
100 dozen women's fine soft Cambric Umbrella Drawers with 7-inch cambric ruffie, finished with deep hems and yoke bands, worth 29c. Our great May sale price only 19c
200 doz. women's fine soft Cambric Umbrella Drawers, with 8-inch lawn ruffie, beautifully trimmed with laces; insertions, new hemstitching and tucked effects. Cannot be equaled for less than 50c. Our great May sale price only 39c
CORSET COVERS.
200 dozen women's fine soft Cambric Corset Covers in all the new styles, beautifully trimmed with fine laces and embroideries. Cannot be equaled in the Twin Cities for less than 35c. Our price only 25c
100 doz. women's fine soft Cambric and Lawn Corset Covers with 12 bands of fine torchon lace insertion, neck finished with band of beading laced with ribbon, edged with lace to match; arm sizes trimmed the same. Covers cannot be equaled for less than 69c. Our great May sale price only 49c

FANCY GOODS.

Odds and ends of Fancy Goods to be closed out at half-price tomorrow. The following are a few sample items:

- 1,000 yards Duchess, Marie Antoinette, Flemish Point Lace and Arabian Braids, used so much for fancy work, worth 3c. See our price, yard 2c
1,000 skeins best quality Embroidery Silks, regular price 4c skein, good assortment of colors. See this 5c
All-Linen Battenberg Braids, 36 yards in piece. Why pay 35c? Our sale price, piece 19c
One big lot Pillow Tops with backs, assorted styles, cheap at 50c. For this sale, while they last 25c
Head Rests—10c goods to go at, each 5c
Pillow Covers—10c goods to go at, yard 5c

NOTICE TO COUNTRY PEOPLE—OUR MAIL ORDER DEPARTMENT

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.

Colored Dress Goods.

- MONDAY'S FLYERS.
A large line of beautiful Plaids, our regular price, 75c, \$1.00 and \$1.25 per yard. Every yard pure wool, 45 to 50 inches wide, all in dark colors. Quantity limited. Monday, 49c
58-inch Heavy Golf Suitings, in gray only. Monday 59c
10 pieces Navy Blue Cheviot, full 42 inches and pure wool; excellent bargain. Monday 47c
At Just Half Price.
54-inch strictly pure wool plaid back Golf Suitings. Our regular price \$1.50. To close Monday 75c

Lace Curtains, Rugs and Door Hangings.

- EXTRA SPECIAL BARGAINS FOR MONDAY.
Wool Rug Fringe (double head) others 7-cent kind. In plain and fancy color combinations. Extra 3c
Special price for Monday, per yd.
200 Wool Smyrna Rugs, size 36x72 inches, 25 designs and color combinations to select from. This is a splendid rug at \$3.00. Choice Monday while they last, each \$1.98
Couch Covers, 3 yds. long and many of them 60 inches wide. This line will contain \$6.00, \$6.50 and \$7.00 values. Monday while they last, choice \$4.25
Brussels Net Curtains 3 1/2 yds. long and 50 in. wide. Others \$4.00 and \$4.50 values, will go Monday, at, per pair, only \$2.50
50-inch Tapestry, in all colors, suitable for Door Hangings, Couch Covers and Furniture Covering. Others would ask upwards to \$1.00 for no better. Our price for one day's sale, per yd. only 59c

Notion Department.

- Cabinet boxes best Hair Pins, 5c goods 2c
3,000 cards fine Horn Hair Pins, 1 dozen on card, large size, the other fellows would consider them cheap at 20c. See our price, card 9c
Machine Needles, 5c quality, paper 2 1/2c
Silk Garter Elastic, worth 25c. Cut to, yard 15c
One big lot Bustles, 50c goods, to go at 29c
500 pairs fine Steel Scissors, 50c goods, to go at 25c
5,000 fine imported Tooth Brushes, cheap at 10c, to go at, each 5c
One big lot best quality Feather Dusters, length of feathers 14-inches. 30c goods, while this lot lasts, 15c
The Comfort, the new Band Hose Supporter, satin front. They are cheap at 25c. Each 15c
1,000 pieces Finishing Braid, all new patterns, 6 yards in piece, regular 10c goods. Sale price, piece 5c
100 dozen Rubber Dressing Combs, 10c goods. Sale price, each 5c
3,000 dozen Cotton Taps, 3 yards in roll, worth 2c roll. Our cut price sale, 6 rolls for 4c
Hair Brushes, 25c quality, 10c
Horn metal-back Dressing Combs, 10c quality, to go at, each 5c
800 Ladies' Pompadour Combs, cheap at 20c. For this sale, your choice, each 9c
600 pairs Ladies' Side Combs, cheap at 15c. Your choice tomorrow, pair 8c
Best full count Pins, 5c goods, paper 2c
Ladies' and Children's Side Elastics, 10c and 12c goods, pair 3c
1,000 pairs Ladies' Silk Mixed Hose Supporters (style as cut shows), worth 20c. We say, pair 10c
See these Boys' Suspender Waists (as cut shows), worth 25c. Our price 13c
These combination Shoulder and Hose supporters (as cut shows), 25c goods. This sale 17c
Your choice of 100 doz. Pompadour Combs, style as cut shows, as well as many others. 20c quality to go at, each 9 cents.

WEDDING INVITATIONS.

ENGRAVED IN THE LATEST STYLE SCRIPT.
Two sets envelopes, inside and outside, folded and ready to mail, finest workmanship. 100 complete for \$3.75
AT-HOME CARDS, MR. and MRS. CARDS, MONOGRAMS.
Best stock and latest styles at low prices.
Hurd's and Crane's latest papers. Spade Gray Bond and Crane's Linen Lawn in Dresden White, Ocean Green, French Gray. Latest cut Envelopes. All at Special Low Prices.

Drugs and Sundries.

- CROWN PERFUMES.
Crab Apple Blossoms, Crown's finest perfume. Our special price, per ounce (bottle free) 35c
Finest Crab Apple Blossom Perfumes, 1 oz. in bottles, glass stoppers, \$1 bot. 55c
2-oz. bottle Crown Crab Apple Blossoms, finest made; \$1.50 bottle. Special 98c
Crown Smelling Salts, 25c bottle. Special 15c
Crown's Eau de Toilet Crab Apple or Violet de Parme, 50c bottles. Special, at 33c
Prophylactic Tooth Brushes 18c
Grove's Tooth Powder 10c
Shandon Bells Toilet Soap, cake 5c
1/2 lb. can perfumed Talcum Powder 8c
Florida Water, elegant quality, 8-oz. bottle for 15c
1-lb. package Borax 10c
Castoria (Fletcher's) 19c
Duffy's Malt Whiskey 75c
Dr. Greene's Nervura 69c
Chamberlain's Cough, small 15c
Swamp Root, small 29c
Rush's Pure Norwegian Cod Liver Oil 25c
Dead Eye Bug Killer, at, bottle 12 1/2c
Folding Lawn Settee, in natural finish. Special Monday 69c
Special Sale of Croquet Sets.
Four-Ball Croquet Sets, having balls and mallets nicely oiled and varnished, put up in strong dovetailed wooden box, with book of complete rules. 39c
Monday, only 33c
Six-ball set, Monday, only 59c
Eight-ball set 53c
Fine ones up as high as \$3.00. Professional sets \$1.15, \$1.75, \$2.25.
Large assortment of Hammocks with pillow, spreader and wide fringe, worth \$2.00. Special, Monday, \$1.39

IT DIDN'T WORK.

Failure of the Little Man's Theory of Transmission of Power.
Detroit Free Press.
"I believe in the transmission of power," declares the little moon-faced man who erected the first warm days by occupying a seat in the Grand Circus park. "It is just as rational as mental strength, transfusion of blood, or anything of that kind. See that man sitting over there near the fountain?"
"Yep," yawned the big man who had been thus addressed by the little stranger; "looks sleepy."

Japanese eager to learn.

A characteristic which has been potent in the modernizing of Japan is that of insatiable curiosity. Intense desire to see and understand anything new. While the present day Chinese attitude is that of contempt for any beings or institutions not evolved in China, the Japanese are eager to know of everything connected with our form of civilization and to adopt it if it is good. A perusal of Japanese history shows that the people have ever progressed by impulses, by location and reaction, and that in the end good judgment seems to become supreme.
More Money in Poultry Than Beef.
It is said that 1,000 pounds of poultry will cost less to raise than 1,000 pounds of beef, and will sell for almost twice as much.