

GOLDEN RULE
SEVENTH EIGHTH AND ROBERT STREETS

New Fall Dress Skirts.
Special Sale Exceptional Values.



New models, new designs of trimming, good materials, made and finished right, Skirts that fit.

All on Tables at Special Prices

At \$3.00 All-Wool Black Cheviot, new flounce style, tailor stitched. Most stores will ask \$4 for skirts not as good.

At \$3.75 All-Wool Black Cheviot, two bands of satin trimming. \$5 will not buy a better skirt elsewhere.

At 5.00 Several different styles, new designs, pretty trimming. You'll wonder how they can be sold at \$5.

At \$6.75 Many different styles and designs, some of them copies of imported models. If you expect to pay \$8 or \$10 for a skirt see these at \$6.75.

At \$7.50, \$10, \$12 and \$15—Some very pretty advance styles in black and colored wool fabrics; also handsome Silk Skirts at \$7.50 to \$35.

NOTE: This sale is for one day only (tomorrow). No skirts on approval or payments. Our guarantee goes with every sale. You take no risk in buying here.

Men's Department.

Three very special bargains for Monday buyers.

100 dozen Men's Pure Irish Linen Handkerchiefs. Either 1/2-inch or 1-inch hemstitched, big 12 1/2c value. On sale tomorrow at, only **7c**

50 dozen black or tan full fashioned Half Hose, double heels, toes and soles, our regular 18c grade, equal to many sold at 25c. Will be on sale tomorrow at, only **12c**

85 dozen of the celebrated "Universal Make" Men's Night Shirts, neatly trimmed, made with or without collars. They are our regular grand 50c value. On sale at, only **39c**

Lace Curtains, Rugs and Upholsteries

Our Drapery Manager seems to think that every economical housekeeper ought to buy her future home needs now. We believe they would, if they realized fully the advantages in early buying. Here are some prices on new home needs that ought to set you to thinking. We offer—

Lace Curtains, \$1.00 values, at pair, only **59c**

Lace Curtains, \$1.50 values, at pair, only **98c**

Lace Curtains, \$2.00 values, at pair, only **\$1.29**

200 Mottled Smyrna Rugs, size 30x60 inches, a good rug at \$1.50, while they last, each **89c**

Printed Denims, 15c and 18c values, at per yard, only **10c**

Tapistry Portieres, representing all the new weaves and color effects in the market, \$5.00, \$5.50 and \$6.00 values, go tomorrow at, pair **\$3.95**

Drugs and Sundries.

MONDAY'S LIST OF SPECIAL PRICES.

Roger & Gallet's Perfumes, in all the best and leading odors, 75c qualities. Special per **48c**

Pinaud's Extract Vegetol, all odors, 75c bottles at **50c**

Madame Isobell's Face Powder, all shades, 50c box at **29c**

Madame Isobell's Turkish Bath Oil, \$1.00 jar at **69c**

Oriental Cream, \$1.50 bottle. Special at **95c**

Sozodont, large size, 75c bottle at **45c**

Lyson's Tooth Powder, 25c box **12c**

Eastman's Talcum Powder, none better, in glass bottle at **10c**

Coke's Dandruff Destroyer, \$1.00 bottle at **48c**

Dr. Greene's Nervura, \$1.00 bottle **65c**

S. S. S. Blood Purifier, \$1.00 bottle **59c**

Dodd's Kidney Pills, 50c box at **32c**

Yalta the Great Remedy, 50c bottle at **39c**

Camphor Crystallines, 10c package **5c**

Combined Hot Water Bottles and Fountain Syringes, rapid flow, best quality Rubber. Warranted at special prices.

1-qt. size, **69c** 2-qt. size, **78c** 3-qt. size, **83c** 4-qt. size, **98c**

Kodaks and Cameras.

SPECIAL MONDAY, AUGUST 26TH.

Our Camera Department is the most complete in the Northwest, with everything the amateur needs. We are headquarters for Eastman's Kodaks, Films, Papers and Supplies.

12 PICTURES IN 12 SECONDS.

50 Quick Shot, 12 Plate Magazine Box Camera, fitted with the highest grade Rapid Achromatic Minus Lens, Automatic Shutter, arranged for time and instantaneous exposure, two view finders. Ray filter for cloud effects attached to Diaphragm covered with best grain leather. Sold for \$8.00. This camera has the best dropping device made. Never fails to drop and registers every plate when exposed. Our special price **\$2.98**

Complete Printing and Developing Outfit, like cut, everything you need to finish pictures with. Regular \$2.00 kind. Full instructions in each box, only **\$1.48**

Two Section Tripods, \$1.00 kind **48c**

Dark Room Lanterns, \$1.00 kind **48c**

Poco and Premo Plate Holders, 4x5 **39c**

Opagras for retouching Negatives, 50c bottles **29c**

5x7 Card Mounts, worth 25c per dozen **15c**

4x5 Card Mounts, worth 15c per dozen **10c**

Blue Print Paper, 4x5, 2 dozen for **12c**

Velox Developer, 3 tubes for **10c**

We have about 50 Ray B Cameras that we will close out Monday, for each **98c**

They take good, sharp, clear pictures 3 1/4 x 4 1/4. Two plate-holders with each camera. They used to sell for eight dollars.

SEND US YOUR MAIL ORDER.

Send for Our Catalogue Artist Material and Cameras.

HORSE SHOW VISITORS AND ST. PAUL PEOPLE

WILL FIND A CHOICE COLLECTION OF FALL GOODS AT THE GOLDEN RULE,



Which are dependable and good. Low prices do not make a bargain, as The Golden Rule measures bargains. As we figure, quality has most to do with determining whether or no a thing is really cheap. That's why a bargain in The Golden Rule is always a positive bargain—Worth, usefulness and economy will be found behind them in every case. For instance, take shoes advertised today—they're good, the prices are low, because our buyer bought them from one of the foremost manufacturers who was willing to sacrifice considerable more than his legitimate profits, that he might clean up his summer stocks to the very last pair—the wholesale season being past. This page tells the story of the offering of other bargains. We have hundreds and hundreds of such opportunities each year, and select only those which our experience tells us are more than unusual. Manufacturers turn to this store for relief at unloading time as naturally as a child turns to its mother in times of distress. Our reputation as buyers of big lots, when the prices are right, is as broad as the country. So, you see, The Golden Rule's methods keep before you a constantly new and ever-changing bargain show.

NEW FALL DRESS GOODS

It means much to gather stocks as we have in Dress Goods, but no labor is too great that wins such expressions of appreciation as we have received during the past week. Our charming display is the talk of the town, and the most fashionable dressers in St. Paul have favored it with visits. We have increased our leadership more than ever and discounted our best efforts of the past at every point of comparison. Among the choicest fabrics these are worthy of mention:

\$2.25	COATING AND TAILOR KERSEYS. Heavy cloths for jackets, capes or skirts, take first place among the new fabrics. We show an extensive range of the colors in castors, modes, red, blues and browns, 58-in. wide, at, per yd.	\$2.25	MORE Qualities Here Than in All Other Stores Combined.	Our many lines of \$1.00 qualities comprise the largest collection ever brought to the city.	Extra Values at the Most Popular Price.
\$2.00	BEAVERS IN MIXED YARNS FOR SUITS. Another fabric of the heavy weights to be made without lining, extra wide, in mixtures of fawn, brown, tan, gray, navy and green. We know this line to be unmatchable at this price. Per yd.	\$2.00		Satin Solids, French Venetians, English Whipcords, French Armures, Tailor Coverts, Clay Coatings, Camel's-hair Cheviots, Homespun Suitings, Pebble Granites, Diagonals, Twills and Mixed Yarn Fabrics of all descriptions, in all the new and fashionable colorings for fall wear. Only too glad to show you the many new and pleasing styles at this price.	\$1.00 Per Yard.
\$1.50	HEAVY HOMESPUN SKIRTINGS In all makes, different qualities, at all prices. Our \$1.50 Homespun is 58 inches wide, extra heavy and soft, comes in all this fall's colorings. Get a sample and try to match it at \$2. Our price	\$1.50			

Get the Children Ready for School With a New Dress at These Special Prices for Monday.

36-inch All-Wool Homespuns in gray mixtures, only 25c	New Plaids—Elegant styles. Qualities up to 75 cents. Monday 45c
100 pieces New Granites in all the new shades, all wool. Our price this season, only 50c	56-inch Suitings, all mixed colorings, to be made without lining. Monday 49c
54-inch Suitings, in mixtures. A great bargain for Monday 29c	All-Wool Storm Serges, all shades, regular price 50c. Monday special 39c

We Carry the Largest Line of New Waistings in the Northwest.

See our elegant assortments at **25c** per yard; **50c** per yard; **59c** per yard; **69c** per yard and **89c** per yard

MID-SUMMER SILK CLEARANCE SALE!

Monday we will sell every piece of Summer Silk we have left over from this season, no matter what the loss to us. They must be sold, as we never carry anything over to next season. Our motto is: "New, Fresh Silks Every Season." Below are a few of the many bargains you will find in our Silk Department Monday:

29c Per Yard. 1000 yards Corded Wash Silks, slightly soiled, guaranteed to wash and wear, 49c quality for 29c.	19c Per Yard. All Short Ends of Corded Wash Silks, Foulard Silks and Pongee Silks, worth up to 75c yd., for 19c.	25c Per Yard. 500 yards Black India Silk; 500 yards White Habutai Silk, sold everywhere at 39c, for 25c.	39c Per Yard. 1000 Short Ends of Plain and Fancy Silks in all colors and black, worth up to 75c per yard, for 39c.
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EXTRA SPECIAL—All Our Black Grenadines will be sold Monday at Great Reductions.

PROVE OUR BLANKET VALUES By Making Comparisons.

It is easy enough to read about our August Blanket Sale prices, but do you realize their importance and how advantageous our Blanket Sale values really are? There is one sure way in satisfying yourself on that point. Visit the department, see our goods, and get an idea of our prices. Then make comparisons with what you have previously paid or are asked to pay around town. Make the closest comparison you will; investigate qualities, styles and workmanship; compare stocks, varieties and values. We believe at every point of comparison you'll find the advantage much in favor of those who buy their Blankets in The Golden Rule. We are willing to stand the test. A few values you can judge our Blanket Sale by. These were selected for Monday's selling. Here we go:

250 pairs of full 10-4 wool-finished cotton Blankets in tan, white and gray, assorted borders, worth 60c. Midsummer sale price only 39c	250 pairs of full 12-4 extra large cotton Blankets in tan, white and gray, handsome borders, will weigh 4 1/2 to 5 lbs., worth \$1.49. Special sale price \$1.05	75 pairs of full 11-4 72x84 pure lambs' wool gray Blankets, finished both sides, thoroughly shrunken. A big bargain at \$6. Special for this sale only \$4.25	250 pairs of pure lambs' wool gray Blankets, full 10-4, a good blanket for \$3.75. Special for this sale only \$2.39
200 pairs of extra large 11-4 wool-finished cotton Blankets in tan, white and gray, handsome borders, worth 65c. Special 63c	5 cases of extra large full 12-4 cotton Blankets, wool-finished, in tan, gray and white, will weigh from 5 1/2 to 6 lbs., pretty borders, worth \$1.65. Special \$1.25	250 pairs of the celebrated Santa-Rita scarlet Blankets, 11-4, made from the finest blue grass stock. Cheap at \$5.50. Special sale price only \$3.98	100 pairs of the celebrated Santa-Rita scarlet Blankets, 11-4, made from the finest blue grass stock. Cheap at \$5.50. Special sale price only \$3.98
500 pairs of full 11-4 wool-finished cotton Blankets in tan, white and gray, will weigh 3 1/2 lbs., worth \$1.10. Special 85c	200 pairs of extra large 10-4 sanitary gray wool Blankets, Western made, fine fleecy stock, worth \$3.25. Sale price \$2.25	75 pairs of superior pure white wool California Blankets, in pink, blue, lemon and red borders. These blankets are cheap at \$6.50. Our special price only \$4.95	200 pairs of full 11-4 all-wool scarlet Blankets, with handsome black borders, will sell later at \$6.50. Special \$4.75
100 pairs of 11-4 wool-finished, hand-brushed cotton Blankets in blue, mixed, red and gray mixed, with pretty borders, will weigh 4 pounds. Cheap at \$1.39. Midsummer \$1.00	125 pairs of full 11-4 All-wool Sanitary and Tan Blankets, thoroughly shrunken with handsome borders, never sold for less than \$3.98. Special for this sale \$2.85	50 pairs of full 11-4 pure white lamb wool Blankets, in handsome borders, will weigh full 5 pounds; good value at \$6.00. Special \$4.35	2 bales of white cotton Baby Blankets in blue and red borders. Special for this sale 35c
300 pairs of fancy wool-finished cotton Blankets, for bath robes, wrappers and lounging robes, sold everywhere at 85c. Thirty styles to choose from. Special Midsummer sale price only 65c	75 pairs of full 11-4 Sanitary Gray Wool Blankets, extra large, will weigh 5 pounds; a regular \$3.98 blanket. Special for this sale \$2.75	75 pairs of fine California Wool Blankets, full 13-4 extra large, a big bargain at \$15.00. Special for this sale only \$10.50	500 extra fine robe cotton Blankets in Roman stripes, for dressing gowns and lounging robes. Sold everywhere at 75c. Special for this sale 49c

WOMEN AT THE OTHER END OF THE SHOE BARGAIN

If there is any one thing, more than another, that has contributed to the building up of our immense shoe business, it is that—"We always look out for our women customers at the other end of the bargain." Our constant aim has been to give the very best possible values for the very lowest price. Monday you can buy with confidence the following bargains, knowing that

WE HAVE PROTECTED YOUR END OF THE BARGAIN.

Women's fine Vici Kid and Box Calf Lace Shoes, some have light soles, others the stout double soles, with extension edges; they are easily worth \$2.25. Bargain price \$1.59	Women's Glazed Kid Boots, laced, good styles and fine fitters. We could readily sell these at \$1.50. In Monday's bargain, \$1.12	Misses' Vici Kid Shoes—celebrated "Spartan" make—these have kid tips, are laced, and have stout soles with extension edges, sizes to 2; regular price, \$1.50. Monday bargain at \$1.19
Women's Dongola Kid Shoes, laced with kid tips, sizes to 7; this is a \$1.25 shoe. Monday's 95c	Children's Kid Shoes, button and lace, sizes to 8; all solid leather and fully guaranteed 39c	Children's sizes of the same, sizes to 11; regular value, \$1.25. Bargain 95c
Women's Vici Kid Shoes, laced, the new patent leather tips, flexible soles; a \$2.00 shoe and worth it. A Monday bargain at \$1.39	Children's Kid Shoes, button and lace, sizes to 11; Monday's bargain 59c	Children's Vici Kid Lace Shoes, new style patent leather tips; these are \$1.00 shoes—sizes to 11; Monday bargain price 79c

MIDSUMMER LINEN AND SHEETING SALE.

Amongst the many new lots of goods which are daily passed into stock are special lines which we have marked for quick selling. Here are some of them excellent good values for Monday:

SHEETINGS. 3 cases Peppercil 9-4 Sheeting, 2 yds. wide, bleached, unbleached and half bleached; worth 20c yard. 15c Special, your choice 15c	TOWELS. At reduced prices on bargain tables, each 5c, 8c, 10c, 12c, 15c, 18c and 25c.	SAMPLE TABLECLOTHS. Made by John S. Brown & Sons and Wm. Liddel, Belfast. \$3.00 Cloths for \$1.89 \$4.00 Cloths for \$2.50 \$5.00 Cloths for \$3.00 \$6.00 Cloths for \$3.38 \$8.00 Cloths for \$5.00 \$9.00 Cloths for \$5.75
BEDSPREADS. 3 cases of fringed and hemmed Bedspreads in Marseilles, satin and honeycomb weaves, all the newest novelties, with cut-out corners to fit iron beds; worth up to \$3.00 each. Special, each \$1.90	CRASH TOWELING. 5 cases 18-in. Toweling, consisting of plain Barnsley, lined Barnsley, check Glass Toweling, Twined Huck and unbleached Crash. Regular 9c 12 1/2c Toweling for 9c	ALMOST HALF PRICE. 2x2 1/2 yards full bleached, heavy Irish Linen Satin Damask Table Cloths, actually worth \$3.00 each; while they last \$1.59
TABLE PADDING. 1 case 54-in. Silence Cloth. Special, per yard 23c	NAPKINS AND DOLLIES. Fringed and hemstitched Napkins and Dollies, bleached, tied fringe, fine quality, worth 15c, each 10c Fringed, checked and plain Dollies, 5c quality, for 2c Fringed Fruit Napkins and Dollies, regular 10c quality, for 5c	Table Linen by the yard at special prices, per yard, 23c, 29c, 40c, 50c, 65c, 75c and 98c.

WHITE GOODS.

To close our entire summer stock of White Goods we have divided them in two lots for Monday's sale.

Lot 1, 5c—40-in. Lawn, 28-in. Nainsook, 30-in. Dimity, worth up to 10c, for, yard 5c	\$1.25 Lunchcloths, special, each 75c
Lot 2, 10c—18c 40-in. India Linen, 18c 36-in. Nainsook and Long Cloth, 25c Novelities, 50c Novelities. Special to close 10c	\$1.50 Lunchcloths, special, each 98c

These prices for Monday only.

GOLDEN RULE
SEVENTH EIGHTH AND ROBERT STREETS

Hosiery Department.

21,600 pairs at, per pair,

5c

21,600 pairs at, per pair,

10c

10,800 pairs at, per pair,

15c

Children's School Stockings.

The largest purchase of Children's Hose ever made by any retail establishment in America at this season of the year. It's too late to sell Cotton Hose at regular prices. We depend upon the prices to get rid of 5,400 dozen pairs in a week or less.

ON BARGAIN TABLES.

Boys' or Girls' Black Medium-weight 2x1 Ribbed Cotton Hose, full seamless, fast black, elastic leg; sizes 5 to 9 1/2; a regular 10c hose at, pair **5c**

Boys' or Girls' Medium Heavy 1x1 Ribbed Fast Black Cotton Hose, made from best combed yarn, wear like iron, every pair warranted; sizes 6 to 10; sell regularly at 15c. This sale, pair **10c**

Boys' or Girls' Best Quality Yarn, Narrow and Wide Ribbed Cotton Hose, heavy and medium weight; best stocking made for wear; sizes 6 to 10; always sell at 19c and 25c. This sale, pair **15c**

N. B.—Every pair of stockings in this sale is guaranteed perfect in every respect. We limit the quantity to keep the other stores from buying them. Any person beside a dealer can buy as many as they want while the lot lasts.

DOMESTIC ROOM.

It is not alone the bargains that follow we urge you to come for. It is for your own good that you are urged to come here. Never has there been a time when so much desirable merchandise could be bought for so little money as we daily offer in our Domestic Dept. For Monday:

American Shirting Prints and fine Scotch Lawns, worth 5c and 6c, 10 yard limit. Special 2c	2 cases of Extra Heavy Unbleached Canton Flannel, worth 8c. Special 5c
50 pieces of Fast Black Sateen, Cashmere finish. Special for Monday only 5c	5 cases of Unbleached Shaker Flannel, good quality, worth 6 1/2c. Special 4c
20 pieces of Cream White Wool Baby Flannel. Special for Monday 25c	

Jewelry Department.

1000 Brooch Pins, hundreds of patterns to select from; worth 25c. Special Monday 10c	500 Ladies' or gents' roll plated links. Regular price 25c. Special Monday 10c
500 rolled plated Necklaces and Jorgnettes. Regular price 25c. Monday 10c	2500 Collar Buttons, Sets, 4 buttons to set. Monday, per set 4c

PAINTS! PAINTS!

BASEMENT—Monday, August 26.

This is an age of adulteration, and nothing is more readily adulterated than Paint, the ordinary adulterants being Rosin, Gloss Oil, Rubber, Asbestos and Haryets. There is no body to this and it will scale off or fade out.

We Guarantee Our Paints Free From All These Adulterations.

Golden Rule Ready Mixed House Paint. Special Monday **85c**

Floor Paint same price.

Barn and Roof Paint, per gallon **59c**

Strictly Pure Boiled Linseed Oil, per gallon **69c**

Stove Pipe Enamel for Registers, Grates, Gasoline Stoves and all iron work, heat does not affect it.

Half-Pint can **15c**

Paint can **25c**

Strictly Pure St. Louis White Lead, per hundred **96.75**

Lewis' Lye, 4 cans for **25c**

Chloride of Lime, 1 lb. sifting top cans **1c**

Aluminum Enamel, for bath room fixtures, can be washed with soap and water. Pint cans **59c**

No. 1 Coach Varnish, 1 gallon cans **98c**

Liquid Fish Glue, 1 quart cans **35c**

Wall Paper Cleaner, 1 pound can **15c**

Paraffine Wax for sealing preserves and fruit, lb. cakes **10c**

4-inch Paint Brushes, worth 50c **29c**

Cold Water Kalcimine, 35c packages **20c**

Whitewash Brushes, 7-inch wide, all bristles **39c**

Floor Varnish for hardwood floors, will not scratch, or mar, dries quick, quart can **59c**

ST. PAUL'S Greatest Crockery Dept.

500 Nickel Plated Lamps, No. 2 center draft burner complete with 10-inch white drum shade and chimney. Monday only **98c**

JARDINIERE SALE.

300 fancy Jardiniere, assorted sizes, many colors to select from. These jars are worth from \$1.25 to \$2.25. Monday your choice each **98c**

SPECIAL OFFER.

20% discount off all open stock Dinner Ware, this means white and decorated, for one day, Monday.

MASON'S FRUIT JARS.

Special Price for Monday.

Pint size, dozen, only **39c** | Quart size, dozen, only **49c**
1/2 gal. size, doz., only **59c** | Extra Rubbers, doz., only **1c**
Extra Covers for Fruit Jars, dozen **25c**

These prices for Monday only.

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.