

CLOAK ROOM.

New Garments added to our big stock every day. The very highest quality at the very lowest CASH price.

Walking Skirts, Dress Skirts, Silk Skirts. Walking Skirts—Of Heavy plaid back, golf cloth, 8 rows stitching. Tomorrow... \$3.00

Walking Skirts—Heavy wool melton, new style, tailor-stitched flounce. Tomorrow... \$3.75

Walking Skirts—Of strictly all wool, heavy two toned skirting, made in the new tailor-stitched flounce style, as handsome and good as the ordinary \$7.50 skirt. Tomorrow... \$5.00

Beautiful Walking Skirts in the new corded and flounce models, at \$7 and \$10.

Dress Skirts—\$5, \$7.50, \$10—A great variety of styles. Splendid all wool materials, handsome designs of trimming; every skirt a perfect fit; values you can't get elsewhere within \$2 to \$5 a skirt more. On tables tomorrow, \$5, \$7.50, \$10

We make a specialty of Silk Dress Skirts, all prices, \$7.50 to \$75.

Jackets and Coats—10 big tables full of special values at \$5, \$7.50, \$10, \$12.

Fur Jackets—Capes and Small Furs—Select your furs now while prices are low. Give us an opportunity to compare values, we will save you money and protect you with our guarantee.

Ladies' Gloves.

All our new Fall Importations of Kid Gloves have arrived and to make room for the new stock we will close out several lines worth \$1.00, \$1.25 and \$1.50. Closing out price, per pair... 85c

Remember our new line of \$1.00 Gloves are better than ever, the line including 2-clasp Zettie, 3-clasp Male Suede, 2-clasp Mocha, worth \$1.25, 1-clasp mannish outseam Glove, 2-clasp Pique, 2-clasp misses' Zettie, with Paris point embroidery. Your choice fitted and kept in repair free of charge. Per pair... \$1.00

You Are Beautiful

When you use the very latest discovery. Don't think you have a bad complexion, but use MME. IDALINE'S FACE CREAM.

It defies detection and is absolutely harmless, being compounded from perfectly pure vegetable substances, and beautifies at once. Wrinkles, tan and freckles fade away like dew before the morning sun. No matter how bad the condition of your skin or how deep the furrows, this ideal cream will give you the most perfect complexion you ever saw and yet be utterly invisible to the eye. It not only beautifies but preserves the skin, as it contains no grease or chemicals.

Free demonstration at Golden Rule Drug Dept.

Combination Suits.

Great sale of this very popular style of under-clothing Monday, these prices are all special for this one (1) day.

Onita Suits—Silver gray, part wool. Style No. E. J. Ask the price elsewhere. Our price, Monday... 75c

Elliott Suits—Fine ribbed silver gray, 7-8 wool, one-half or full button front, regular prices \$1.69

Sterling Suits—Blue merino, full fashioned, other stores sell them at \$3.00. Here... \$2.25

Sterling Suits—Flesh colored merino, a good seller everywhere at \$3.50. Here Monday... \$2.75

Pique Suits—Extra heavy wool fashioned suits, the greatest \$5.00 suit on the market. Monday special... \$3.50

By seeing our Union Suit display Monday you can readily understand why we are doing the business of the city on union suits.

MUSIC SPECIAL.

Monday's List of Popular Hits.

- Mamie Hello, Central, Give me Heaven... Sweet Annie Moore Just a Dear Girl... Lillie Lauretta, 3-step... Good Morning, Carrie... Bugville Brigade March and 2-Step... I Want to Be a Laidin' Lady... The Tie That Binds... My Blushin' Rosie... Love Me, Lize... Chas. K. Harris' Album De Luxe of Vocal and Instrumental Selections, price 75c... Special... 33c All our 50c Folios, at... 25c

Artist Material

- French Roman Gold, \$1 boxes... La Croix China Colors at Cut Prices... American Oil colors, double tubes... 5c Bright's Bristle Brushes, No. 1... 8c Sketching Canvases, 42-inch wide... 48c Academy Boards, 18x24... 15c Art Publications, Instruction Books; regular price 35c... 19c Tracing Paper, transparent and very fine, 42-inch wide... Per yard... 20c Send for our Catalogue. We carry the most complete stock of Artist Material in the city. Send us your Mail order.

FALL PAINTING.

Special Monday, Sept. 30.

Our Paint Dept. is a complete store of itself, and we can furnish everything in the Paint line at a considerably less price than the other fellows.

- Our Ready Mixed House Paint stands without any superior. Don't pay \$1.25 per gal. for paint. Buy here Monday. Special sale, per gallon... 79c Floor Paint same price. Every gallon warranted. Barn and roof paint, per gallon... 50c Good All Bristle Paint Brush, 3 1/2 in... 25c 7-inch Kalcimine Brush... 59c 7-inch Whitewash Brush... 39c Lewis Lye, 4 cans for... 29c Wall Paper Cleaner, 1-lb. box... 15c Chloride of Lime, 1-lb. box... 10c Stove Pipe Enamel makes the old pipes look like Russia iron. Half-pint cans... 15c Johnson's Floor Wax for hardwood floors, 1-lb. cans... 35c Johnson's Powdered Wax for dancing floors; no dust, easy to apply. 1-lb. sifting top can... 39c

Geese Feathers.

2000 pounds of prime Live Geese Feathers, sold by furniture stores at \$1.00 per pound. Our special price... 55c

Hot Water Bottles.

Good quality rubber, 2-qt. size. Special... 42c

Lunchcloths.

Plain linen Hem-stitched Lunchcloths, with one row of open work, worth 75c, for... 48c

Fountain Pens.

14-k. gold, best \$1.00 quality. Special Monday... 59c

Toweling.

18-inch heavy Damask Bleached Toweling, worth 10c a yard Special... 5c

Shaker Flannel.

2 cases of cream white Shaker Flannel, 10 yard limit. Special for Monday only... 3 1/2c

Ink.

Carter's Black Ink, 5-cent size. Per bottle... 1c

Corsets.

25 doz. Corsets, made of good cotton, and extra well boned, with two side steels, 50c goods. Price... 39c

Table Padding.

Heavy double-faced Table Padding or Silence Cloth, worth 35c. Special... 23c

Box Paper.

24 sheets and 24 envelopes... 4c

Percaline.

2 cases of fine 36-inch Fast Black Percaline for dress lining, soft finish, worth 10c. Special... 7c

Espy's Cream.

Good for the complexion, 25c bottle, at... 10c

Pillowcasing.

42-in. Bleached Boston Pillowcasing, regular goods by the yard, worth 12c, for... 8 1/2c

Records.

Containing best quality paper, 25c kind... 15c

Baby Flannel.

25 pieces of cream white wool Baby Flannel, Special for Monday only... 20c

Sozodont.

Tooth Wash—large size bottle. Monday, per bottle, special... 43c

Huck Towels.

Heavy hemmed linen Huck Towels, size 16x32, red or white border. Special, per dozen, each... 9c

Perfumes.

Pinaud's Carnation Pink, White Rose, Royal Violet and Violet Reine, \$1.00 odors. Per oz... 50c

Standard Calicoes.

500 pieces of Standard Calicoes, in blues, blacks and reds, worth 6c and 7c. Special... 4 1/2c

Tooth Paste.

Sanitol, Zonwels and Sheffield's 25c tubes... 12c

Iris Toilet Soap.

190-size cake. Special for one day... 7c

Nail Files.

Including purses, 25c kinds. Special... 15c

Bedbug Poison.

Sprinkle top bottle, 15c size. Special, per bottle... 9c

Sea Salt.

You can have a sea bath at home. 25c size sack. Special... 13c

Bedspreads.

Fringed and hemmed Bedspreads, full size, extra heavy, worth \$1.50. Special... \$1.19

SEND US YOUR MAIL ORDERS.



WE WILL DO YOUR SHOPPING.

THIS is a particularly prepossessing page of good bargains. It gives you double interest of saving money and enjoying a view of the newest goods and fashionable ideas. When you come Monday you will see every department decked out in new Fall Goods, and as you pass through our Dry Goods room make a note of the prevailing styles. Customers will both save money and enjoy their shopping trip. We wish to impress on the minds of the buying public that we never buy seconds or any imperfect goods in order to make a cheap price—we leave that to older established houses. Again we stress the point—that whatever you buy in The Golden Rule must be satisfactory. All lines of merchandise, no matter what you buy, are of a standard and character unapproachable by an adverse criticism, and if the purchase you make should be unsatisfactory when you get it home, return it at once in saleable condition with duplicate purchase check, and get your money back.

Dress Fabrics and Wool Waist Materials

Dress Goods and Waist Materials, all one great department. The largest showing ever made by any one house in the Northwest.

FINEST OF WOOL FABRICS. Waist Cloths in Wool now in the greatest demand ever known. We propose to do as much business in Waist Cloths as all others combined. Everything and anything new you will find here. French Flannels, French Brillantines, Cream Novelties in Silk Mixtures, Striped Fancy Novelties, Dainty Washable Albatross, New Printed Henriettas, Silk Lansdown, Silk Corded Albatross, Chudda Cloths and many other new fabrics, all for shirt waists. See our grand display. A few specials for Monday:

CREAM MOHAIR SICILIAN—The latest for tucked waists in white, 48 inches wide. Monday... 73c

BEST FRENCH FLANNELS—Nowhere in the city can you buy them at this price. 50 pieces, all colors, including black and cream. Our price always... 50c

They are worth 65c to 69c always.

- Heavy Skirting Cloths. 58-inch Tailor Kerseys—To be made without lining, in all new shades, at... \$2.00 58-inch Melton Cloth—Real heavy and firm for suits or jackets. Special... \$1.00 58-inch Homespun Suitings—Best fabric in the market for separate skirts. Special... \$1.50 58-inch Golf Suitings—Heavy plain cloth in gray shades only. You can't match it for less than \$1.00. Special... 59c Medium-Priced Suitings Specials. 50 pieces Mixed Chevots—Real heavy and 38 inches wide. Monday's special, per yard... 19c 54-inch Germantown Suitings—Cheap at 50c a yard. For one day... 25c 54-inch Camel's-hair Chevots—All colors. In other stores they would cost you 75c. Monday, yd... 39c

Our Washable Wool Albatross needs no introduction. It is regarded by everybody as the most durable and inexpensive wash fabric in wool, adapted specially for house gowns, wrappers or for fancy waists; comes in all the new evening shades, including black, white and cream. Exclusive with us at only, per yard... 39c

An Unprecedented Velvet Sale.

Never before in the history of the Twin Cities has an exclusive Velvet Sale been attempted. We anticipated months ago that velvet would be very popular this season for waists and dresses, so we purchased in very large quantities before the rush at prices far below the present. By this we are able to make a record for ourselves by selling Velvets Monday at prices lower than the other stores can buy them for.

- 300 pieces Colored Velvet, a real nice quality; sold elsewhere at \$1.25 per yard. Monday, yd... 75c 500 pieces of Imported Colored Velvet, all the leading shades, including evening colors; sold elsewhere at \$2.00. Monday, yd... \$1.25 100 pieces Colored Paon and Mirror Velvet, in all those much used soft tints; sold elsewhere at \$2. Monday, yd... \$1.25 50 pieces black Paon Velvet, made expressly for waists, will not crush; sold elsewhere at \$2. Monday, yd... \$1.25 50 pieces Black Velvet, a very fine quality, sold elsewhere at \$1.50 yard. Monday, yd... \$1.00 50 pieces Black Imported German Velvet, guaranteed to wear perfectly; sold elsewhere at \$4.50 yd. \$2. Monday, yd... \$1.35 10 pieces All-silk Black Lyons Velvet, guaranteed to wear perfectly; sold elsewhere at \$4.50 yd. Monday, yd... \$3.00 200 pieces of a good quality Velvet, almost every imaginable shade; sold elsewhere at 60c yard. Monday, yd... 45c 50 pieces of A. W. B. Boulevard Velvet, in black only, wear guaranteed stamped on goods. Sold elsewhere at \$1.60 yd. Monday, yd... 62 1/2c

SILVERWARE DEPARTMENT.

Silver plated ware—not the cheap, shadow-washed kind, but honest, high-grade, quadruple plated silverware. Every piece of silverware placed in this sale is heavy quadruple plate, on the clear, hard white metal. We carry a complete line of silverware at all times, and carry the best lines manufactured.

- Quadruple silver plated Berry Dishes, with large size bowl. Regular price \$3.00. Special Monday, at... \$2.10 Quadruple silver plated Baking Dishes. Regular price \$3.00. Special... \$1.70 Quadruple silver plated Berry Bowls, gold lined. Regular price \$2.50. Special... \$1.50 1847 Roger Bros' fancy handle Teaspoons (Columbia pattern). Special, each... 19c Quadruple silver plated, 4-piece Tea Sets, consisting of teapot, sugar bowl, cream pitcher and spoon holder. Burnished or satin finished, hand engraved. Regular price \$10.00. Special, Monday... \$7.50 1847 Roger Bros' Knives and Forks, 6 knives and 6 forks, in neat lined box. Special, the 12 pieces... \$2.68 Sterling Silver Teaspoons, each... 39c

"Vassar"—The Perfect Shoe for Women.

We are showing the new fall styles in this very popular shoe. Surpas Kid, Box Calf, Patent Calf, Enamel Calf, with those stout double soles with wide extension edges, rope stitching, the swellest yet for this season. There are no shoes just as good as Vassars at anywhere near the price. Those who best know it are those who have worn them. Thousands of satisfied women of St. Paul are wearing Vassar Shoes—she who has not seen them has missed considerable, and the woman that has not worn them has missed still more. Vassar Shoes come in 35 styles and kinds, comprising shoes for all occasions, at the uniform price of \$3.00

A Big Bargain—426 pairs of Women's fine Vici Kid Shoes, laced, kid tips, correct toe shapes, light hand turned soles—these are new fall shoes just received from the factory—made to sell at \$2.50 per pair. Special \$1.80 for one day, (Monday only), at... \$1.80

- Boys' fine \$2.00 Vici Kid Shoes, with extension soles, Monday, at... \$1.29 Boys' fine Satin Calf Shoes, good style and guaranteed service at... 98c Men's fine Box Calf Shoes, welted soles, wide extension edges, at... \$2.50 Men's Kangaroo Calf Shoes, soft tough leather, excellent styles, all sizes, at... \$2.00 217 pairs of Women's \$2.00 shoes—a broken assortment on bargain counters—Monday, at... \$1.59 Women's Vici Kid Shoes, laced, flexible soles, kid tips. Special value on tables Monday, at... 98c

Note. Our out-of-town customers who are unable to come to the store to take advantage of these bargains may receive the same benefits of the reduced prices if they order through the mail. Write at once. The quicker we get your order the better your opportunity will be for having it filled for the special goods advertised for one day only.

Striped Moreen.

75 pieces of fine fancy Silk Striped Moreen, for Ladies' undershirts, worth 50c, 75c, 85c and 90c. Special for Monday only... 25c

Apron Lawn.

1 case of 40-inch white Apron Lawn, worth 10c. Special... 5c

Dress Shields.

Good stockinette Dress Shields, 10c quality. Pair... 5c

Mercer'd Sateen.

20 pieces of 36-inch black Mercerized Sateen for skirts and coat linings, worth 35c. Special... 22c

Crayons.

14 colors in a box. Special... 3c

Sateen Ticking.

50 pieces of double fold fancy Sateen Ticking, new patterns, will hold feathers. Special... 14c

Letter Files.

Solid Letter Files, well made, best 35c. value. Monday... 15c

Silasia.

50 pieces of 36-inch Silasia, staple shades only, sold in town at 25c. Our special... 12 1/2c

Bird Seed.

Elegant mixture 10c package at... 5c

Table Linen.

60 and 72-in. extra heavy half bleached Table Linen, worth up to 75c. Spl... 50c

Fluid.

Writing Fluid for office use. 10c bottle. Special... 7c

Canton Flannel.

50 pieces of fine unbleached Canton Flannel, extra heavy, 10 yard limit. Special for Monday only... 5c

Toilet Waters.

4711 make, Lilac, Violet and Rose, apritine top, 50c bottles. Special... 38c

Outing Flannel.

250 pieces of fine Teasled Outing Flannel, in all the new fall patterns, sold everywhere at 10c. Special... 7c

Pocketbooks.

Your choice of 50 doz. combination Pocketbooks, made of good quality leathers, with or without corners, 25c and 35c goods. Each. Only... 17c

Pound Papers.

84 sheets, latest sizes, 25c quality. Special... 13c

Hose Supporters.

Big lot ladies' and children's side elastics, 10c quality. Per pair... 5c

Chatelaine Bags.

Fine quality patent leather Chatelaine Bags, 50c goods. Each... 39c

Skirt Lining.

50 pieces of 36-inch fast black Skirt Lining, with black brocaded stripe, worth 15c. Special... 9c

Rice Powder.

Imported, all shades, 50c boxes. Special, at... 19c

Emb. Flannel.

35 pieces of 36-inch fancy Embroidered Flannel for Babies' wear and Ladies' undershirts. Special for Monday only... 45c

Coke Dandruff Cure.

\$1.00 bottle. Special, for one day... 48c

Sweet Bye and Bye.

Perfumes, Sprinkle top, 25c bottle. Special, at... 14c

Skirt Binding.

Big lot good corduroy Skirt Binding. Why pay 7c. Our price... 4c

HOME BEAUTIFIERS

Your home will undoubtedly take on a new air if you attend this sale of Fall home beautifiers. EXTRA SPECIAL VALUES FOR MONDAY.



500 Persian Wilton Rugs (size 27x54) a magnificent assortment of Oriental designs and colorings. Splendid value at \$1.50. For this sale, choice... 89c

A Good Chance to Fix Up the Furniture! 50-inch Tapestry, such values as others ask you upwards to \$1.50 for you know the assortments we carry in these stocks, so all we have to say, 79c is the price, extra special per yard... 79c

Ingrain Carpet Rugs, carried in sizes 6'x9 ft., 7'x9 ft., 9'x9 ft., 10'x9 ft., 9'x12 ft., and 10'x12 ft.; quality, the very best 2-ply all-wool extra super that money can buy. If you've priced them elsewhere, you'll realize what bargain price this is, per square yard, only... 52 1/2c

Ribbon Department.

5,000 yards of 5 and 6 inch wide fine quality Silk Ribbon, worth up to 50c, at, per yd... 19c

2,000 yards of plain Taffeta soft finish Ribbon, 4-inch wide, good colors, at, per yard... 12c

1,200 yards of black gauze Ribbon, with Satin edge, just the thing for pleatings, worth 25c, at, per yard... 7c

Fancy Goods.

25c Pillow Tops, with backs, while they last, each... 12 1/2c

48c Pillow Tops, with backs, while they last, each... 25c

10c Head Rests, each... 5c

Best Linen Battenberg Braid—why pay 35c? We say 36 yards for... 19c

One big lot of Duchesse, Marie Antoinette, Flemish Point Lace and Arabian Braids, used so much for tomorrow, worth 40c, 50c and 60c a yard. Tomorrow, yd... 3c

1,000 lbs. extra good quality German Knitting Yarn, 25c goods. One day, skin... 17c

The Musser Hose For Boys and girls.

If you pay cash why not get cash store prices? The Musser Hose for boys, heavy weight cotton, all sizes... 25c

The Musser Hose for boys and girls, fine ribbed, all worsted. Our prices for size 6... (Rise 5c each size larger)... 45c

25c Boys' and Girls' Ribbed Cashmere Hose, the best wearing hose ever sold in this country at the price... 25c

19c Infants' All-Wool Ribbed Hose, black, white, pink and sky. Why pay 25c? ... 19c

Boys' and Girls' Heavy Cotton Hose, 1 and 1 ribbed, fast black, good strong stocking, all sizes. Special, pair... 10c

500 Dozen Boys' Extra Heavy Fleeced-Lined Hose, wide and narrow ribbed, all sizes. Regular 25c stocking at, each... 15c

Men's Department.

Four Monday Specials.

120 dozen light weight Merino Half Hose, our regular excellent 12 1/2c quality. Monday we say... 10c

50 dozen Men's full size Domet (outing flannel) Nightshirts, good 50c quality. Take them at... 35c

25 dozen Boys' Nobby Dress Shirts, two separate collars to match, oxford and blue patterns. Good big value at... 50c

50 dozen Men's large size pure linen Handkerchiefs, 1/2 or 1 inch hemstitch, a good 12 1/2c value. They go Monday at... 7c

Special Camera Sale.

Monday, Sept. 30th.

One Lot Box Cameras, take pictures 2 1/2x2 1/4, 3 1/2x3 1/4, 3 1/2x4 1/4 size; all good picture takers and warranted. To close out Monday while they last... 85c

No. 5 Quick Shot Magazine Camera, 4 1/2 size, carries 12 plate holders; registers every plate as it is exposed, has bulb and finger release, time and instantaneous exposures. Regular \$10.00 instrument for... \$4.98

Eastman's Dry Plates give good sharp negatives—4 1/2 sizes, per dozen... 35c

5 1/2 sizes, per dozen... 65c