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Mail Order Customers Always Pleas'd.

GOLDEN RULE SEVENTH EIGHTH AND ROBERT STREETS

Prices Low. Service Quick. Effective.

Quality Tells Price Sells



1902 Opening of Wash Dress Goods Dept.

- Silk and Linen Torchon Novelties—40-inch wide, exclusive styles, yd. \$2.00
Ecu Swiss Reverings—40-in. wide, new Bayaderes, a yd. \$1.00
Satin de Soie—In Evening colors, at, a yard 50c
Lisse Fantaisie—Very thin and sheer, for gowns 45c
Egptian Tissues—In 100 choice styles, a yard 25c
Imported White Madras—25 different styles, a yard 35c

In opening this department for the season of 1902 we do not hesitate in making the assertion that never before has so large, attractive and varied a stock of wash fabrics as that to which we now invite your attention been gathered and displayed in any store in the Northwest.

Golden Rule Wash Dress Goods Department.

- Manchester Chambrays—Dot or plain color, a yard 15c
Toile du Nord and A. F. C. Gingham—In 500 new styles, a yard 10c
Torquay Novelties—Latest for Fancy Waists 45c
Pure Linen Madras—In Fancies or Plain 50c
Silk Ribbon Tissues—44 inches wide; a yard \$1.50
Silk Spot Crepes—In pastel shades 39c

- Swiss Silk Plumetis—44 inches wide, a yard \$1.50
Silk Lace Tissues—Most stylish for gowns, a yard 59c
Lucerne Mousseline—Extremely silky, a yard 50c
Silk Pongee—Plain and fancies, a yard 45c
Marville Leno—Colored or white grounds 35c
Eglantine Grenadines—Very pretty, a yard 25c
Silk and Linen Novelties—Silk embroidered, a yard \$1.25
Tsatle Silks—32 inches wide, white and colored 75c
Mercerized Etamines—In solid colorings, a yard 50c

Valentines at Golden Rule

Where else would you go? It's like everything else. The place where they sell the most they have the most, and we have, and at all prices. You must see the latest imported and American seasonal novelties. You will be pleased with them and satisfied with

The Usual Golden Rule Low Prices.

Drugs, Sundries

- Hind's Honey and Almond Cream 29c
Gossamer Face Powder, white and flesh 25c box, 15c
Colgate's Talcum Powder, purified and violet 14c
Wm. Rieger's Transparent Glycerine Toilet Soap, Special 18c
Socodont Tooth Wash, 75c 45c
Prof. Austin's Shampoo, 35c bottle, Monday 21c
Prof. Austin's Antiseptic Dandruff Destroyer and Hair Grower, \$1.00 bottle 59c
Chamois Skins
All first quality at our price:
11x13 8a 17x23 25a
13x17 15c 23x26 39c

Rubber Goods.

- Combination Fountain Syringes and Hot Water Bottles, best quality rubber, 4 pipes; put up in a wooden box; 3-qt. sizes; worth \$2.00. Special \$1.39
Tubing. For regular Fountain Syringes 8c
For Rapid Flow Syringes 10c
Echoes From Our Great Manufacturers' Clearance Sale. We have a few Hot Water Bottles left from our last week's sale. These are worth up to \$1.50. All sizes, 2, 3 and 4 quart. Special to close out, each, only 50c

Curtains and Rugs

- Ruffle Curtains, 1 yard by 2 1/2 yards, plain or striped Swiss with 4 1/2 inch ruffle extra well made. Special for this sale, less than the material can be bought for, a pair only 29c
Tamate Curtains. This is a light weight, washable fabric with fancy colored stripes. Just the proper thing for library, dining and bed rooms. They'll have to be seen to be fully appreciated, to introduce them we offer you choice of 5 different color effects, at a pair \$1.00
Lambrequin Rope Portieres, 3 feet long, are adjustable to single or double doors, 6 fancy color combinations to select from, extra good value at \$1.75. For this sale, each only \$1.19
Wool Smyrna Rugs, size 4 by 7 feet, extra heavy assorted in Oriental designs and colorings. Just think of it, almost a carpet, for only \$3.50
Oriental Striped Tapestry, 50 inches wide, suitable for door hangings, couch covers, cozy corners, etc., worth up to 75c a yard, but go in this sale at only 39c

Music Corner.

- Monday's popular specials:
Can You Blame Me for Lovin' Dat Man—When the Autumn Leaves Are Falling—Lion Hunter's Waltz (new)—He Laid Away a Suit of Gray to Wear the Union Blue—The Gopher March and Two-step—Sunny Days—Oh! Oh! Miss—The Hello, Central, Giv's Me Heaven, The University, Three-step—The Tie That Binds—Finkle (new)—My Whip-Poor-Will—Peerless Collection of Popular Marches—A folio containing 34 standard pieces. Special, Monday 19c
The Broadway Mandolin Folio—Contains all the popular pieces. Special, Monday 19c

A WONDERFUL SHOE SALE.

The enormous values we are now offering is drawing a record-breaking crowd. Not a job lot or a bankrupt stock. All clean, new, up-to-date Shoes.

Thousands of Shoes Left. Assortment Still Complete. Be One of Our Satisfied Bargain Hunters.

Women's Shoes of All Kinds.

- Women's Fine Cadet Kid Shoes, stout soles and extension edges, \$2.50 shoes. Sale price \$1.69
Women's Patent Leather Shoes, these have stout soles with extension edges, \$2.50 shoes. Sale price \$1.79
Women's \$2.50 Shoes, with patent tips, flexible soles. Sale price \$1.59
Women's Surpass Kid Shoes, light, flexible soles, fancy scroll tops, shoes worth \$2.50. Sale price \$1.69
Women's Box Calf Shoes, fine and soft, with stout double soles and extension edges, stylish and up to date, \$2.50 shoes. Sale price \$1.69
Women's Fine Kid Shoes, flexible soles, kid tips, \$2.50 shoes. Sale price \$1.59
Women's Vic Kid Shoes, kid tips and laced, \$1.75 shoes, 560 pairs of these at \$1.19
Women's Surpass Kid Shoes, double sole, extension edges, 460 pairs \$1.75 value at \$1.23
Women's Extra Fine Vic Kid Lace Shoes, flexible soles, \$2.50 shoes, at \$1.79
Women's Surpass Kid Laced Shoes, stout soles and extension edges, \$2.25 \$1.59
Women's Vic Kid Boots, laced, flexible soles, good \$2.25 value. Sale price \$1.49

Misses' and Children's Shoe Bargains.

- Girls' Fine Kid Shoes, stout double soles, kid tips, laced, \$1.50 shoes, sizes to 2. Sale price 98c
Children's Kid Button Shoes, kid tips, all solid leather, sizes 6 to 8. Sale price 39c
Misses' Box Calf Shoes, sizes to 2, \$1.50 shoes. Sale 89c
Girls' Shoes, of fine kid, stout soles, patent calf tips, sizes to 11, worth \$1.25. Sale 79c
Children's Fine Kid Lace Shoes, sizes to 8, patent tips. \$1.00 shoes at 69c
See Our 7th St. Display Window. But it can't tell half. Come in and see the goods, that's best.

OUR HOUSEFURNISHING DEPARTMENT.

- Trunks—An extra strong trunk covered with heavy canvas, hardwood slats, steel clamps, bar lock, two straps, covered hinges, tray with extra dress tray. Choice of any color, worth \$4.50. Sale \$4.50
Candles, full sized paraffine, each 1c
Brooms—Extra good quality Parlor Brooms Special 19c
Iron Handles for Mrs. Potts Sad Irons, Special, only 4c
Clothes Baskets, made of best quality willow, closely woven, 3 sizes—Small Medium Large 33c 43c 53c
Scrub Brushes, A large size 8c

Domestic Room.

- Feathers—5,000 pounds of prime live Geese Feathers, cheap at \$1.00 a pound. Our special Monday price 55c
Double-fold Sateen—Fancy spring patterns, will hold feathers; worth 20c a yard. Special 14c
Dress Gingham—200 pieces in neat checks, stripes and plaids; all new goods; cheap at 9c a yard; 100 styles to choose from. Special 6c
Cotton Batts—100 cases fine white Batts, none better in town at 8c. Special, Monday 5c
Guinea Hen Flannel—50 pieces of extra heavy in pink, blue, brown and gray; worth 10c. Special price Monday only 7c
27-inch Eiderdown—50 pieces of fine, nice goods in pink, blue, cream and red; worth 25c a yard. Special 15c
Wool Baby Flannel—25 pieces of cream white; good value at 35c. Special 23c
Cotton Blankets—Wool finish, full 104 in. tan, white and gray; worth 18c a yard; go on our quantity limited; you had better come early. Monday 39c

Artists' Material and Camera Dept.

- Winsor & Newton oil colors, many different colors to select from. Special, a tube 5c
Hasburg's Roman and unfixed gold for china decorations. Special Monday 55c
Card Mounts—4x6, a doz. 7c | 5x7, a doz. 15c
Higgins' Photo Paste, 15c size. Special, Monday 10c
Printing Frames, size 4x5, apiece, only 8c
Eastman's Developing Powder 15c
2-section Tripod, \$1.00 kind. 48c
Blue-print paper, 4x5, 2 doz. for 12c
Drying Rack, each only 5c

Lining Dept.

- 36-inch Peraline—100 pieces of fast black and all the popular new shades, worth 18c a yard; go on our quantity sale Monday, at only 12c
Silesia—2 cases of 36-inch English twilled in all staple shades, worth 15c. Special 9c
Diana Silk—Fast black only, 36 inches wide, worth 15c a yard. Special 10c
Black Mercerized Sateen—A large lot of 36-inch goods, suitable for undershirts and lining, worth 35c a yard. Special 22c
"Lustral"—The new lining material fast black and all colors. Permanent finish. Special Monday 29c

Dress Findings.

- Women's Featherbone, twill covered, black and colors, worth 42c a yard 10c, Monday special 42c
Verrilla Dress Shields, absolutely odorless, nainsook covered both sides, worth 16c to 22c according to size, any size, Monday 10c
Oscar De Long's Perfect Hooks and Eyes, black and silver, all sizes; Everywhere 5c. Here 2c
Monday 2c
Bias Corduroy Skirt Binding, black only, usual price 5c. Special 3c
Mohair Braid Skirt Binding, black only, our usual low price 3c. Monday, a yard 1c
Collar Forms, black, white and drab, all sizes, worth 5c. For Monday 1c

Corset Dept.

- We have just received two lots of Corsets that you will find extra good values for the money.
Lot 1. The H. & H. Corset—made of fast black and drab sateen; boned with best steels. Regularly \$1. Special, this sale 69c
Lot 2. Consisting of the celebrated Royal Worcester, American Lady, Warner and others. All popular makes, very cheap at 75c for this sale 39c

Trimming Dept.

- All the new novelties in great variety and at popular prices.
Appliques in black and white, all neat, heavy designs, and very desirable goods at 25c a yard.
Just this once, a yard 15c
Fancy Metal Buttons. Just enough of 'em to make another day's selling. They're not back numbers, either, and are worth from 25c to 39c a dozen. Your choice a dozen, 5c
Monday 5c
If you have any use for Appliques this year, and if you are in style, you certainly will, you must make it a point to see our exceedingly choice stock. All the new color combinations in both foreign and domestic novelties at prices ranging from \$2.98 a yard to 25c

Medical Notes.

The definition of man as "a biped without feathers" has more wit than wisdom in it, for man's hair is the analogue of bird's feathers. A feather has a hollow cylindrical shaft; so does man's hair have a central shaft composed of horny cells forming a tube. A feather has a number of more or less downy fibers radiating from it; so does man's hair have an outer layer of imbricated cells, that is, cells laid shingle fashion, which make a serrated edge, not visible to the unaided eye, but tangible to the delicate touch, so that by drawing a hair between the finger tips the up and down of it can be told with the eyes shut.

At its root so that the vital fluid cannot circulate through the hair; hence the hair dies and falls out. Possibly the disturbance may not be sufficient to make the hair fall out but it may be such that the hair cannot be nourished throughout its whole length, that is, there is not force enough to throw the nourishment fluid to the end of the hair and hence it splits. This splitting at the ends is a sign of a weak constitution or possibly actual chronic debilitating disease and the remedy is to take constitutional remedies such as cod liver oil or other tonics, perhaps iron in some form. Cutting the hair short will also have a good effect as there is no doubt that long hair is weakening if the vital capital is small. For this reason it is better to keep a child's hair short than to allow it to grow long as it has some and perhaps a decided influence upon health and strength.

Even the style of dressing the hair has a marked effect upon its condition. Naturally the hair in the front of the scalp grows forward; that in the middle zone more or less straight; that at the back backwards and downwards. Combing the hair back or otherwise, changing the natural direction interferes with the circulation in the hair by pinning it at its base just as bending a rubber tube will make a kink in it and check the flow of fluid through it. It may even cause pain and headache, and in case of wearing of the hair from one style to another will often cause the women a severe and continued headache until the hair gets used to the new way.

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ing papers and similar contrivances around which locks of hair are twisted and confined during the night injures the hair in the same way by constricting and bending it. As for hot irons for curling—they, too, are injurious, because they scorch the hair and interfere with circulation.

There is another cause of falling out of the hair which cannot be prevented. That is old age. The baldness begins at the top of the head and extends forward and backward, but often leaves a little sprinkling of hair at each side. This is usually due to a wasting away of the tissue of the scalp so that the hair is not nourished as it should be; in other words, the soil becomes barren, so to speak, even disposition. In fact, the mind has marked influence over the color and condition of the hair, and scientists permit that one's hair may turn white in a single night from fright or emotion. Calling it gray, however, is a mistake, although it appears gray or white. There is no remedy that will effectually turn the color. Dyes are the only remedies, and of these nitrate of silver is the most commonly used, but the result in any case is not so perfect as to deceive anyone into the belief that the hair is natural in its hue. The dye must be frequently applied, and at its best gives the hair a dirty look, which is far from neat or nice.

There are other things about the hair that are not nice or neat and that are worse than dyeing it in the long run, because the result may be a more or less total and permanent loss of hair. Dandruff is one of these, in reality a disease due to lack of cleanliness. People who take a hot bath once a week as religiously as they would go to church on Sunday think once a month is enough to give the head a bath, and some do not indulge in that necessity as often as that. As a consequence the natural oily secretions collect upon the scalp around the hair and sebaceous follicles and more or less dust or dirt adheres to this greasy coating. The pores become clogged, and thus the free and healthy growth of the hair is interfered with. The person notices that more hair than usual is combing out, and finds more or less white or grayish scales upon the coat collar, proof positive that the head needs a bath.