



Boys' Clothing

For Dressy Wear and Knock-about.

Every mother is interested in having her boy well dressed, and she also wants to know that his clothes are going to wear well. In purchasing boys' clothing and furnishings we patronize only those manufacturers with established reputations for superiority in children's wear, and we know that every mother to whom we sell boys' clothing will continue to be our customer from season to season. Quality of goods considered, our prices are lower than elsewhere in the Northwest.

Norfolk Suits.

The Norfolk Suit is considered the swiftest thing for spring and summer wear for boys aged 4 to 15 years. It serves either for dress or knock-about. We have them in all the new weaves—wool crash, fancy mixed tweeds and black and blue serge and worsted, made with or without yoke, and warranted to fit. Our entire line is priced at from \$1.45 to \$5.00 and these prices represent a clear saving to you of as much more. Don't fail to see one of our special suits as we are offering in this style. They are worth every cent of \$5.00, but all we ask is—

\$3.00

Sailor Suits.

These are, of course, the most popular suits for summer wear for boys 3 to 12 years. In this style we have the largest stock in the Twin Cities. All the new effects in serges, crashees, fancy mixtures and chevrons. They are nicely braided and trimmed, just as a sailor suit should be, and made by the best makers of such goods, and we warrant every garment that we sell. These suits range according to our low pricing system at from \$1.75 to \$7.50. You will find by comparison that they are what you have been accustomed to pay from \$3.00 to \$10.00 for.

\$2.45

Our Special Monday offering is a line of natty sailors that cannot be equalled for double the money, with which we will fit your boy at only—

We Are Headquarters

On Low Cut Shoes.

We are showing all the finest and highest priced leathers in our "Vassar" line of Low Cut Shoes—Patent Calf Colonial with welted soles, Patent Kid and Patent Calf Oxford Ties with welted soles, Patent Kid 3-Button Oxfords with welted soles, Vici Kid Oxfords, welted or hand-turned soles, kid or patent calf tips, military, Cuban, opera and French heels, all sizes, all widths. The best and most complete line ever shown.



\$3.00

- Women's Patent Kid Oxford Ties, light or heavy soles, **\$2.50**
- Women's Vici Kid Oxford Ties, genuine welted soles, extension edges. Special value at **\$2.00**
- Women's Fine Vici Kid Oxford Ties, light, flexible or double soles, with extension edges; fine fitting, **\$1.50**
- Women's Canvas Oxfords, extension edge soles, medium toe and military heels, **\$1.50**
- Women's Extra Quality Vici Kid Oxford, hand-turned or hand-welted soles, kid or patent tips, military heels. Exceptional value at **\$2.50**
- Women's Patent Leather Oxford Ties, with genuine welted soles—dressy and stylish. We carry these in all sizes and widths at **\$2.00**
- Women's Dongola Kid Oxford Ties, kid tips, flexible soles, wear guaranteed, at **98c**

Bargains in Sample Shoes.

- Women's \$3.50 Box Calf Samples at **\$1.59**
- Women's \$3.50 Kid Samples at **\$2.19**
- Women's \$3.00 Kid Samples at **\$1.89**
- Women's \$4.00 Kid Samples at **\$2.39**
- Men's \$3.50 Kid and Box Calf Samples at **\$1.89**
- Men's \$4.00 Kid and Box Calf Samples at **\$2.19**

Patent Medicine Specials.

- \$1.00 Stuart's Dyspepsia Tablets, **59c**
- 50c Swamp Root, **29c**
- 25c Garfield Tea, **15c**
- \$1.00 Faine's Celery Compound, **61c**
- 50c Whyth's 8-grain Lithia Tablets, **25c**
- 25c Alcock's Poreous Plasters, **8c**
- 50c Horsford's Acid Phosphate, **29c**
- \$1.00 Ayer's Sarsaparilla, **63c**
- 75c Boschee's German Syrup, **42c**
- 10c Bromo Seltzer, **4c**
- \$1.00 Yalta, the Great Remedy, **75c**
- 75c Hall's Catarrh Cure, **50c**
- 25c Laxative Bromo Quinine, **8c**
- \$1.50 6083, **95c**
- 25c Carter's Little Liver Pills, **8c**
- 25c Box Sedlitz Powders, 12 in box, **9c**
- 50c Imported Java Rice Powder, **17c**
- 25c Graves' Tooth Powder, **9c**
- 25c Deady's Bug Killer, **9c**
- 25c Stearn's Rat and Roach Paste, **12c**
- 15c Imperial Carpet Cleaner, **5c**

Robert St. Aisle Specials.

- Black Fins, jet heads, 50 in a box, 3c kind, **1c**
- Black Mohair Braid, 5c kind, Monday, yard, **1c**
- Plain Velveteen and Bias Corduroy Skirt binding, extra value, **2c**
- Buttons—4-hole Pearl Shirt Buttons, regular 7c doz. Mon. doz. **3c**

BABY CARRIAGE ENTRANCE

We have a special place for baby carriages on the Eighth street balcony, next to the new Ladies' Reception Room.

Entrance on Eighth Street, NEAR MINNESOTA.

Do You Appreciate

That the special features in this ad. are all within your reach? A lady in St. Paul pays 10c car fare to come to the Golden Rule. A lady in Minneapolis is willing to pay 20c and consider it worth while. You can reach us with a 2-cent stamp. Order something you need and we will mail you a specially-priced catalogue.

Rugs and Draperies.

- Those who come Monday will meet with an inducement like these:
- Rugs, reversible wool Smyrna, size 18x30 in. You know what they are generally sold for. Our special price for one day's selling: **49c**
- Chesterfield Tapestry, 50-in. wide, suitable for stair hangings and such covers or anything you wish to give an original effect. Extra good value at 50c. Sale price, **32c**
- Rope Portieres for large doorways or alcoves worth \$4.50 and \$5.00. **\$3.39**
- Rope Valances, short and long. Portieres worth \$1.25, \$1.50 and \$1.75. Sale **\$1.15**
- Table Covers, dining room table size, worth \$1.25 each. Sale price for choice, **98c**
- Ingrain Carpet Rugs, quality no better made. Sale price for all 10x12 1/2 ft. Choice of our entire stock, **\$5.59**

May Sale of Sleeper Go-Carts and Baby Carriages

We handle not only the famous Heywood line, but also the best designs of other high-class makers. See the new porcelain handle Go-Carts.



- Fancy All-Red Go-Cart, best like one, upholstered in corduroy cushions with satin parasol, elastic rubber tire wheels and patent **\$15.00**
- All-Red Recreating Sleeper Go-Cart, with removable corduroy cushions, satin parasol, patent fact-facts, elastic rubber tire wheels, patent fact-facts. This one is a **\$12.00**
- All-Red Recreating Sleeper Go-Cart, upholstered in removable Bedford cord cushions, elastic rubber tires, patent fact-facts and rubber tire wheels finished in green enamel. Monday only **\$6.95**

YOU CAN DEPEND UPON ALL WE OFFER.



TRY A MAIL ORDER JUST ONCE. IT WILL PAY.

Unusual Monday Showing in Our Suit Room

A Most Remarkable Display of Acknowledged Headquarters for

Stylish Suits, Coats, Skirts

Greatest Values Ever Offered.

Hundreds of New Spring Suits

in Eton, the new vest front Blouse and Gibson shapes, made in the most fashionable colorings of the best materials, broadcloth, cheviot, new tan covert and basket cloth, all the jackets are silk lined, skirt cut in the most effective clinging shapes, assorted in three large lots and priced as never before.

\$8.50 and \$10.00 Suits at, choice **\$5.00**

\$12.50 and \$15 Suits at, choice **\$8.75**

\$18.50 and \$25 Suits at, choice **\$15.00**

Special Reductions on High-grade Costumes.

Taffeta Silk Blouses, silk lined throughout, all the freshest fashions and many exclusive ideas at **\$13.50 TO \$8.50**

Unlined Summer Skirts, made of fine cheviot and tammie, in all lengths; just what you want to wear with shirtwaists, great \$5.00 values, at **\$3.98**

New Silk Dress Skirts, Taffeta and Peau de Soie, trimmed with ruchings, ruffles and cording, all the latest effects, at only **\$10.00**



500 dozen Shirt Waists of the celebrated Knickerbocker make, made of lawn, madras and percale in an endless variety of pretty colorings and styles, straight **\$1** and **\$1.50** goods, choice **69c**

Shirtwaists, made of innumerable kinds of high grade wash fabrics in all the leading colorings, handsome effect, regular **\$1.75** to **\$2.50** **\$1.25** goods, for unlimited choice.

Cloth Raglans, full length, of fine Melton, in all the leading colors, at **\$10.00** and **\$8.75**

Our Popular Silk Department

Silks at Special Prices—Bargains that will appeal to the pocketbook of every lady in the Twin Cities.

"Kinu Chijimi"—The new lining silk; guaranteed to wear all colors and black. Monday **39c**

Silk Poplins—In all the leading shades and black. A great bargain. Monday **49c**

36-inch Black Taffeta, full 1 yard wide—A good heavy quality; worth **\$1.18** yard. Monday **79c**

Natural Pongee Silk—Plain and embroidered; the coolest fabric made. Monday up from **39c**

Crepe de Chine—Cheney Bros. in all shades and black; guaranteed to wear. Monday for **75c**

Wide Black Silk Specials.

42-inch Black Taffeta—A silk we recommend; worth \$2.00 yard. Monday, per yard **\$1.35**

Noire Velour—The most popular silk for jackets and waists; all colors and black. Monday **89c**

Colored Taffeta—All the scarves shades and black; sold everywhere for 75c yard. Monday **59c**

54-inch, full 1 1/2 yards wide, Black Taffeta—The best quality made in this width. Monday **\$1.75**

Domestic Room,

Under the Balcony, Main Floor.

3 Extra Good Things for Monday.

Fine Scotch Lawn Batiste, light and dark grounds with neat dainty figures, fast colors, worth \$4 special for this sale. **2 1/2c**

Amulette Dimity, Iris Dimity, Harlequin Batiste, Queen Bee Dimity, and a Pineapple Batiste a large quantity of these fine goods all very handsome—and the latest designs for this summer's wear, they are worth from 12 1/2c to 18c. Extra special for Monday, only **8c**

Fine Worsted Mixed Suitings in all the fancy styles, sold generally at 12 1/2c. Our special price, only **12 1/2c**

36-inch spun glass finished Taffeta, 9c

Nemo Corset.

The corset that corrects your figure is your correct corset. Isn't it?

If all figures were alike all corsets could be made, but they are not. So we have many models and styles. We firmly believe that with the "Nemo" we fit more styles of figures and shapes than with any other lines made and then it always pleases.

"No-Ray" Girdle, for slight figures, popular goods of same quality \$1.25, with satin cores. **\$2.50**

Saten "R" Straight Nemo **\$1.50**

Popular "A" Nemo, very cheap **\$1.00**

Nemo Hip Spring in batiste **\$1.75**

Hip Spring with military belt **\$3.50**

"Delta Dip," very stylish shape, only **\$2.50**

Self Reducing—A famous corset. White or drab cloth, black satin or imported batiste, and with or without habit-belt, at **\$2.50**

The same made of white or black diamond satin **\$5.00**

Hosiery Sale

50c and 75c Lisle Thread Stockings at 25c.

In addition to the great purchase of Black Hosiery that is now on sale we secured 1,000 dozen Fancy Hosiery of the regular 50c and 75c qualities. They go on sale Monday, on the 7th street aisle tables, at this magic price, a pair **25c**

In order to give this sale the widest possible scope we will sell not more than a dozen pairs to a purchaser. (Sale opens at 8 o'clock Monday.)

Women's Imported Lace Lisle Thread Stockings.

Women's Imported Stockings with silk embroidered ankles.

Women's Imported Drop Stitch Lisle Thread polka dots, cadets, navy and black ground with white dots.

Women's Imported Fancy Striped Lisle Thread Stockings.

Women's Fancy Lisle Thread Stockings, fleur de lis design, bow knots, checks, stripes etc.

All at **25c** a pair

Night Gowns.

100 dozen fine soft Muslin Night Gowns, very neatly trimmed. Two bands of embroidery insertion and 4 clusters of 6 tucks; neck, front and sleeves trimmed with cambric ruffles; gowns cannot be equalled for less than 50c. Our May sale price only, each **35c**

300 dozen fine soft Muslin Night Gowns in all the new styles shown, very neatly trimmed with laces, embroideries and clusters of tucks; cannot be equalled for less than 60c. Our May sale price only **49c**

200 Dozen fine soft Muslin and Cambric Night Gowns, 10 different styles to select from, made in the very newest styles, beautifully trimmed, with fine embroideries, laces and clusters of tucks; all extra long and wide; cannot be equalled for less than \$1.00. Our May sale price only **69c**

200 Dozen fine soft Cambric Night Gowns, 10 different styles to select from; beautifully trimmed with 22-inch lawn ruffles; gowns cannot be equalled for less than \$1.25. Our January sale price only **79c**

200 Dozen fine soft Cambric and Nainsook Night Gowns, 15 different styles to select from; beautifully trimmed with dainty embroideries, laces and tucks; made in the very newest styles; cannot be equalled for less than \$1.50. Our May sale price only **98c**

We are showing the most beautiful assortment of Night Gowns from **\$1.25** to **\$10.00** ever shown in the Twin Cities, at prices that cannot be equalled. Don't fail to see them.

CHEMISE—100 Doz. women's fine Lawn Chemise, 54-inches long, very neatly trimmed with bands of lace insertion, bands of beading laced with ribbon; finished at bottom with lawn ruffles; worth **75c**. Our May sale price only **49c**

CHEMISE—10 different styles of women's fine Lawn and Nainsook Chemise, beautifully trimmed with fine laces and embroidery in all the new styles shown, worth **\$2.25**. Our May sale price only **\$1.49**

White Petticoats.

50 dozen fine Cambric Petticoats, with 14-inch Spanish flounces, trimmed with 12 tucks and deep hem with underfollies; petticoats worth 59c. Our May sale price, only **35c**

100 dozen women's fine soft Muslin Petticoats, with 12-inch lawn flounce trimmed with fine embroidery, all with extra tucks; cannot be equalled for less than 69c. Our May sale price, only **49c**

100 women's fine soft Cambric Petticoats, with 18-inch lawn umbrella flounce trimmed with band of imitation Cluny lace insertion and clusters of 4 tucks edged with deep lace to match; cannot be equalled for less than \$1.00. Our May sale price, only **69c**

100 dozen fine soft Cambric Petticoats, with 18-inch lawn umbrella flounce trimmed with 2 bands of torchon lace insertion and 2 clusters of 3 tucks edged with 3-inch lace to match; also fine Cambric Petticoats with 18-inch cambric and lawn flounce, trimmed with fine 7-inch embroidery, all with extra cambric dust ruffles; petticoats cannot be equalled for less than \$1.50. Our May sale price, only **98c**

100 dozen fine soft Cambric Petticoats, with 18-inch lawn umbrella flounce, beautifully trimmed with 2 bands of lace insertion edged with lace to match, 10 different styles to select from; cannot be equalled for less than \$2.75. Our May sale price, only **\$1.98**

We show more styles of fine White Petticoats from **\$2.25** to **\$12.98** than any two stores in the Twin Cities combined, and at prices that cannot be equalled. Don't fail to see them.

CHEMISE—10 different styles of women's fine Lawn Chemise, 54 inches long, beautifully trimmed with fine laces and tucks, skirts trimmed; cannot be equalled for less than \$1.50. Our May sale price, only **98c**

Drawers.

100 dozen fine, soft Muslin Umbrella Drawers, open or closed, finished with deep hems and cluster of 3 tucks, all perfectly made, worth 19c. Our May sale price only **10c**

100 dozen fine, soft Cambric Umbrella Drawers, with 7-inch cambric ruffles finished with row of hemstitching and deep hems, all with perfect-fitting yoke bands, cannot be equalled in the Twin Cities for less than 25c. Our May sale price only **17c**

200 dozen Women's fine soft Cambric Umbrella Drawers, with 8-inch cambric ruffles, trimmed with 3 hemstitched tucks, finished with deep hems and torchon lace, all with yoke bands, cannot be equalled for less than 39c. Our May sale price only **25c**

200 dozen fine, soft Cambric Umbrella Drawers, with 8-inch fine lawn ruffles, beautifully trimmed with laces, tucks and new hemstitched tuck effects, six different styles to select from; worth 59c. Our May sale price only **39c**

200 dozen fine, soft Cambric, Nainsook and Lawn Umbrella Drawers in all the new styles, beautifully trimmed with fine embroideries, laces, hemstitched tuck effects, ten different styles to select from, cannot be equalled for less than 49c. Our May sale price only **49c**

100 dozen fine, soft Cambric Umbrella Drawers, with 8-inch lawn ruffles, beautifully trimmed with fine laces, embroideries, clusters of tucks—10 different styles to select from, all beautiful styles, cannot be equalled for less than 39c. Our May sale price only **69c**

15 styles of fine, soft Cambric and Nainsook Drawers, beautifully trimmed with dainty bands of lace insertion edged with lace; also fine embroidery trimmed drawers; this lot cannot be equalled for less than \$1.50. Our May sale price only **98c**

Our stock consists of 100 different styles of Women's Drawers. There is not a desirable style made that you cannot find here and at prices that cannot be equalled elsewhere. **10c** to **\$5.98**

Corset Covers.

100 dozen soft Muslin Corset Covers, "V" and round neck, perfectly made. Extra good value at 10c. Our May sale price only **4c**

100 dozen fine soft Cambric Corset Covers, square neck, finished with pearl buttons; all perfectly made; cannot be equalled for less than 19c. Our May sale price **10c**

300 dozen fine soft Cambric Corset Covers in the new French and plain styles, beautifully trimmed with fine laces and embroideries, all with pearl buttons; 10 different styles to select from; cannot be equalled for less than 35c. Our May sale price, only **19c**

300 dozen Women's fine soft Cambric, Nainsook and Long Cloth Corset Covers in all the new shapes shown, beautifully trimmed with embroideries and laces, bands of insertion with laces and embroideries to match; 15 different styles to select from; cannot be equalled for less than 49c. Our May sale price **69c**

100 dozen fine soft Cambric Corset Covers, new French shapes; 10 different styles to select from, beautifully trimmed with fine embroideries and laces; covers worth 89c. Our May sale price, only **69c**

15 styles of fine Nainsook and Lawn Corset Covers, in all the new shapes, beautifully trimmed with dainty laces, embroideries and clusters of tucks, not a cover in the lot can be equalled for less than \$1.50. Our May sale price, **98c**

We are showing the most exquisite assortment of fine Corset Covers from **98c** to **\$4.98** ever shown in the Twin Cities. The prices cannot be equalled. Don't fail to see them.

Short Petticoats—Women's fine soft Cambric Petticoats, very neatly finished with clusters of 5 tucks and deep hems, all with yoke bands, cannot be equalled for less than 39c. Our May sale price only **25c**

Short Petticoats—50 dozen Women's fine soft Cambric Petticoats with 12-inch lawn ruffles trimmed with fine val and point de Paris laces; worth 75c. Our May sale price only **49c**

Beautiful Millinery

A Big Monday Sale of Hats.

Monday has settled down with us as a special trimmed and ready-to-wear Hat Day. Of course we have bargains of such goods every day, but Monday will have unusual features. Then we have specials in Trimmings Monday. Yes, and every other day, too. You should see what we can offer for the home milliner.



Ready-to-Wear Hats.

Think of a nobby little hat, stylish shape, with just a bit of trimming. Still it looks worth double what we ask for it; only **\$1.00**

Here is a little more expense. All are stylish, but this takes more stock. So it costs more. Nothing for imported names. Just a little hat, and **\$1.50** only

Trimmed Hats.

Of course you know why these cost more than the ready-to-wear article, but you will find our prices not only moderate, but most reasonable.

\$2.00—Up-to-date. Everything is here. These for the price are exceptionally good value. If you are looking for style at a small price look at these.

\$3.00—At this price we have a larger range, for we have made a feature of this class. The shapes are new and proper and the trimmings very attractive.

\$4.00—Each dollar adds two to our ability, for these hats are priced at half what you are used to paying, and this \$4.00 hat is a decided bargain.

\$5.00—Our "Distinguished" Hat—the name is already worth money to us, and the hat is like finding money to you. Style, character, individuality—you can't get more for \$10.

Pattern Hats Sale.

Pattern Hats serve their purpose and then go their way. These have come to the going place, and regardless of the fact that they represent to you values up to \$25, we place them out in two carefully arranged assortments Monday at **\$7.50** and **\$10**

A Great Display of Grenadines

In Our Wash Goods Department.

Monday you will see the grandest display of Mercerized Washable Grenadines ever shown in St. Paul. These fine fabrics are both durable and stylish. What we are showing are of the best French and English make in a large line of choice patterns. Black, black and white or pure white.

Our Special Prices for Monday, a Yard:

25c 35c 45c 50c 59c 65c 69c 75c

Linen Etamines, Canvas and Fancy Skirtings.