

### Sensational Prices in Our Lace Curtain Room Monday!!

Don't judge the values by the prices, but come and see the curtains, than you'll surely participate in the purchasing.

|  |  |
|--|--|
| <b>65c</b> a pair for \$1.00 and \$2.50 and \$2.75 Curtains. | <b>\$1.69</b> a pair for \$2.50 and \$2.75 Curtains. |
| <b>98c</b> a pair for \$1.50 and \$1.60 Curtains.            | <b>\$1.98</b> a pair for \$3.00 and \$3.25 Curtains. |
| <b>\$1.39</b> a pair for \$2.00 and \$2.25 Curtains.         | <b>\$2.48</b> a pair for \$3.50 and \$3.75 Curtains. |

Manufacturer's Sample Line of Tapestry Door Hangings

The lot ranges from 1 to 3 curtains of a kind. We'll tell you their worth by the pair and price them (while they hold out) as each curtain. This is a good opportunity to substitute that single door with a drape or replace that couch cover.

**75** Curtains worth by the pair \$2.25, \$2.50 and \$2.75, choice each curtain..... **83c**

**58** Curtains worth by the pair \$3.00, \$3.25 and \$3.50, choice each curtain..... **\$1.19**

**53** Curtains worth by the pair \$3.75, \$4.00 and \$4.50, choice each curtain..... **\$1.49**

**45** Curtains worth by the pair \$5.00, \$5.50 and \$6.00, choice each curtain..... **\$1.89**

Be on hand early before the lots are broken, if it's two curtains alike you want.



**Knit Underwear** For Women and Children  
A Genuine Bargain Sale Monday.  
840 dozen Women's Children's and Infants' Fall and Winter Underwear the following all at this price... **35c**

Women's silver gray wool plated ribbed Vests and Drawers, women's white and ecru fleece cotton Vests and Drawers, women's Union Suits, odds and ends broken lines of women's 50c, 75c and \$1.00 Underwear, girl's worsted ribbed Vests and Pants, cotton fleeced Union Suits, boys' worsted ribbed Shirts and Drawers and wool fleeced-lined Shirts, Infants' fine cashmere Shirts, also all odd lots of children's and Infants' Underwear—values up to \$1.00 a garment—all on sale Monday, at..... **\$1.98**

Also special sale Monday of high-grade Union Suits, worth \$2.50 and \$3.00, at..... **\$1.98**

### The Fit Comes First

We take particular pride in the perfect-fitting qualities of OUR footwear. Style, workmanship and wearing capacity, too, HAVE NOT BEEN FORGOTTEN. Prices ESPECIALLY merit YOUR ATTENTION.



**Women's "Vassar" Shoes**  
It's wonderful how far your "shoe money" will go here. Take these handsome Vassar shoes, for instance. WE charge \$3. YOU get a regular \$3.50 value. Over thirty distinct styles of this popular brand (we're sole agents here) to choose from, in all the fashionable leathers; button or lace; turn or welted soles, in all the newest, heel and toe effects—satisfaction guaranteed at our price..... **\$3.00**

**300** pairs of Women's \$2.50 and \$3.00 Sample Shoes, sizes 3, 3 1/2 and 4s. Sale price..... **\$1.49**

Women's low cut House Shoes, Princess, Juliet and Julia Arthur styles, gore front and sides, with hand-turned and flexible soles. A complete assortment..... **\$1.50**

Women's black felt fur-trimmed Juliet Slippers, with leather soles. Special Monday, at..... **59c**

Women's black felt Slippers, with felt soles. Special Monday, at..... **25c**

**\$1.50, \$1.25 and 98c**

### Needle Art Department

**Printed Lawn Squares and Scarfs**—New and dainty. They have 2-in. hemstitched hem and have pretty designs printed in fast colors. Squares 30x30 inches, scarfs 18x54 inches. All ready to use. Worth 75c. Very cheap at to-morrow's price of..... **59c**

**Mt. Melick, 22-inch Cushion Covers**, handsome designs, tops and backs. Special for one..... **19c**

**India Linen Squares, 20x30**, finished with Battenberg lace insertion, good value at 75c. Special..... **50c**

**Pillow Covers**, finished with tassels on corners; subject, Fencing girl and Egyptian head, all ready for use. Special..... **19c**

**Tray Cloths** of pure linen, 1 1/2-inch hemstitched hem, with open work border, stamped or plain; cheap at 29c—our regular low price, Special, Monday..... **19c**

**Scarfs, 18x54**, to match squares, at..... **50c**

**Battenberg Scarfs, 18x54**, linen centers, with handsome edges, our regular \$2.25 value, Special..... **\$1.69**

# GOLDEN RULE

7TH TO 8TH—ROBERT TO MINNESOTA STS.  
W.H. ELSINGER & CO., ST. PAUL, MINN.

Tomorrow we start a week's sale, which will give you an insight into the buying resources of the Golden Rule. No firm in St. Paul has opened the season with Prices so far beneath market value. We bought right when the manufacturers could give the Greatest Possible Concessions, and are only too glad to turn part of the profit over to the thousands of our patrons who have helped so greatly in making the Golden Rule such a power in the mercantile world. Your chief interest will be itself in the showing of goods in every department, but of no less interest to you are the marvelous changes made outside and in the store the past five years. Compared with the store as you knew it ten years ago, today's establishment gives buyers the greatest ease and convenience in shopping, and we are not through yet by any means. Great changes and improvements are under contemplation, but it will be for the spring trade before they can be completed.

We may be pardoned if we say that you'll find the goods in every department the best that money can buy. No store in the Northwest carries any better stock than we do. If you would thoroughly appreciate the opportunities of this sale, come every day this week—Every price lower than any other firm can name and enormous stocks to select from.

### FASHIONABLE

## Autumn and Early Winter Garments

THAT WILL APPEAL TO DISCRIMINATING WOMEN

To attempt to give a clear description of the immense variety of Costumes, Tailor-made Suits, Coats, Jackets, Wraps, Skirts, Waists and Furs that we have in our Cloak Department would be to undertake a task of the greatest magnitude. It is simply impossible to tell in an adequate way about each different line—we can only throw out hints; we can only point here and there to underprices—we can only by so doing invite you to see, examine and criticise what we have, both of medium grades up to the finest garments made. Bearing very particularly on our low prices we ask attention to the following:

**Women's Smart Tailor-made Suits, \$25.00**—Exceedingly well and stylish Long Coats in ten new, handsome styles. The materials include fancy Scotch mixtures, tweeds, zibelines, chevils, coverts; dress of walking length skirts; would be good values at \$10 more than we ask. Choice..... **\$25**

**Tailored Suit Elegance**—In smart Louis XIV. styles, corset coat styles, new collarless cape effects, new Princess coat styles, etc.; materials are broadcloths, zibelines, men's-wear fabrics, Scotch effects; tweeds, etc., in every fashionable shading—An extensive gathering of charming, exclusive models, made by custom tailors and a saving of from at least \$10 to \$15 from every suit. Prices range from..... **\$32.50** to..... **\$55**



**A Grand Clearance Sale of Long Coat Suits**—discontinued and broken size assortments, all new and long, graceful coat shapes; also sample suits in a large and varied collection. Here are suits that are new, stylish and chic and will hold their shapes. Every seasonable material in every shading; dress and walking effects. Values from \$18.50 to \$25.00. In two lots, at..... **\$12.75** and..... **\$10.98**

**Costumes, \$38.50, \$45, \$55**—Grand collection of copies of imported models, after the latest dictations of Paris styles—plain and elaborate effects; black and colors, in mouseline silks, crepe de Paris, crepe de chine, etc.; all priced most reasonable—able at \$55 down as low as..... **\$38.50**

**Other New Coats at \$10 and \$12.50**—values unmatched..... **\$10 and \$12.50**

**New Coat Styles**—very well military effects, semi-fitting and new loose effects; also cape styles; made from the choicest imported and domestic fabrics; elegant silk lining. Prices range from..... **\$18.50** to..... **\$50** down as low as..... **\$18.50**

**3/4-length New Coats**—Our supremacy in fine coats has long been without a question. We show by far more styles than any other three houses combined—and you will not be shown a garment from last season here. All the newest ideas are here for you at prices that cannot be matched anywhere. Cheviot, Kersey, Covert, Zibelines, all black, castor, tan, brown, blue shades. Special values..... **\$18.50, \$25, \$32.50, \$45**

**Women's Walking Skirts**—New shipment on sale tomorrow; dressy styles, strapped-yoke effects and button trimming; fine quality chevilt and stylish mixtures. It's with such an offer as this we clinch our lead..... **\$5.75**

**Women's Very Handsome Dress Skirts**—Zibelines, chevils, broadcloths, new, chic and stylish; unlined or with drop skirts; fully 1,500 new models, all very smart; plain tailored and strapped effects. Priced especially..... **\$7.50, \$10, \$12.50** and..... **\$15**

**Smart Silk Shirtwaist Suits**—In black peau de soie, real cleaver and artistic new effects at..... **\$20** and..... **\$15**

**Handsome New Fall Waists**—Best Values of the Season..... **\$98c**

**Fancy Cotton Waists**—wide, plait, fancy stock, stitched tabs; new sleeves; \$1.50 values, at..... **98c**

**Vesting Waists**—These are marvels of simplicity but lots of style to them; \$2.25 values..... **\$1.48**

**Black Mercerized Waists**—Beautifully hem-stitched and tucked; in \$1.75 values. Special at..... **98c**

**Velvet Waists**, in metallic dots and figures; we open up two fresh assortments..... **\$3.50** and..... **\$3.98**

**Silk Waists**—Many new and dainty effects; taffeta and peau de soie; black and all colors; best values obtainable..... **\$5**

### New Dress Goods.

A Sample Book of our new autumn and winter dress fabrics would be as large as Webster's Dictionary (unabridged) and ten times as interesting. Such a textile album would be a wonder book of beauty, a rainbow of colors, a standard work of the correct styles in cloths, light and heavy, for the gowns, skirts, waists and wraps sanctioned by fashion for the social season now at hand. Come in and look over our stock. People residing in the country write for samples of what you would like to see most.

#### These Are Monday's Special Offerings:

|   |  |               |
|---|--|---------------|
| <b>Wool Yarn Suits, \$1.39</b> 54-inch, at.....   | <b>Silk Lansdowne, \$1.25</b> quality, for.....        | <b>\$1.00</b> |
| <b>Black Kersey, 56-inch,</b> worth 75c, for..... | <b>50-inch Homespun in</b> grays. Tomorrow.....        | <b>34c</b>    |
| <b>Canvas Zibeline, 50-</b> inch, all colors..... | <b>Black Zibeline, 50-inch,</b> worth \$1.25.....      | <b>95c</b>    |
| <b>Black Cheviot, best 50c</b> quality.....       | <b>All-Wool Challies, 50c</b> and 59c quality, at..... | <b>25c</b>    |

**Men's Ribbed Underwear**  
Grand sale and display of that big special purchase from the Dunham Mills, makers of high-grade wool and worsted ribbed Underwear for men, garments that fit, garments that wear, garments that have all those little details so necessary in the make-up of high-grade goods—all these points and right at the start of the season we offer them to you at unmatched prices



**At 75c** Dunham Mills Ribbed Wool Shirts and Drawers, in natural gray only; the finish and general get-up of this garment is fully as good as on the better grades. This is a truly \$1.00 value that we will sell at only..... **75c**

**At \$1.35** Dunham Mills Heavy Pure Wool Ribbed Shirts and Drawers, a most excellent garment for this climate, made from selected pure Australian stock, in plain white, light tan and light blue colors, finish of the very best. This value will certainly surprise you. This value will certainly surprise you..... **\$1.35**

**At \$1.00** Dunham Mills Pure Wool Ribbed Shirts and Drawers of a most excellent weight and grade; very best of finish throughout, including the ruche neck. This grade can be had in four desirable colors: natural gray, light tan, novia and light blue. We are justly proud of the value we are able to give our customers at this price, because this garment was manufactured to be retailed at \$1.50. Our special purchase enables us to say: Take your choice of any color, in all sizes, at only..... **\$1.00**

#### Special Sale Half Hose

In connection with our Men's Underwear Sale we will place before you tomorrow a most excellent bargain in winter Half Hose, the celebrated Winsted Hosiery Company's make, in natural gray, black, camel's hair or English merino colors. The best 5c hose in the land, in sizes from 9 1/2 to 11 1/2, will be on..... **19c**

#### Domestic Room.

**250** pieces of fine Comforter Calico, new fall patterns, sold everywhere at 7c. Our special price,..... **5c**

**75** pieces of cream white wool Baby flannel, fine quality..... **23c**

**500** good warm Comforters, fancy stitched or hand tied. A..... **98c**

**50** bales of fine Cotton Batts, each one weighs lbs. sufficient for a winter weight Comforter; all in one piece. Special for Monday, day, only..... **49c**

**500** extra large size all-wool Blankets, in sanitary gray only, long staple stock, worth \$3.98. Special for this sale..... **\$2.98**

### The New Nemo Curvmold Corset

Here is a New Corset, for which we expect great success. It is the very latest and best evolution of the present great forward Ideas in Corset making, constructed on pliable winding lines, it easily and invariably produces a well defined waist, the straight-front, the low bust and the curved back, made of French coutil, white..... **\$2.00**

Sizes 18 to 30. Special, at..... **\$2.00**



**50** pieces of black Moire Velour, 34 inches wide, handsome finish, worth 50c. Special for this sale,..... **25c**

**25** pieces of 36-inch Oriental Silk, spun glass finish, worth..... **10c**

**10** pieces of fine mercerized black Satin, with black brocaded stripes, worth 35c. Special..... **20c**

**20** pieces of 38-inch full bectled Percaline, handsome moire finish, worth 20c. Special for this sale, only..... **12 1/2c**

#### Lining Department

## A Great Linen Sale

An aggregation of special linen offerings that caps the climax of bargain giving, qualities considered. This remarkable sale of fine Irish and German Table Cloths, certainly should command your attention: \$3, \$4, and \$5 cloths \$1.95 \$2.48 and \$2.90. A particularly fortunate purchase made direct from the manufacturers enables us to make this offer.

**Special Bargains in Plain Linen, Crash Toweling, Sheets, White Goods, Bedspreads**

**2x2** yards pattern table cloths, bleached and half-bleached, in 15 different designs all the newest patterns. Regular \$3.00 cloths. Special, each..... **\$1.95**

**2x2 1/2** yard cloths a quality and size you cannot duplicate for less than \$4.00. Special..... **\$2.48**

**2x3** yards and 2 1/2x2 1/2 yards worth \$4.50 and \$5, for only, each..... **\$2.90**

**Embroidery Linen** (50 inches wide) 1000 yards of soft finish Irish Embroidery Linen "50-inches wide" for draw work, shirt waists, etc. Regular \$1.00 quality, half-price, per yard..... **50c**

**Crash Toweling, 12 1/2c** and 15c quality—several bales of imported heavy-weight Barnsley Crash Toweling, pure linen, 17 to 21 inches wide, bleached and unbleached, worth up to 15c. Special, yard..... **8 1/2c**

**Sheets only 32 1/2c** each—5 cases ready-made Sheets 2x2 1/2 and 2 1/2x2 1/2 yards, bleached and unbleached; worth 50c, at the unprecedented price of each..... **32 1/2c**

**Table Linen by the yard.**  
20-pieces pure "Irish Linen" cream Table Damask, new patterns, 75c quality, 2 yards wide, yd..... **50c**

40-pieces 58-60-64 and 66-inches wide, cream and bleached Table Damask every yard warranted heavy weight and worth 50c a yard. Special..... **35c**

**Bedspreads With Cut Out Corners**—a large quantity of extra weight Marcellise Patterns full size Bedspreads with heavy knotted fringes and cut out corners to fit iron and brass beds; worth under present conditions \$2.00 and cheap at that price. Special..... **\$1.35**

**Hand Embroidered Irish Linens 20% Off**  
To make you acquainted with this part of our business we will give you a discount of 20 per cent on any square, oval or round hand embroidered piece of linen in our stock comprising over 50 different sizes in the very best goods..... **20%**

Discount from our low regular prices.

An Importer's Sample Line of hemstitched Lunch Cloths, Scarfs, Centerpieces, Towels, Dollies, etc., slightly mottled and soiled. EXACTLY HALF PRICE

**Drug Sundries.**  
Monday's Special Prices.

**Pinaud's Eau de Cologne,** \$1.00 bottle..... **59c**

**4771 Toilet Waters, June Roses, Violet or Lilac, 50c bottles, Monday.....** **31c**

**Dr. Graves' Tooth Powder, 25c can.....** **8c**

**Santol Tooth Paste, 25c tube.....** **10c**

**Hyomei Toilet Soap—Virginia Bouquet, Yellow Rose, best 10c soap's made. Special, 3 cakes in box, for.....** **15c**

**Comfort Talcum Powder, 25c can. Special.....** **12c**

**The Goodyear Rubber Household Gloves, our regular \$1.00 values, all sizes. Special Monday.....** **59c**

**Goodyear Rapid Flow Fountain Syringes, 4 pipes, best vaginal, in paper box, 2-qt; regular \$1.00, value.....** **69c**

**3-qt, same Syringe.....** **79c**

**Dr. Fuller's Ball Spray Tip Vaginal Syringe, the best recommended Syringe made. Our special price. Remember.....** **\$1.98**

**Glove Dept.**  
Don't Forget to See Our Dollar Glove.

**2-clasp genuine Mocha,** worth \$1.25; 1-clasp Warwick, mannish outseam glove in English reds and tans, smart shopping gloves; 1-clasp silk lined Stueded Mocha; 2-clasp Zettie, can be used for all occasions; in white, biscuit, navy, green, tan, brown, mode, gray and black; 3-clasp Male fine Sueder, 1-clasp Latour Pique, Misses', nobby, our price, fitted..... **\$1.00**

**Graciosa 2-clasp Real Kid, point embroidery, regular \$1.50 quality; our price, per pair.....** **\$1.25**

**200** Dozen all wool, seamless Golf Gloves, in white, black, gray, navy, brown, mode; regular 50c quality, our sale price..... **37c**

**100** Dozen Ladies' Cashmerette fleeced Gloves, sale price, per pair..... **12 1/2c**

## Marvelous Silk Bargains

We are offering new Silks at prices that would be cheap at the end of the season, but not \$1.00 Silks for 25c, as such prices are absurd. The silk business here is done on a different basis than it is elsewhere, because what we say in print is the truth, and when we advertise a bargain, we have it. No such lame excuse here as "it's just all sold."

A large assortment of silk Serges, Taffetines, etc., in all colors, worth 49c yard, for..... **29c**

Colored Taffeta Silk, not the 85c kind, but well worth 69c yard for..... **49c**

**24-inch Crepe de Chine, all colors and black.** Worth 89c yard, for..... **69c**

**Crepe de Chine in Pink, Blue, Nile, Maize, White and Black.** Worth 59c yard, for..... **39c**

**Every shade of Colored Satins for evening wear.** Sold everywhere at 50c yard, for..... **29c**

The largest lot of Fancy Silk ever shown at one price. Worth up to \$1.25 yard, for..... **69c**

**Bargains in Wide Black Silks**

**24-inch Black Taffeta Silk,** worth \$1.00 yard, for..... **69c**

**36-inch Black Taffeta Silk,** worth \$1.50 yard, for..... **\$1.00**

**24-inch Black Peau de Soie,** worth \$1.50 yd. for..... **\$1.00**

**27-inch Black Taffeta Silk,** worth \$1.25 yard, for..... **79c**

**54-inch Black Taffeta Silk,** worth \$2.75 yard, for..... **\$1.49**

**36-inch Black Peau de Soie,** worth \$1.50 yd., for..... **\$1.00**

We are headquarters for all kinds of Velvets, either plain or fancy, at prices that will save you from 25 to 50 per cent.

## GREAT OCTOBER OPAL RING SALE

The Opal is the Birthstone for October, Good Quality Australian Opals and Heavy Solid Gold Mountings.

**3** real Opals, medium size, regular price \$3.50 Sale price..... **\$2.75**

**Real Opals, large size,** regular price \$3.50, Sale price..... **\$2.75**

**3** large size real Opals, round, regular price \$5. Sale price..... **\$3.75**

**7** real Opals, regular price \$4.00, Sale price..... **\$2.98**

**7** real Opals, regular price \$5.00, Sale price..... **\$3.98**

**3** large size real Opals, oval, regular price \$5. Sale price..... **\$3.75**

**5** real Opals, regular price \$3.50, Sale price..... **\$2.75**

**Large** size real opal, oval, regular price \$5. Sale price..... **\$3.98**

**Trunk Department**  
In the Great Basement Annex.  
We will make the following discount on our entire line of trunks. Off our usual low prices..... **20%**

**Picture Department**  
Our entire line of framed pictures. Monday at a discount of..... **20%**

**Baskets**  
All fancy wares, infant and work baskets. Monday at a discount of..... **20%**

### St. Paul's Greatest Crockery Department. Monday, Dinnerware Day at the Golden Rule

Every housekeeper in St. Paul is anxious to show a pretty dinner table. Every housekeeper in St. Paul has the chance of her life to do so by means of our Special Monday Sale of dinnerware and fine glassware, including both cut and high-grade etched glass of which we have the largest and most varied line in the Twin Cities. Our dinnerware department includes an endless variety of domestic and English semi-porcelain and French and Austrian Chines, which will go on sale at prices that will save you 20 per cent off our already low prices. This means that you save 20c on every \$1.00. Don't you think it is good enough to look up? It will only last one day.

To introduce "Prescut," the finest and prettiest pressed glass ever made, on Monday we will sell—

**Water Tumblers, each.....** **5c**

**Large Sauce Dishes, each.....** **15c**

**Water Goblets, each.....** **6c**

**Claret Glasses, each.....** **5c**

**Large Water Pitchers, each.....** **39c**

