

GOLDEN RULE
7th to 8th - ROBERT TO MINNESOTA STS.
W.H. ELSINGER & CO., ST. PAUL, MINN.

Lunch for Shoppers Ladies, it's nice to know that when you are tired and get through buying, a tastefully prepared nicely served sandwich, a hot cup of coffee or chocolate is waiting for you in our soda fountain basement for the small price of 10c. Try it tomorrow, you'll find a nice, dainty little bite.

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Women's Handkerchiefs

A Linen Handkerchief in a dry goods store is as stable an article as sugar is in a grocery. When we offer you Handkerchiefs worth 8c for 5c and 15c for 10c you had better buy them now and put them aside for Christmas presents. You won't have long to keep them and you are getting a great bargain.

500 dozen Women's Pure Irish Linen Initial and Hand-embroidered, Unlaundered Hemstitched Handkerchiefs, very sheer and fine, 1/4 and 1/2 inch hems, worth 15c and 19c. Special for Monday 10c

1,000 dozen Women's Pure Irish Linen Hemstitched Handkerchiefs, extra large size, all width hems, worth 8c. Special for Monday only. 5c

Trunk Department

Five Great Bargain Groups for Monday

Trunks worth up to \$5.00	\$3.75	Trunks worth up to \$11.00	\$8.00
Trunks worth up to \$7.00	\$5.00	Trunks worth up to \$14.00	\$10.00
Trunks worth up to \$18.00	\$13.50		

They Say "It Is Wonderful."

Traveling salesmen who are in touch with the progressive stores in the country say that the growth of the Golden Rule is nothing short of wonderful. Why should it be so surprising? To us it seems perfectly natural.

This store has grown fast, to be sure, but not as fast as it should. It is positively astonishing how hard it is to make people who buy on credit believe that great savings are possible in buying goods. And yet it ought to be perfectly plain to people who give it a second thought, that with our modest expenses for the enormous business we do, we can sell at prices away below other fellows and still make a reasonable profit.

Plain as this is, we venture to say there are thousands of people right here in St. Paul—working people who buy for cash and need to save every dollar—who never saw inside the Golden Rule and have no idea of the money we can save them.

On the other hand, the Golden Rule counts its customers by the thousands, who would not think of buying a dollar's worth of goods elsewhere. Why should you pay other stores high prices? Isn't a dollar as good in your pocket as somebody else's? Think this over, Cash and Credit Buyers. We want to see you all in the Golden Rule before Thanksgiving. Then you and we will have equal cause to be thankful on the 26th of November.

Annual Thanksgiving Linen Sale

Solid arguments for our Linens could be supplied by the column. But they are not needed because our supremacy in the linen business is fully known. Our linen buyer, who has just returned from the East, picked up from a New York importer some special snaps in the kind of Irish Linen Damask Table Cloths and Napkins which in quality, texture and designs we know by experience, has the approval of housekeepers in this section of the country. Will be sold fully one-third under regular prices during our Thanksgiving sale. These sets will also make very acceptable holiday gifts.

38 Different Patterns to Select From

2x2 yard cloths \$3.25 quality, each	\$2.10
2x2 1/2 yard cloths \$4.00 quality, each	\$2.65
2x3 yard cloths \$4.75 quality, each	\$3.19
20x20 inch Napkins \$3.25 quality, per doz.	\$2.15
24x24 inch Napkins \$4.50 quality, per doz.	\$3.12
Also 20 pieces of splendid heavy pure linen fine Bleached Satin Finished Table Damask, by the yard, 2 yards wide worth fully \$1.00 yard, for only	69c
And a lot of 30 different sizes in Irish Linen Hand Embroidered Doilies, Center Pieces, Lunch Cloths and Pillowshams at a discount from regular price of	20c

The Entire Fancy Velvet Stock of A. Wimpfheimer & Bro. The Largest Velvet Importers in America

Ladies Your dream of having a handsome velvet dress can be realized Monday at a very small cost. Hundreds of pieces of handsome suiting velvet bought from A. Wimpfheimer & Bro. at less than half price will be placed on sale tables Monday at prices within the reach of all. Fancy velvets are in greater demand this season than ever before and you will find here all the latest designs and colorings for full dresses—for separate skirts—for blouses and for fancy waists. Be on hand Monday morning and get your velvet needs at these wonderfully low prices.

Prices That Make You Look Twice. The Printer Made no Mistake.

Velvets worth up to 75c One quarter price, yard	19c	Velvets worth up to \$1.00 Less than half price, yard	39c	Velvets worth up to \$1.25 Less than half price, yard	49c
The 19c lot—Consists of plain velvets and velveteens in colors and black. Not a few short lengths but whole piece enough for all.		The 39c lot—Consists of a large assortment of fancy velvets in checks, plaids, Persian effects, etc. Suitable for waists, dressing saques and kimono's.		The 49c lot—Consists of all the latest styles of velvets for whole dresses. The colorings and designs are too beautiful to be described in print.	

Extraordinary Silk Bargains—The Entire Silk Stock of Finch, Young & McConville

Last Week We Told You of This Large Purchase Consisting of 50,000 Yards of This Season's Silk at Less Than Half Price

We sold half of this purchase and Monday we offer you the other half which we consider the best lot—goes on sale. Everyone who bought knows the bargains they got. Black silk will be a great feature Monday, so if you need any black silk for present or future use here's your opportunity. Can you afford to let such an opportunity pass? The extraordinary values we gave brought us hundreds of new customers.

Silks worth up to \$1.00 Less Than Half-Price, Yard	29c	Silks worth up to \$1.25 Less than half-price, yard	49c	Silks worth up to \$1.50 Less than half-price, yard	59c
The 29c Lot—Consists of a great variety of fancy and plain silks, among which are plain colored Taffeta, plain colored Satin Duchesse, black and white India Silks, all kinds and colors of fancy silk and others too numerous to mention.		The 49c Lot—Consists of 15 pieces of black Peau de Soie, 20 pieces of black Taffeta, all shades of colored Taffeta, fancy Louisines, fancy Armures, Foulard Silks, in fact almost every wanted silk on the market; whatever your silk need, you can buy it here Tomorrow at Less Than Half-Price.		The 59c Lot—This lot is composed of thousands of yards of Silk made expressly for shirtwaist suits, such as Shantung, Surrahs, Pongees, black and white checks, in fact almost every kind of silk that would be suitable for a handsome shirtwaist suit, at Less Than Half-Price.	

Black Silks at Record Breaking Prices.

20-inch Black Taffeta Silk, Worth 69c yard	49c	24-inch Black Taffeta Silk, Worth \$2.18 yard	\$1.39	24-inch Black Taffeta Silk, Worth \$1.00 yard	69c	26-inch Black Peau de Soie, Worth \$1.50 yard	\$1.10	27-inch Black Taffeta Silk, Worth \$1.25 yard	79c	24-inch Black Crepe de Chine, Worth 79c yard	69c	20-inch Black Peau de Soie, Worth 79c yard	49c	34-inch Black Taffeta Silk, Worth \$1.18 yard	79c
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We went into the silk business with the firm determination of making a success. Although the silk department is youngest in the city, the men who buy and sell our silks are of ripe experience. Fresh, new silks—large varieties—dependable qualities—and prices that are the lowest quoted—have brought sure returns. No luck, no chance, but increasing watchfulness for advantageous buying opportunities have made this silk department what it is—a powerful factor in St. Paul's dry goods circles. **NOTICE—Ladies will find our Robert Street Entrance convenient. Try it.**

Silk Petticoats

\$4.98 Silk Petticoats Will Go Monday at \$2.75

Women's Pure Silk Taffeta Petticoats, very stylishly cut, with deep flounce, trimmed with 3 ruffles; also graduated accordion plaited, with double ruffle effect, black and colors, worth \$4.98. Our sale price Monday, only, **\$2.75**

Warm Footwear

We are headquarters for Overshoes, Rubbers, Leggings, Moccasins, Felt Shoes and Slippers of all kinds.

The Satisfactory Kind at Cut Prices

Men's Heavy Buckle Arctics, only	98c
Men's fine quality Jersey Storm Alaskas, only	85c
Men's Fine Jersey Buckle Arctics, only	98c
Women's Buckle Arctics, fine Jersey cloth	79c
Men's Heavy Buckle Overshoes, with rubber front for socks, \$1.50 grade. Special	\$1.19
Men's Lumberman's Special	\$1.89
Overshoes, with leather tops, "Gold Seal" Special	\$1.89
Boys' heavy pure gum Rubbers, with rolled edges, sizes 2 1/2 to 6, at	59c
Sizes 11 to 13 1/2, and 1 to 2, at	49c
Boys' Buckle Arctics, heavy or light, sizes 2 1/2 to 6, at	89c
Youths', sizes 11 to 13 1/2 and 1 to 2, at	79c
Boys' Storm Alaskas, fine Jersey cloth	75c
Girls' Storm Alaskas, sizes 4 to 13 1/2 and 1 to 2, at	49c
Women's High Cut Button Jersey Cloth Overshoes. Special lot, at	89c
Women's High Buckle Jersey Cloth Overshoes. Special lot, at	98c
460 pairs of Women's fleecy-lined Storm Rubbers. Special at	59c
Girls' Buckle Arctics, sizes to 2, only	59c
Child's Buckle Arctics, sizes to 10 1/2, at	49c
Women's Storm Rubbers, heel and spring heel, all sizes, all shapes, only	39c
Men's Sheepskin Socks only, per pair	59c
Boys' Moccasins, sizes 1 to 8, per pair, only	98c
Boys' Brown Leather Leggings, all sizes, at	98c
Boys' Melton Cloth Leggings, at	49c
Boys' Corduroy 3-Buckle Leggings, at	69c
Jersey Leggings, fine quality of wool jersey, extra long—	
Women's sizes	69c
Misses' sizes to 2's, at	49c
Child's sizes to 10's, at	39c
Men's Heavy Canvas Leggings, Monday, per pair	39c AND 49c
Boys' Goveit Cloth extra high cut Leggings, with blanket lining, vulcanized, all sizes, at	49c
Boys' Canvas Leggings, extra high	39c
Girls' 2-Buckle Arctics, sizes to 2, at	98c

The Largest, Most Extensive and Complete Assortment of Women's Outer Garments

In the two cities. Every woman who wants something new in fine wearing apparel before Thanksgiving cannot afford to miss making a careful visit to the Golden Rule Cloak Department, as we have determined to make this coming week the biggest in the history of this popular department. Stock is now at its height; values the greatest in the history of this house.

Upwards of 1,500 New Coats at \$10, \$12.50, \$18.50, \$25 have been added to our enormous stock for this great event. The values are most exceptional.

New Styles in Suits, in velvet, broadcloth, Venetian, zibeline, camel's-hair and high-grade imported mixtures, at \$28.50, \$35, \$45

Women's Walking Suits, in stylish mixtures; new shipment opened tomorrow; marvelous values. \$15

Swell Dress Suits, finely tailored, excellent chevots, swell Louis XIV, collarless blouse shapes; lined with Skinner's satin; for winter wear; exceptional values \$20 \$27.50

Clearance Sale Odd Suits, our regular \$17.50 to \$20 values, and exceptional values at that; clearance sale \$10

Dress and Walking Skirts, stock at all times complete, the largest assortments in the Twin Cities, and the prices absolutely the lowest.

Walking Skirts, many new effects in hip strappings and stitchings; a host of new, clever ideas best \$5 and \$6 values; priced at \$3.98

Walking Skirts at \$5. At this popular price we will offer you choice of big tables piled high with new, effective styles, worth \$7 and \$8; priced at... **\$5**

Walking Skirts—We offer you choice of large assortment of fine men's wear wools, stylish mixtures, kersey, chevot; many new effects in trimmings \$5.75 \$7.50 \$10 \$12.50

Stylish Dress Skirts, new shapes and styles, upwards of 1,500 new ideas represented; chevots, broadcloths, Venetians, zibelines, volles; they will fit you to perfection, and at the extremely low prices will please you to the utmost. Specials \$5 \$10 \$15.75 \$25



Some Stunning New Coats; materials, styles and everything about them is the very latest; values the best that have been offered this season by far.

Women's Coats, from fine kersey, lined with heavy satin; new collarless shapes; \$10 values at... \$7.50

Women's Coats, zibeline, trimmed with stitched tailor strapings of kersey; satin lined, at... \$8.50

AT \$10 Women's Fine Coats— from kersey, chevot, Montagnac, zibeline; the largest variety of new, clever ideas, as well as the greatest values in the history of this house.

Women's Swell Coats at \$15, new 3/4-lengths, military ideas, cape coats, collarless shapes; upwards of 500 garments; all lined throughout with best satin and better than any offered elsewhere at \$20. Choice... **\$15**

Women's Coats, with fur storm collar, beaver, mink, Persian lamb, marten; made from excellent kersey; every correct shape; some ideal mixtures; \$12.50, \$18.50, \$29.50

Record Breaking Shirt Waist Values.

Fancy Cotton Waists in white broken stripes, wide box plait from yoke, fancy stock with stitched stole; value \$1.50 and \$1.75, at 98c	Vesting Waists in white grounds with small checks and stripes, stole plait from yoke and wide box front; exceptional value at \$5.00 \$1.48 up to	Silk Waists—Taffeta and Peau de Soie Sole, new nub effects—tucking and stitching, at \$5.00
Voile Waists, wide box front side plait, showing yoke, value \$5.00, at \$3.75	Velvet Waists, some very new clever styles in gun metal waists, at \$5.00	\$1.50, \$1.75 and \$2.00 Wrappers at 98c— Special sale of fine Wrappers. In order to reduce our heavy stock we offer choice of 100 dozen of our best percale wrappers in very dainty styles, at 98c
Special November Sale of Fine Fur Coats and Neck Pieces.		
Neck Scarfs, Sable and Isabella dyed opossum, trimmed with 6 1/2-inch raccoon tails; value \$7.00, to-morrow \$4.50	Neck Scarfs—A large assortment Russian Gray Squirrel-neck pieces in plain flat or pelierine shape, self-lined, also lined with fine satin or squirrel belly; at \$24.50, down as low as \$6.50	High Grade Nearsal Coats, made from the finest skins and lined with Skinner's best satin—you can hardly distinguish them from the real article—\$42.50 value \$50.00 value \$45
Isabella Fox Scarfs—Finest quality American Fox, full and fluffy, very soft and silky, trimmed with large brush tails; value \$15.00, at \$10.98	Persian Lamb Coats, broadened satin lining, Lepsle dyed chinchilla collar and revers; regular \$195 and \$225 values; special \$155	Electric Seal Jackets, very fine extra choice skins, a beautiful coat, well worth \$37, \$25
Electric Seal Coats, made from choice selected pelts, lined with Skinner's Satin, cut in the latest designs, with high storm collar; value \$25.00, at \$18.75	Genuine Alaska Seal Jackets, guar- anteed London dyed Alaska Seal; \$250 regular price; special \$195	Plucked Otter Coats, extra fine quality; value \$145. Priced tomorrow at \$125
	Fine Krimmer Coats, very beautiful coats, made from fine skins and beautifully matched \$37.50	Nearsal Coats, collar and revers of mink or beaver; value \$65.00; now at \$45
	Neck Scarfs—Genuine Marten, Sable and Isabella Fox Scarfs, in the latest designs; worth \$10 and \$12; priced at \$7.50	Nearsal Coats, collar and revers nutria; value \$37.50, at \$24

LADIES WILL FIND OUR ROBERT STREET ENTRANCE VERY CONVENIENT. TRY IT.

Stationery

Now is your chance to supply your wants at our clearance sale of Hurd's Cranes, Hubbut Hole's and Marcus Ward's, representing the finest papers made in America.

All the latest sizes and shades, sold up to 25c a quire. During this sale, a quire, 24 sheets, only **10c**

Envelopes to match, a package **10c**

The Paul E. Wirt Fountain Pens, all style points, usual \$2.00 pen. Monday **\$1.00**

Arnold's Writing Fluid, 1-qt stone jug. Special, Monday **39c**

Enamel Playing Cards, best 15c card ever sold, a deck **10c**

1/2-in. Poker Chips, 100 assorted in a box. Special **21c**

Tally Cards—We are showing the largest and best selection in the Twin Cities.

Curtains, Rugs and Draperies

On Eighth Street Balcony Floor.

Gigantic Mid-Season Clearing-Up Sale of 1 to 3-pair lots of all kinds of Lace and Ruffle Window Hangings; also 1 to 2-pair lots of all kinds of Tapestry Portieres.

Nottingham Lace Curtains

49c a pair for... 75c and 85c values
69c a pair for... \$1.00 and \$1.75 values
\$1.09 a pair for... \$1.50 and \$2.25 values
\$1.29 a pair for... \$2.00 and \$2.75 values
\$1.69 a pair for... \$2.50 and \$3.75 values
\$1.98 a pair for... \$3.00 and \$3.25 values
\$2.48 a pair for... \$3.50 and \$3.75 values
\$3.19 a pair for... \$4.25 and \$5.00 values

Ruffle Swiss and Bobbinet Curtains

69c a pair for... \$1.00 and \$1.75 values
98c a pair for... \$1.50 and \$2.25 values
\$1.39 a pair for... \$2.00 and \$2.25 values

Arabians, Irish Points, Brussels Net, Cluny and Motifany Curtains

\$2.69 a pair for... \$3.75 and \$4.00 values
\$3.29 a pair for... \$4.50 and \$5.00 values
\$4.39 a pair for... \$5.50 and \$6.00 values
\$4.99 a pair for... \$6.50 and \$7.50 values
\$5.99 a pair for... \$8.00 and \$9.00 values
\$6.98 a pair for... \$10.00 and \$11.50 values

Tapestry Portieres

79c a pair for	\$1.50 values
\$1.29 a pair for	\$1.75 and \$1.85 values
\$1.59 a pair for	\$2.25 and \$2.50 values
\$1.98 a pair for	\$3.00 and \$3.25 values
\$2.48 a pair for	\$3.50 and \$4.50 values
\$3.19 a pair for	\$4.50 and \$5.00 values
\$3.98 a pair for	\$5.50 and \$6.00 values
\$4.48 a pair for	\$6.50 and \$7.50 values

We repeat the need of your being on hand early, usual preparations for quick selling, will be made.

Housefurnishing Dept.

Special sale of the celebrated "Elite" Enameled Ware. Elite Ware is made of the best materials, it is four coated and is guaranteed to be absolutely free from all substances injurious to health. Three different colors to select from. Special discount for Monday **20 PER CENT**

