

Men's Department

Aside from the price advantages, which are of considerable importance, there is that very desirable point of quality in every value we offer. Our summer stock in this department was never so thoroughly complete and extensive as it is this season.



\$1.00 Two Piece Bathing Suits 69c
Men's two-piece Jersey Bathing Suits, plain or striped; a suit that sells in most stores at \$1.00. On special sale here at **69c**

75c Lisle Underwear 59c
Men's Jersey ribbed fine Egyptian Lisle Thread Underwear, an excellent 75c grade, selling Monday at only **59c**

\$3 and \$4 Bath Robes Selling at \$2.69



Very special lot of men's double faced Terry Cloth Bath Robes, choice colorings, full sizes, on sale at **\$2.69** only.

50c Guyot Suspenders 29c
Guyot's the genuine French non-elastic Suspenders, in a vast assortment of this season's best patterns; the 50c grade on sale **29c**

Boys' extra grade Terry Cloth Bath Robes selling at **\$2.00**
Midsummer Novelties of "Manhattan" and "Quaker City" Negligee Shirts now being shown.

White Goods Sale

A great purchase of White Swisses, Nainsooks, Lawns and Organdies from

Finch, Young & McConville,

on sale tomorrow at astonishing low prices considering qualities. Just the thing for hot weather wear.

Checked Lawns, Plaid Lawns, Nainsooks, Dotted Swisses, Lace Striped Swisses, 30-inch India Linens, 40-inch Lawns, 36-inch Cambric, etc., etc., worth 12½c and 15c per yard, only **7c**

A large quantity of lace striped Mercerized Lawns, Corded Waists, Corded Pique, 36-inch Long-cloth, 40-inch Lawn and 30-inch India Linon, worth from 15c to 25c. Special, only **10c** per yard.

25c fancy Pique, special, yard **15c**

18c Waistings reduced to **12½c**

Soft finish Duck, for suits, special **10c**

35c Waistings reduced to **23c**

68-inch Wash Organdie, imported, per yard **25c**

58c Waistings reduced to **39c**

32-inch French Batiste, worth 50c, per yard **35c**

35c Mousseline de Soie, yard **25c**

85c French Lawn, per yard **59c**

50c Mousseline de Soie, yard **39c**

TOWELS! TOWELS!

Now is Towel time. Every one needing Towels should attend this sale.

25c and 35c Towels, Turkish, Rub-dry and Hygienic Bath Towels, hemmed all linen Huck Towels, fringed Damask Towels and many other varieties. Special, each **19c**

Heavy Bleached Huck Towels, size 18x35, Bleached Turkish Towels, Unbleached Turkish Towels, Union Linen Huck Towels, Hygienic Towels, etc., worth to 15c. Special per dozen, \$1.00; each **9c**



The Golden Rule is always an interesting place to visit, whether to buy or just to look around. Years ago merchants were content to lay down their oars during the summer period and just drift along. How different now. A merry hum of healthful activity is ever in progress here during business hours. Every department in the Golden Rule holds out inviting attractions. The housewife finds scores of tempting offers in summer needs in today's ad for herself and family; the tourist finds all the vacation necessities that he could think of or possibly require, priced in a way that tempts him to buy.

Everything here is best. It's only natural. It's with stores as with railroads, the great ones can give best service at least cost. The Golden Rule is helpful to the women of St. Paul at all times. It is an all-the-year-round store, consistent in its business transactions, as regular in its ways as is the movement of the earth around the sun. It not only tells of goods, but it tells about goods. It makes of you a better shopper, a keener observer of values. It educates you to know the real bargain, and it is always doing things that interest your curiosity and maintain your interest.

Extraordinary Sale of Laces

20,000 yards of up-to-date Laces will be placed on sale Monday morning at marvelous unheard of prices. This great lot consists of imitation of Cluny Bands and Laces up to 6 inches wide; Point de Paris Laces and Insertions up to 3½ inches wide; Plat Val. Laces and Bands up to 5 inches wide; Yak Laces and Bands in black, white, cream and colors up to 4 inches wide; Val. Laces in matched sets, pretty patterns and good quality. This great assortment will be sold to early buyers that get here in time Monday, per yard **6c**

6,000 yards of Torchon Laces and Insertions, all excellent quality, up to 3½ inches wide, worth up to 8c. Sale price, per yard **3c**

In order to give those ladies a chance that could not get waited on in our last lace sale a week ago, we will place on sale the balance of our high grade fancy Bands and Medallions, worth up to \$3.00, for **48c** a yard tomorrow. It certainly will be too bad if you have to miss this sale. No mail orders filled.

A June Silk Clearance Sale

Our enormous silk business this month has left us with a great number of short ends and odd pieces of silk that must be sold Monday regardless of cost. There is enough in many of these pieces for a shirtwaist suit. This is the chance of this season to get a waist or a dress at about **half price**, as many of these silks are worth \$1.25, and we will sell them Monday at, a yard,

25c, 39c, 49c, 59c and 69c

Remember W. H. Elsinger & Co.'s Guaranteed Black Silks are the best and cheapest in the Twin Cities.

Curtains, Rugs, Draperies

Our Balcony Floor will be a scene of busy buying Monday, when thousands of dollars' worth of odd lots in window and door hangings, also all kinds of drapery and upholstery fabrics, will be sold at half, nearly half, and in many instances, less than half price. Following are some illustrations:



Table of remnants that sold by the yard upwards to 23c, at choice, per yard, only **7c**
Table of remnants that sold by the yard upwards to 35c, at choice, per yard, only **12c**
\$2.50 and \$3.00 Portieres at, pair **\$1.79**
\$3.50 and \$4.00 Portieres at, pair **\$2.39**

Sample Rope Portieres for single doors, that sold upwards to \$2.00; choice, each **98c**
Tapestry Portieres (sample pairs), \$1.50 to \$1.90 values, choice, each pair, only **85c**
\$5.00 and \$6.00 Portieres at, pair **\$3.29**
\$7.00 and \$8.00 Portieres at, pair **\$4.49**

Foreign and Domestic Made Curtains

1 to 3 pair lots of Arabians, Clunys, Irish Points, Brussels Nets, Cable and Scotch Net weaves.
85c and \$1.00 Curtains at, pair **49c**
\$1.50 and \$1.75 Curtains at, pair **89c**
\$2.50 and \$3.00 Curtains at, pair **\$1.49**
\$4.00 and \$5.00 Curtains at, pair **\$2.79**
\$6.00 and \$7.00 Curtains at, pair **\$3.79**
\$8.00 and \$9.00 Curtains at, pair **\$4.98**
\$10.00 and \$12.00 Curtains at, pair **\$6.89**
\$13.00 and \$15.00 Curtains at, pair **\$8.39**

Women's Tan Oxfords



We are showing the most complete line of tans in the West. New shipments arriving every few days—Brown Vici Kid, plain and Blucher patterns with welted soles and Cuban heels—Tan Russia Calf, Blucher cut, in light and dark shades, welt soles and Cuban heels—We can save you 50c a pair on these and give you a larger selection than all the other stores combined. Our price **\$3.00**

"Champagne" Oxfords, light shade of vici kid, hand turned soles, French heels; dark brown vici kid, Blucher-ribbon tie, plain toe, hand turned sole and French heels. Your choice **\$3.50**
320 pairs of Women's \$2.50 Oxfords, vici kid, patent coltskin, medium soles and heels, on sale tables at **\$1.69**
430 pairs of Women's \$2.00 Oxfords, patent leather and vici kid, medium soles. Sale price **\$1.49**
226 pairs of Women's Vici Kid Oxfords, with patent tips, stout soles, military heels. Sale price **98c**
Bathing Shoes for men and women, white canvas, with fibroid soles, all sizes, only **25c**
Women's White Canvas Oxfords, fine quality, with canvas covered Cuban heels, Blucher pattern, A A to D widths, all sizes. Here at **\$1.79**
Girls' Vici Kid Oxfords, with stout soles, sizes 8½ to 11, at **89c**
Women's White Canvas Oxfords, hand turned soles, sizes 3 to 7, at **98c**
English Barefoot Sandals, brown leather straps, leather soles, sizes 5 to 13 and 1 to 2. Our low price **49c**
Tennis Slippers, for boys and girls, standard quality, black or white, at **49c**
Infants' Patent Leather Vamp one-strap sandals, with hand turned leather soles, sizes to 5. Monday at **39c**

Corset Cover Embroideries

Embroideries worth up to 75c per yard go on sale at **25c**

We have just received 200 pieces of fine Corset Cover Embroideries, 100 different patterns, in all the new designs, on fine Cambric, Nainsook and Swiss, from 18 to 22 inches wide, worth up to 75c per yard. Special for Monday only, **25c per yard**

The Freshest Colored Dress Wash Fabrics at Ex-Half-Price

Ready Tomorrow in Our Robert Street Center Aisle

Unusual prices? Exactly half. The standard prices of the Golden Rule are always down below the other fellows', and now that the prices on these delightful cotton goods are exactly half what they should sell for, we say unusual. Attend this sale Monday and select your waist, skirt or dress length—more than 500 choice lengths in from 3 to 12 yards, all marked in plain figures so much regular price for the piece—at this sale cut the price in two—exactly half what they are marked.

We Mention a Few of the Many Styles

25c Nub Suitings 12½c	25c Printed Voiles 12½c	45c Fancy Japan Silks 22½c	15c Fancy Lawns 7½c
12½c Toile du Nord Gingham 6½c	10c Printed Ducks 5c	35c Mousseline de Soies 17½c	15c Fancy Dimities 7½c
25c Plain Etamines 12½c	12½c English Percaloes 6½c	15c Knicker Zephyrs 7½c	35c Fancy Suitings 17½c

These are but a few of the many different styles—the choicest lot of remnants and full dress lengths ever placed on sale at exactly half price.

Wash Petticoats Special

Monday we will offer our **\$1.50** values at **98c**

Women's fine wash Petticoats of fine Bedford Cord cloth with deep circular flounce, trimmed with band of Cluny lace insertion and lace edge to match, finished with underflood. A beautiful assortment of fancy stripes to select from. Our regular price, \$1.50. Special for Monday only, **98c**

Toilet Articles

Societe Hygienique Soap, 50c cake. Special **25c**
Talcum Powder, largest 10c can. Special, can. **5c**
Eastman's Violet or Rose Cold Cream. Special, a jar. **8c**
Thermometers, spirit, 10-in. Special Monday **25c**
Fint bottle Peerless Bay Rum, 25c size. Special **15c**
Violet Toilet Water, sprinkle top, 25c size **17c**
Herpicide Hair Tonic, \$1.00 bottle. Special **58c**
Goodyear Fountain Syringe, 2-qt. size, 3 pipes. Special Monday **59c**
Bathing Caps, our 25c kind. Special **19c**
The Kercher Bathing Cap, Special **98c**
Candle Silver Polish, 25c glass jar. Special **15c**

Notice

When taking a vacation or summer outing at the lakes you suffer from sunburns and mosquito bites. You can prevent a good deal of inconvenience by always having a small bottle of "Yalta" with you. The greatest household remedy on earth.

Three Sizes **21c, 42c, 84c**

For the Lawn, Garden and House

These out-of-door days bring with them a demand for such merchandise as is listed here. You'll find in our basement all the needed articles at the most interesting prices.

Hammocks, Lawn Settees and Croquet Sets.
Porch Rockers with reed seat and back, with arms, golden, red or green painted. Special Monday, only **\$1.89**
Extra heavy reed seat and back Porch Rocker with arms, golden, red or green painted. Regular price \$3.00 and \$3.25. Monday only **\$2.49**

Hammock Sale
Choice of our large assortment of 95c and \$1 Hammocks, Monday only **69c**
Large assortment of our canvas weave hammocks. Regular price \$1.50. Monday only **\$1.19**
Extra strong canvas weave Hammocks, choice of large assortment of colors. Regular price \$2.00. Monday only **\$1.59**

Bentwood Porch Benches, red painted. Special Monday only—4-foot, **\$2.75**; 5-foot, **\$3.00**; 6-foot, **\$3.25**.

The Greatest Offer of

Women's Summer Apparel in St. Paul This Season

At **\$18.50, \$20.00 and \$25.00** tailor-made silk suits and tailor-made mohair stellan suits at the above prices. We have the greatest collection of those smart run-about suits and suits for the Exposition wear; all the fashionable colorings and all sizes. They are so inexpensive as compared with costumes of other materials and yet so much more effective.

At **\$8.75** to **\$22.50** women's washable summer suits; pique, butcher linens, crash, duck and mercerized fabrics. Latest and most correct novelties in high-class exclusive styles.

At **\$13.50** Women's silk shirtwaist suits, all the latest tucked, pleated and shirred styles, carefully made in every detail; neat patterns, small checks, hairline stripes and neat small figures; reduced from \$18.50 and \$20.00.

At **\$3.48** and **\$3.98** lawn shirtwaist suits made in new handsome dressy styles; an exceptional showing

\$4.98 for **\$9.50** and **\$10.00** summer skirts, all-wool materials in light colorings; latest styles, and many beautiful effects in strappings and panel effects.

\$3.98 For voile and stellan skirts, a miscellaneous lot, black, blue, brown, white, champagne, etc.; smart styles in walking effects; values to \$9.50.

Golden Rule Ready-mixed House Paint; every gallon guaranteed; 32 colors to select from. Monday, only per gallon **89c**
Floor Paint same price.

Barn and Roof Paint, Monday, only per gallon **59c**

Strictly Pure Balled Linseed Oil; bring your can. Monday, only per gallon **40c**
Dekko Calcium; 15 delicate tints to select from. Per package **25c**
Furniture Varnish **15c** Pints 15c Quarts 25c
Carriage Paints **25c** Pints 25c Quarts 40c

Separate Shirtwaist Skirts—New showing, newest and most exclusive ideas in summer Shirtwaist Skirts; all the lightest weights, correct materials, handsome new plain pleated styles, high-class tailoring, perfect in every detail; in black, bright navy, brown, champagne, cream. Priced at **\$5.00, \$6.50, \$7.50, \$8.98, \$10.00, \$12.50, \$15.00**

Silk-lined Voile Dress Skirts—A limited number; hand-worked lace band and taffeta strapped; should bring \$25.00. Special at **\$15.00**

Wash Skirts—Butcher linen crashes, duck, pique, voile, canvas cloth, all in walking lengths. Many new effects in strappings, side pleats; the finest collection in the city. Surprising values—**\$1.25, \$1.98, \$2.48, \$2.98, \$3.98, \$4.50, \$5.00**

Waist Special at **98c**—This lot comprises some of the daintiest lawn waists we have shown this season. Beautifully trimmed, elegantly tailored; values from \$1.50 to \$2. Special at **98c**

Thousands of Swell Shirtwaists shown in fine lawns; many new novelties. A showing of greatest interest will be the linens, many of which are worth almost double, at **\$1.48, \$1.98, \$2.48, \$2.98, \$3.98** and **\$4.50**

Great Clearance Sale of Manufacturer's Samples

Muslin Underwear

Night Gowns at 69c
Consisting of manufacturer's samples and broken lots, slightly soiled and mused, beautifully trimmed with fine embroideries, laces and new tucked effects, worth up to \$1.50; while they last **69c** Monday.

Drawers at 49c
Consisting of manufacturer's samples and broken lots, some slightly mused and soiled, beautifully trimmed with fine embroideries, laces and new tucked effects, worth up to \$1.00; while they last **49c** Monday.

Corset Covers at 49c
In all the new shapes, manufacturer's samples and broken lots, most of them sizes 34 and 36, beautifully trimmed with fine embroideries and laces, worth up to \$1.25; while they last Monday **49c**

Chemise at 98c
Of fine nainsook and lawn, being manufacturer's samples and odd sizes, beautifully trimmed with dainty embroideries and laces, worth up to \$2.50; while they last Monday only **98c**

St. Paul's Greatest Crockery Dept.

The careful housekeeper prides herself on her ability to keep her expenditures within the line marked out by herself. And it is money saved on the purchase of household necessities here and there, like those we offer for tomorrow, that enables her to accomplish her end.

Monday is the day to buy your Mason Fruit jars.

Pint size **33c Doz.** Quart size **39c Doz.**

We import our China direct in great quantities—that is the reason we can quote such prices on Haviland China as the following:

Bread and Butter Plates **10c** Sauce Dishes **10c**
Each **10c** Tea Cups and Saucers. Per pair **19c**
Tea Plates **15c**
Each **15c** Large Size Plates **19c**
Each **19c** Two pretty decorations to choose from.

Another large shipment of dinnerware has just arrived. You will always find something new and attractive in this department. We carry an endless variety in Haviland China and semi-porcelain open stock patterns. Our prices are always the lowest that can be found. Off our regular low price **20%** Monday