GOLDEN RULE
7TH TO 8TH ROBERT TO MINNESOTA STS.

July Clearance

The months of July and August are the Golden Rule's "house cleaning" period—a season when all thought of profit is forgotten in our endeavor to rid the shelves, counters and stock-rooms of surplus and slow-moving goods.....Never were our stocks so large and varied, in variety and detail.....We've rummaged through them all—from basement to roof—and you'll find goods in this July sale marked at

Prices That Will Compel Investigation

AND EVERY ITEM IS REAL—you don't care for shams and we are not disposed to waste good advertising money printing stuff you don't care for and we haven't got.....Columns of talk are unnecessary.....If there is anything on this page you can use, come in and see it—the price will surprise you—it's a revolution of values.

Men's Department

Footease Half Hose at 17c.

For the benefit of men with sensitive feet, we have ordered a quantity of Footease Half Hose. It has been specially made to our order, from an excellent quality of real Egyptian maco cotton. The tops are guaranteed fast black, the soles, heels and toes are unbleached ecru, soft and non-irritating Special Monday price, per pair..... **17c**

6 pairs for $1.00.

Men's Linen Initial Handkerchiefs at a Bargain.

200 dozen Men's Pure Irish Linen Hemstitched Handkerchiefs, embroidered nicely with open work letter of any initial. They are full size handkerchiefs that usually sell at 15c to 18c. A special inducement to Monday buyers at only, each..... **10c**

6 for 50c.

Notions! Notions!!

Handle Ironing Wax, 3 for..... **1c**

Good Family Pins, 2 papers for..... **1c**

Dressing Combs, 10c and 15c quality. Each..... **7c**

Tooth Brushes, worth 15c. Each..... **5c**

Another Gigantic Curtain Sale

How We Bought These Curtains:

An Eastern manufacturer and importer, knowing our big outlet for curtains, made us an attractive proposition, which, if accepted, would enable him to keep his machines running and his help at work during the month of May (the dullest month of the year for him). He turned the curtains over to us at about actual cost.

How We're Going to Turn These Curtains Over to You Tomorrow

Ruffle Swiss and Bobbinet Curtains, if bought in the regular way would sell upwards to $1.50. While the lot holds out, pair only..... **79c**

Ruffle Organdy and Bobbinet Curtains, if bought in the regular way would sell upwards to $1.85. While the lot holds out, per pair..... **98c**

Ruffle Bobbinet and Nottingham Lace Curtains, if bought in the regular way would sell upwards to $2.00. While the lot lasts, per pair..... **$1.19**

Foreign and domestic made Arabians, novelty Irish Point, Brussels, Clunys, Point de Luxe, Cable Net and Corded Arabian Curtains at prices lower than ever before.

$2.29 a pair for $3.50 and $3.75 values.
$2.89 a pair for $4.00 and $4.50 values.
$3.89 a pair for $5.00 and $6.00 values.
$4.79 a pair for $7.00 and $8.00 values.
$5.89 a pair for $9.00 and $10.00 values.
$6.98 a pair for $11.00 and $12.50 values.

Jewelry Department

A Watch at Less Money Than Others Pay for It.

Gentleman's 16 size open face gold filled case, screw bezel and back, guaranteed to wear 20 years, fitted with a 15 jewel nickel movement, patent regulator, brequet hairspring and double sunk glass, enamel dial. Monday..... **$7.50**

Stationery

A high-grade Plate Paper, latest size, 4 quires (96 sheets); the package is good value at 25c. We offer it by the package at just 2½c a quire, a packgae..... **10c**

Envelopes to match, 25 in a package..... **5c**

Underwear For Large Women

Women's extra large size sleeveless vests, Richelieu ribbed, good value at 19c, our price..... **12½c**

Women's extra large size white knit drawers, knee and ankle length, also umbrella style, lace at knee. Special value..... **25c**

Women's extra large size white union suits, low neck, no sleeves and high neck, long and short sleeves, sell now at..... **35c**

Women's extra large size sleeveless and long sleeve vests, and knee drawers to match, best white lisle thread, hand finished, at..... **49c**

Glove Department

Closing sale of Lace Gloves and Mitts, in silk or lisle, elbow lengths, worth $1.50 and $1.75. Closing out price, per pair..... **50c**

Lace Lisles in short lengths and elbow lengths, in black and white, worth 50c a pair. Clearing out price, per pair..... **15c**

Special Clearance Sale of

Hammocks, Croquet Sets and Porch Goods

Large assortment of Canvas Weave Hammocks with pillows and wide fringe, regular price $1.75. Monday only..... **$1.10**

Large assortment of closely woven hammocks with pillow, regular price $2. Monday only **$1.39**

Open weave hammocks with pillow, regular price 75c. Monday only..... **49c**

Four-ball croquet set, put up in nice dovetailed wooden box, with complete book of rules. Monday only..... **35c**

Six-ball set..... **45c** | Eight-ball set..... **55c**

Bentwood porch settees, nicely red painted, 5 foot, regular price $3.75. Monday only..... **$2.75**

6 foot, regular price $4.00. Monday..... **$3.00**

Reed seat and back porch rockers with arms, large size, in golden, red or green painted, regular price $3 and $3.25. Monday only..... **$2.29**

20% discount on all of our Heywood Baby Carriages and Reclining Go-Carts. This includes everything in this line but Folding Go-Carts and English Carriages.

The Golden Rule was never known to carry wash goods from one season to another. Where our fine wash goods now are displayed you will inside of a few weeks see the largest and handsomest line of fall dress goods ever shown in the city. **Therefore** we say wash goods must go—**Regardless of Price**—we need the space shortly.

Our Final Clearance Sale of all Wash Goods Starts Monday

and Continues Until Every Yard Is Closed Out

Robert Street Aisle with twenty extra salespeople will tomorrow morning present the busiest place in St. Paul—for such values at such low prices have never been offered before.

ONLY TWO PRICES FOR THIS SALE

All the high grade goods, values to 60c, go at 15c; and all those regularly sold to 25c a yard will be closed out at 5c a yard.

(None Reserved or Exchanged)

At 15c Silk Organdies and best fancy Silk Chambrays, Japan Silks, Silk Pongee, finest Mousseline de Soie, both plain dotted or fancies, fine Mercerized Foulards, Champagne Vestings, silk mixed Crepe de Chine, imported dotted Swiss, silk and linen Batiste, fine mercerized Sateens, and in fact anything and everything in fine and fancy wash goods, values to 60c a yard. Monday, extra special..... **15c**

(None Reserved or Exchanged)

At 5c 36-inch Percales and Shirting Madras, best Toile du Nord Dress Ginghams, fancy Lawns and English Dimities, Nub Suitings and Knicker Zephyrs, Fancy Batistes and Dotted Swisses, Duck Suitings and Cotton Etamines and a great many other fine wash fabrics, values regularly to 25c a yard, all to be closed out at this extra special low price, per yard..... **5c**

A Sensation in Silks

We ought to apologize for the use of the word sensation. Our advertising does not belong to the sensational order. You'll find that goods and printed statements are fairly well dovetailed throughout the whole of our store news. We do not print to tempt you to come. We do not use baits. Those who are unfamiliar with the store will probably discount this statement—that is their loss; you who know us well will be here in time to see the doors open, and get some of the bargains.

Silk Shirtwaist Suitings
Worth up to $1.00,
39c, 49c, 59c and 69c yard

Plain Silks
All Kinds and Weaves,
29c, 49c, 69c and 89c yard

W. H. Elsinger & Co. Guaranteed Black Taffetas

For price and quality they are unmatchable.

20-in., worth 59c, for **39c**
27-in., worth $1.00, for **75c**
36-in., worth $1.18, for **79c**
54-in., worth $2.18, for **$1.59**

Sweeping Clearance Sale of all Broken Assortments

Suits, Skirts, Rain Coats, Jackets, Silk Coats, Waists, Etc.

We must effect prompt clearance of all remaining odd lots, in order to get department in shape for future attractions. Here will be found up to date garments at about 50 per cent below what you would expect to pay, and every economically minded woman will be interested in these bona fide cut prices:

$20.00 for $45.00 and $39.50 women's suits.

$17.50 for $37.50 and $32.50 women's suits.

$14.75 for $30.00 and $27.50 women's suits.

$10.00 for $25.00 and $20.00 women's suits

$8.50 for rain coats that should bring $15.00.

$15.00 for $29.50 and $25.00 long rain coats.

$10.00 for $24.50 and $20.00 long silk coats and rain coats.

$4.98 for $9.50 and $10.00 skirts.

$3.98 for $7.50 and $5.00 skirts.

69c for $1.25 light lawn wrappers.

$2.98 for $4.98 lawn shirt waist suits.

$4.98 for $10 and $12.50 covert jackets.

$6.75 for $12.50 and $15.00 covert jackets.

$9.95 for $20 and $18.00 covert jackets

50c for $1.00 and 79c shirt waists.

½-price All children's and misses' coats at one-half off from regular low selling price.

98c for $2.50 and $1.50 shirt waists.

$1.48 for $2.25 and $2.00 shirt waists.

$1.98 for $3.50 and $3.00 shirt waists.

$1.89 for $4.00 Jap silk walsts.

All our imported costumes and high-grade coverts at a liberal reduction from former selling prices.

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Monday Shoe Bargains

The inducement for women in the Shoe Section tomorrow is Oxford Shoes. For summer comfort and smart summer stylishness the Oxford Shoe is unrivaled. In this offering there is not a shoe but what is worth at least twice the price.

Men's $3.00 patent coltskin oxfords. Sale price..... **$1.98**

Boys' canvas leather sole Tennis Shoes at..... **39c**

Infants' kid ankle Ties, sale price..... **39c**

Infants' soft sole ankle Ties, fancy colors, only **25c**

Barefoot Sandals, sizes 5 to 11. Special..... **39c**

Tennis Shoes, oxford patterns for men, women and children..... **49c**

Infants' soft sole Shoes, all colors, lace and button..... **25c**

Women's Tan Oxfords—The largest and most complete assortment in town. Choice at..... **$3.00**

Women's kid and patent coltskin oxfords at..... **$1.69**

Women's $1.50 kid oxfords, with extension edge soles..... **98c**

Women's canvas Oxfords, high heel and school heel at..... **89c**

Boys' canvas Shoes, extra good quality..... **98c**

Men's canvas Bicycle Shoes, extra good, at.. **98c**

Belts! Belts!!

Leather Goods Department.

29c Our entire Silk Belt Stock of the 48c quality, new and up to date styles. Black, white and colors. Monday extra special, each..... **29c**

Great Clearance Sale of Fine

Embroideries

Less than Half-Price.

All-Overs and Flouncings—All of our fine all-over embroideries and 45 inch flouncing, a beautiful collection of patterns to select from, worth from $3.00 to $6.00 per yard, while they last Monday, only per yard..... **$1.49**

Fine corded all-over embroideries, just the thing for fine shirtwaists, a beautiful collection of patterns to select from, worth $1.50; while they last, Monday only, per yard..... **59c**

All our fine embroidered Demi Flouncings, Galoons and Insertions in fine Swiss and Paris muslin, worth up to $2.00 per yard, special Monday only, per yard..... **69c**

A beautiful collection of Demi Flouncings, Edges, Insertions and Galoons, a beautiful collection of new patterns to select from, worth up to $1.25 per yard, special Monday only, per yard..... **25c**

Drug Sundries

Monday Specials.

Bailey's Talcum Powder, borated and perfumed, best 10c can..... **5c**

Hygienique Facial Cream, 4-oz. 50c jar Monday..... **25c**

Coke's Dandruff Cure, $1.00 bottle..... **48c**

Coke's Egg Shampoo, 25c bottle..... **13c**

Wool Soap—5c size, 2 for..... **5c**

Bonnet Bathing Caps—75c kinds..... **48c**

Violet Toilet Water, sprinkle top, 25c bottle..... **15c**

Madame Idaline's Face Cream, takes the place of powder, 50c jar, special.. **32c**

Satin Skin Face Bleach, 75c bottle, Monday..... **48c**

Bathing Caps—25c kinds..... **19c**

Comfort Talcum Powder, strictly antiseptic, 25c can, special..... **12½c**

Needle Art

27 inch tinted grass cloth with hemstitched edge. Special **89c**

20 inch hemstitched center pieces for Hardanger work..... **50c**

24 inch..... **75c**

30 inch..... **98c**

18 inch linen center pieces with net applique. Special..... **48c**

22 inch..... **59c**

24 inch Burlinen tinted center pieces. Special..... **19c**

A Corset Special

33c A number of models, in white, pink and blue, some $1.00 qualities. Monday your choice, pair..... **33c**

St. Paul's Greatest Crockery Dept.

Imitation cut glass, sherbet glasses, several different patterns to choose from, including the Colonial designs, regular price 75c per dozen. Each..... **5c**

Thin blown water tumblers, regular size, nice clear glass, regular price per dozen 60c. Each..... **3c**

24 inch umbrella stand, in brown and green or blue decorations, regular price $2.00. Each..... **$1.39**

Our dinnerware department is the largest and most complete in the Twin Cities. Large consignments of Haviland China have just arrived; our semi-porcelain open stock patterns are the newest in shapes and decorations. Our assortment includes patterns from the most noted English, French and American potteries. For Monday every set is a bargain. Off our regular low prices..... **20%**