

GOLDEN RULE
7th to 8th ROBERT TO MINNESOTA STS
SEND US YOUR MAIL ORDERS. MONEY'S WORTH OR MONEY BACK

MONEY'S WORTH OR MONEY BACK
During a heavy shower a business man, carrying a very wet umbrella, entered a St. Paul hotel to pay a call to a friend upstairs. After placing his umbrella to drain he wrote upon a piece of paper and pinned it to the umbrella: "N. B.—This umbrella belongs to a man who strikes a 250-pound blow. Back in five minutes." He went upstairs, and after an absence of fifteen minutes, returned to find his umbrella gone, and in its place a note: "P. S.—Umbrella taken by a man who walks ten miles an hour. Won't be back at all."
There are some other things that never come back. The Golden Rule is a store where things never come back and people always come back. What keeps the people coming back to the Golden Rule is to buy more, for they know that if anything they buy is unsatisfactory they can bring it back and either get other goods or get their money back. It gives the women full opportunity to examine and judge of the merit and worth of the goods sold in THE GOLDEN RULE.

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OUR GREAT MAY SALE MUSLIN UNDERWEAR

Monday morning we will start our Great May Sale of Women's and Children's Muslin Underwear, which means the best values and the largest collection of styles every placed before the women

NIGHT GOWNS
Women's Muslin Gowns, empire style, nicely trimmed with lawn ruffles and embroidery front; well worth 50c. Our May Sale Price only..... **29c**
Women's Soft Muslin Gowns, trimmed with four rows torchon insertion between clusters of tucks; a big bargain at 50c. Our May Sale Price only..... **39c**
Fine Soft Muslin Gowns, empire and Mother Hubbard styles, neatly trimmed with lawn ruffles and embroidery; well worth 40c. Our May Sale Price only..... **49c**
Women's Gowns of fine muslin, empire, V shape and slipover styles, daintily trimmed with hemstitched tucks and lace; well worth \$1.00. Our May Sale Price only..... **69c**
Fine Nainsook and Cambric Night Gowns nicely trimmed with lace, embroidery and plain hemstitched tucks; good \$1.25 values. Our May Sale Price only..... **85c**
Nainsook and Cambric Night Gowns of fine, soft material, in the slipover, square neck or V neck styles, beautifully trimmed with laces and embroideries; good values at \$1.50. Our May Sale Price only..... **98c**
Fine Soft Nainsook and Cambric Night Gowns, made in all the newest styles, beautifully trimmed with val. and torchon laces; well worth \$2.25. Our May Sale Price only..... **\$1.49**

PETTICOATS
Women's Muslin Petticoats, made with deep lawn flounce trimmed with two rows lace insertion and lace edge to match; a bargain at 50c. Our May Sale Price only..... **39c**
Fine Soft Muslin Petticoats, made with deep lawn flounce, trimmed with two rows of deep lace insertion and tucks with well worth 79c. Our May Sale Price only..... **59c**
Women's Fine Muslin Petticoats, made with 16-inch lawn flounce, trimmed with three rows of deep lace insertion and tucks with lace edge, also with two clusters of fine tucks and deep embroidered ruffle; actual \$1.25 values. Our May Sale Price only..... **85c**
Women's extra wide full Petticoats of Cambric and Muslin, trimmed with tucks ruffles edged with dainty laces and embroideries; well worth \$1.50. Our May Sale Price only..... **98c**
Fine Muslin and Cambric Petticoats, made with wide flounce trimmed with beautiful point d'esprit or torchon insertion and lace; petticoats that are well worth \$2.00. Our May Sale Price only..... **\$1.35**
Women's fine soft Cambric Petticoats, made with deep lawn flounce trimmed with five rows point d'esprit insertion and lace edge to match, also with wide embroidery insertion and tucking with embroidery ruffles to match; well worth \$2.75. Our May Sale Price only..... **\$1.95**

of the Northwest. Every garment is fresh, crisp and new. The skirts were never so wide and full and fluffy, the corset covers were never so exquisitely dainty, the laces were never so beautiful and tasty, in fact we never before offered undermuslins that will prove so thoroughly satisfactory to customers as those placed on sale tomorrow. Come early and come often—such heavy savings on dependable merchandise are worthy of extra effort on your part.

CORSET COVERS
Soft Muslin Corset Covers, perfectly made, good values at 10c. Our May Sale Price only..... **4c**
Muslin Corset Covers, V or square neck, trimmed with torchon and hemstitched ruffle; a good 15c value. Our May Sale Price only..... **8c**
Fine soft Nainsook and Cambric Corset Covers, beautifully trimmed with dainty lace insertion and lace edge to match; worth up to 50c. Our May Sale Price only..... **25c**

Cambric Corset Covers, square or V neck, tight fitting; well worth 12c. Our May Sale Price only..... **12c**
Fine Nainsook Corset Covers in a beautiful collection of dainty inserted lace and embroidery trimmings, finished with beading and ribbon arm sizes to match; well worth 75c. Our May Sale Price only..... **49c**
A beautiful collection of fine Nainsook Covers, handsomely trimmed with lace or embroidery; covers that are good \$1.00 values. Our May Sale Price only..... **69c**

READ EVERY ITEM CAREFULLY



CHEMISE
Women's fine Nainsook and soft Cambric Chemise (short or long), solid yoke of lace or embroidery, finished with ribbon, ruffle on bottom, lace trimmed; values that are worth \$1.00. Our May Sale Price only..... **69c**
Women's fine soft Nainsook Chemise (short or long), daintily trimmed with beautiful laces or embroidery; well worth \$1.50. Our May Sale Price only..... **98c**

DRAWERS
Soft Muslin Drawers finished with hem and cluster of three tucks, all perfectly made and a good value at 15c. Our May Sale Price only..... **10c**
Umbrella Drawers of soft hemstitched Cambric, with 5-inch ruffles, all with perfect fitting yoke bands; good 25c values. Our May Sale Price only..... **15c**
Soft Muslin Umbrella Drawers with Cambric ruffles, finished with embroidery; worth 39c. Our May Sale Price only..... **25c**
Fine Nainsook and Cambric Umbrella Drawers, the flounce is trimmed with hemstitched tucks and dainty lace; they are worth 69c. Our May Sale Price only..... **45c**
Fine Cambric Drawers in all the new styles, with fine lawn ruffles, beautifully trimmed with clusters of tucks, dainty insertions, laces and embroideries; values easily worth \$1.00. May Sale Price only..... **69c**

GREAT MAY SALE Children's Muslin Underwear

We are offering better bargains in Children's Muslin Underwear this year than ever before. The ready-made goods cheaper than the material.

Children's Muslin Drawers
Children's Drawers of fine soft Muslin, perfectly made and neatly trimmed with cluster of tucks and deep hems, sizes 1 to 14 years; worth 15c to 35c. May Sale Price..... **10c**
Children's Drawers of fine soft Muslin, with Cambric umbrella ruffle, hemstitched, perfectly made, sizes 2 to 10 years, worth 25c. May Sale Price..... **15c**
Children's fine soft Muslin Drawers (Cambric finished), trimmed with cluster of tucks and embroideries, sizes 2, 4 and 6 years; worth 29c. May Sale Price..... **19c**
Children's Petticoats of fine Cambric, with umbrella ruffle, edged with torchon lace, sizes for children 6 to 14 years; good value at 59c. May Sale Price..... **39c**

Children's Petticoats of nice soft Cambric, umbrella flounce, trimmed with cluster of tucks and embroidery edge or with imitation torchon lace and insertion, sizes 2 to 14 years, worth 59c. May Sale Price..... **49c**
Children's Petticoats of very best Cambric, made with deep umbrella flounce, trimmed with torchon lace, two rows of insertion and two clusters of narrow tucks, sizes 2 to 14 years; worth \$1.50. May Sale Price..... **85c**

Children's Muslin Gowns
Children's soft Muslin Night Gowns, neck, front and sleeves trimmed with neat Cambric ruffles hemstitched, sizes for children 2 to 14 years; worth 50c. May Sale Price..... **33c**
Children's fine soft Muslin Night Gowns, yoke neatly trimmed with two bands of embroidery insertion and cluster of tucks, neck, front and sleeves trimmed with ruffles of Cambric, sizes for children 2 to 8 years of age; good value at 69c. May Sale Price..... **39c**
Children's Night Gowns of fine soft Muslin, high neck style with embroidered and tucked yoke, for ages 4 to 14 years; square neck style of fine Cambric, lace trimmed, tucked yoke, sizes 2 to 14 years; worth \$1.00. May Sale Price..... **59c**

Children's Skirts of soft Cambric, with deep lawn flounce, trimmed with imitation torchon lace and cluster of tucks, all perfectly made, sizes 2 to 14 years; worth 39c. May Sale Price..... **25c**
Children's Petticoats of fine Cambric, made with deep umbrella flounce, trimmed with cluster of tucks, sizes 2 to 14 years; good value at 59c. May Sale Price..... **39c**

"Correct Styles" Unsurpassed in Wearing Qualities

Women's "Custom Made" Shoes and Oxfords. Shoemaking of the highest order. The best leathers carefully selected are used in this grade. Every detail is given special attention so necessary in high grade shoemaking. Hyle's Russian calf, Hyle's patent calf, tan and white suedes, black and tan vici kid and patent kid, \$1.00 saved on every pair. Boots \$4.00 at 5. Oxfords \$4.00



"Vassar" Oxfords and Shoes, "Gibson Ties," "Court Ties" and "Wide Ribbon Bluchers," fine patent oxford, tan and black vici kid, Russian calf, gun metal and patent kid; all the new leathers found only in the much higher priced footwear, with light hand-turned soles to the heavy street shoe. A multitude of new, nobly shapes and patterns that will please the most exacting from point of style, service, and fitting qualities. \$3.00
Sharood's Sample Shoes at About Half Price
Men's \$5.00 Sample Shoes. Sale price..... **\$2.79**
Men's \$3.50 and \$4.00 Sample Shoes. Sale price..... **\$2.49**
Children's Sample Shoes. Sale price 98c and..... **69c**
Women's "Aristo" \$3.50 Shoes. Sale price..... **\$1.98**
Women's \$3 Sample Shoes. Sale price..... **\$1.59**
Boys' \$2.50 Sample Shoes. Sale price..... **\$1.79**
Women's \$2.50 Sample Shoes. Sale price..... **\$1.29**
Women's \$2.00 Sample Shoes. Sale price..... **98c**
Women's \$3.50 Sample Oxfords. Sale price..... **\$1.98**

Free Shoe Laces—"Kelly's" patent tip, the kind that doesn't come off, to every man or woman visiting our shoe department Monday.

May Paint Sale Monday

This is the time for painting, decorating and retouching the home. We handle the largest and best line of Paints, Enamels, Varnishes and Brushes at the lowest possible prices. Below you will find a few specials in this line:
Golden Rule Ready-Mixed House Paint; every gallon guaranteed. Special Monday..... **89c**
Floor Paint same price.
Star Enamels, 1/4 pint, 12c; 1/2 pint, 20c; pint, 35c.
Sapolin Varnish Stains, 1/4 pint, 15c; pint cans, 25c; quart cans, 40c.
Porch and Lawn Furniture
Reed seat and back Porch Rockers, with arms; red or green painted; regular price, \$2.35. **\$1.85**
Monday only.....
Others at \$3.00, \$3.25 and up to \$5. 3 1/2 foot Lawn Settees, nicely varnished, only 69c; red or green painted, 85c.
Bentwood Porch Settees, red or green painted: 4 ft., \$2.60; 5 ft., \$2.95; 6 ft., \$3.25.

Wash Goods Second Week of Our Wash Goods Great Extra Special Sale of

Monday in our Robert street center aisle the greatest lot of fine wash goods, at values up to 39c, will be on sale at a tremendous price reduction. Two prices only, 9c and 12 1/2c a yard.
Tomorrow's Great Special in Our Robert Street Center Aisle—12 1/2c fancy Sateens, 18c fancy Lawns, 25c fancy Oxfords, 15c Danish Cloths, 18c fancy Madras, Printed Foulards, plain and fancy wash materials in all the new styles including about 50 pieces printed voiles in light ground, large floral designs. All on bargain tables in our Robert street aisle..... **9c**
In addition to this extra sale in our Robert street center aisle we will sell staple fabrics as mentioned:
EXTRA—Cashmere Finish Black Sateen, used for a great many different purposes. You save four and one-half cents a yard. Tomorrow, 10-yard limit, only..... **8c**
100 Pieces New Toile du Nord Gingham—Needless to say that they are the best gingham in the market. All the new styles, fancies and plain. Always and everywhere 12 1/2c. Tomorrow..... **10c**
Regular 25c Shirting Madras, all styles—The best fabric for shirts or waists. It's the prettiest and most durable in existence. All you want at this sale..... **15c**
50 Pieces 30-inch Plain Dress Lawns—A complete line of new shades, also black; every yard warranted fast color. Our regular price, 12 1/2c a yard. Tomorrow, a yard..... **8c**

SPECIAL SPRING DRESS GOODS SALE TOMORROW

Mohair Shirtwaist Suitings—The new fancy fabrics, also cream white; regular price, 99c. Tomorrow..... **39c**
Fine Imported Sicilians in all the latest designs and colorings; full 46 in. wide; sold regular..... **\$1.19**
Black French Voiles—A very fine quality, 54 inches wide; regular price \$1.50 per yard. Tomorrow's price..... **\$1.25**

Woman's Fashionable Spring Attire AS NOWHERE ELSE

Every eligible style tendency finds adequate expression in the Wraps, Suits, Costumes, Jackets, Skirts, Waists now ready for your inspection in our famous women's apparel sections.

Charming New Silk Shirtwaist Suits at \$10.00, \$16.50, \$25.00
Select one of these and you can pride yourself on being attired in strict accordance with fashion's dictates; the materials are silk taffeta and chiffon taffeta in the newest shades of green, gray, blue, brown, blacks, also stripes; the waists are beautifully tucked, plaited or shirred, while the skirts come in the newest effects to correspond. Everything about these stylish silk dresses will delight you.
Tailored Suit Elegance at \$22.50, \$25.00, \$32.50, \$35.00
Pay your dressmaker twice or three times the price we ask, if you will, but you cannot improve on the fit and style of these garments. They are models of high art, most skillful tailoring, made of fine serges, panamas, shepherd checks, voiles, mohairs, chiffon, taffeta silk; in charming new bolero, eton, blouse, long or short mannish coat styles; all skirts in new plaited founce, high kilt and umbrella shapes.
Black Voile Skirt, made over taffeta silk drop, round length, at \$10.00
Every new model of the season is represented, while the materials comprise chevils, mixtures, French voiles, panamas, mohair, sicilians; some are plaited, others side kilted, still others self gored or hip strapped; the color assortments all the new shades of the season.



Mid-Summer Millinery

Shirtwaist Hats
They come in the new Florentine straw, Batavia cloth, chip Milan, Jap and Tuscan brands, new casino and pavilion salons. High backs and the popular Napoleons for the Miss. Trimmed with wings, quills, straw pompons, fancy feathers, at popular prices.
Polo Hats Large and small the high and medium shapes, the new high side trim, straw and hair braid velvet, wings, feathers; straw pompons, aigrettes and flowers combined. Correct for street or dress wear. **\$2.49, \$3.49, \$4.98, \$7.49**
French Chip Hats
Now in demand—All the new shapes including the new popular Napoleons. any color. We bought them early, in case lots, at low prices; now selling elsewhere for \$2.49. Our price..... **\$1.49**



The New and Latest Trimmings

black, white and colors; light blue and colored wings; black, white and fancy quills; straw pompons and military aigrettes.

Linens and White Goods

Red Border Huck Towels, size 19x40 inches, soft finished towels, worth 12 1/2c each. Special..... **7c**
Remnants Irish Linen, 36 and 45 inches wide, worth to \$1.00 yard. Special, yard..... **29c**
62, 66 and 70 inch Half Bleached and Silver Bleached Table Damask. Special..... **65c**
Hemstitched All-linen Tablecloths, strictly all linen..... **\$1.50**
36 inch Pure Linen Irish Lawn, in plain white only..... **23c**
40c, per yard.....
Bedspreads—2 cases full size fringed Bedspreads, with cut-out corners for Iron Beds; worth \$2.00 each. Special..... **\$1.39**
White Goods—
25c White Plique, Special, yd..... **15c**
11c White Duck, Special, yd..... **8c**
35c White Persian Lawn, Special yard..... **25c**
50c White French Lawn, Special, yard..... **39c**
75c White Embroidered Swiss, Special, yard..... **50c**

Domestic Dept.

50 pieces of Double Fold Madras, in neat shirting styles, worth 12 1/2c. Special..... **7c**
50 pieces of Fast Black Sateen, cashmere finish. Special for one day, 12 yard limit, only..... **5c**
100 pieces of 28-inch Double Fold Schoolhouse Plaids, in all the new styles, worth 15c. Special for this sale only..... **10c**

Lining Department

Extra Special—50 pieces of 28-inch Fast Black Moreen, fully mercerized, cheap at 35c. Special for this sale only..... **19c**

Drug Sundries

A fresh shipment of that Capital Castile Soap. The largest bar ever sold in St. Paul at the price. A long 10c bar, special..... **5c**
Grease Proof Gloves; the only glove made that is warranted to stand grease; a new pair given if not satisfactory; usual \$1.50 gloves. Sale price, a pair..... **85c**

Perfect Refrigeration

Bolin Syphon System Refrigerators—Manufactured by the White Enamel Refrigerator Co., the only perfect refrigerator made. See them before you buy. They are the cheapest because they are the best. All sizes from the smallest to a hotel size. We are the only agents for this line in St. Paul. Send for catalogue.



Hardware Department

It is easier to keep the flies out than to drive them out after they once get in. Now is the time to provide the home with screen doors and windows.
Screen Doors
Extra strong, 4 panel door, 1 1/2 inches thick, painted black and covered with best quality wire cloth. Complete with spring hinges, hooks and handle. **85c**
Fancy Doors
Made of strictly clear pine, 1 1/2 inches thick and finished in the natural wood color and covered with black wire; complete with spring hinges, hook and handle, for..... **\$1.00**
Screen Windows
Extension Screens made of hardwood, 24 inches high, and can be adjusted from 24 to 37 inches. Special price..... **20c**
Lawn Mowers
Our "Monarch" Mowers have the best quality steel blades. A 14 inch mower tomorrow..... **\$2.00**
Rubber Hose
"Star" Hose is a good 3-ply hose and warranted for one year, per foot..... **6c**

