GOLDEN RULE
SEVENTH EIGHTH AND ROBERT STREETS

THANKSGIVING LINEN SALE.

All the best makes represented here, hence the best assortment. Our prices during this sale reduced as follows:

John S. Brown & Son's make—30 dozen full size ¾ Napkins, an odd lot but the right quality, regular $12.00 Napkins. Per dozen..... **$6.00**

Broadway Damask Co.'s Fine Table Cloths and Napkins—

$15.00 double satin Damask Cloths, size 2½x3 yards.	**$10.00**
$12.00 double satin Damask Cloths, size 2½x2½ yards..	**$8.00**
$10.00 double satin Damask Cloths, size 2½x2½ yards..	**$6.00**
$8.00 double satin Damask Cloths, size 3 x2 yards..	**$5.00**
$6.00 double satin Damask Cloths, size 2½x2 yards..	**$4.00**
$6.00 fine satin Damask Cloths, size 3 x2 yards.....	**$4.00**
$5.00 fine satin Damask Clothe, size 2½x2 yards.....	**$3.50**
$4.00 fine satin Damask Cloths, size 2½x2 yards.....	**$2.50**

Napkins to match.

150 fine heavy quality full bleached Damask Cloths in assorted patterns, size 2x2½ yards, another odd lot at the right price, reg. $3 quality. Ea. Limit 2 to each purchaser. **$1.69**

J. N. Richardson, Sons & Ouden's make of 72-inch fine bleached satin Damask Table Linen in a variety of new designs, value $1.25 and $150 for **$1.15**
Napkins to match.

Brookfield Linen Co.'s make of 70-inch bleached satin Damask, very fine quality, value $1.35 per yd. Sp'l. **95c**

⅝ Napkins, per dozen..... **$2.00**

¾ Napkins, per dozen..... **$3.00**

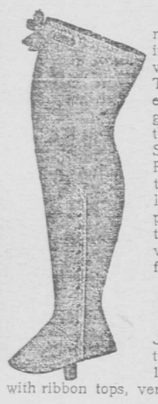
All the best makes of pure linen bleached and cream Table Damask from 60 to 72 inches wide, per yard **75c, 65c, 55c** and..... **45c**

150 dozen 22x22-inch all-linen German Damask Napkins, value $2.00 per dozen. Special..... **$1.19**

100 dozen 17x17-inch half-bleached Napkins, per dozen..... **55c**

Hemstitched Traycloths, Lunchcloths, Centerpieces and **Scarfs,** values up to 75c each. Special, while this lot lasts, each..... **35c**

Shoe Dept.



There must be genuine merit in our Shoe offerings if we may judge by our volume of Shoe sales. That there is needs no emphasis from us. Our goods and prices will do that, and thousands of Shoe buyers all over St. Paul can give evidence of the same fact. We would like thousands of others to prove the economy and test the merits of our Shoe values. Hence these offerings for Monday.

JERSEY LEGGINGS.

Fine, heavy, all-wool Jersey Cloth Leggings, extra long to above the knee, 15-button and 8-button, with ribbon tops, very best quality.

Women's sizes, 3 to 8s, other dealers' $1.25 grade. Our Monday special..... **79c**

Misses' sizes, 11 to 2s, other dealers' $1.00 grade. Our Monday special..... **69c**

Children's sizes, 3 to 10, other dealers' 75c grade. Our Monday special..... **59c**

Children's 3-buckle and 10-button Fauntleroy Leather Leggings, flannel-lined, sizes 3 to 10 years, at..... **98c**

Women's High Button Overshoes, fine Jersey tops, opera toe, a special lot of 600 pairs of American Rubber Company's first quality, sizes 2½ to 7, worth $1.75. Monday special at..... **$1.09**

We can save you money on new, up-to-date, reliable Rubber Footwear.

Home Beautifiers.

Many homes in St. Paul will take on a new air because of this Great Sale of Home Decorations. For Monday we offer nothing but bargains:

Simpson's Art Tickings and Roumania cloth, full 36-inch widths, 50 new designs and color effects to select from, suitable for Bed Sets, Draperies, Dress Boxes, Cushion and Furniture Covering. Others ask 25c and 30c for these goods. Our special price, for one day's sale, yard, only..... **14c**

42-inch Striped Curtain Swiss; splendid 12½c quality. Sale price, yard..... **7½c**

Ingrain Art Squares—This is the best all-wool, two-ply, extra super Ingrain Carpet that money can buy. For one day's sale, we price, size 9x9 ft. rug, at per square yard, only..... **52½c**

Duchess Irish Point Curtains—This is the most sightly curtain, combined with service in the market today. For this sale we give you choice of others' $8 and $10 values, at pair, only.... **$6.29**

Brussels Lace Curtains, $6.00 and upwards to $7.50 values, go during this sale, at pair, only..... **$4.89**

300 Wool Smyrna Rugs, size 36x72 inches, 50 patterns and color effects to select from; others' $3.50 rug. Our special price for this sale, each, only..... **$2.49**

Women's Eiderdown Robes.

Special for Monday.

100 Ladies' all-wool Eiderdown Robes, made in the very latest style, with large square collar trimmed with satin ribbon, cuffs trimmed the same, neck finished with bow of ribbon, 2 sets of olives and loops down front, large cord and tassel at waist. All robes with finished seams, colors Red, Blue, Pink and Grey. Cannot be equaled in the Twin Cities for less than $4.25. Special for Monday, only..... **$2.98**

BOOKS.

Holiday Gift Books—In unique presentation bindings; Dresden finish, gilt tops, stamped in silver, and silk ribbon book marker, "16 mo. size." The best line of books ever sold for the price, comprising about 100 of the world's greatest classics.... **23c**

Fireside Series for Boys.

Comprising 75 titles by such authors as Henty, Mayne Reid, Baker, Horatio Alger, Oliver Optic, etc. Bound in best quality of cloth, stamped on the back and side in ink from a unique and attractive die, and printed on an extra quality of paper from new plates. Our price, per copy. **25c**

Fountain Pens.

The Golden Rule Pen is 14-K gold pen, fine, medium or stub points, latest and best feed, warranted to give satisfaction or money refunded. sold at jewelers at $1.50, our price Monday only, each,..... **75c**

Pound Papers—kid finish paper, about 85 sheets to a pound, ruled or plain, this is good value at 25c a pound. Our price Monday, per pound **15c**

Envelopes 25 in a package only **7c**

See our samples of Tally Cards, various grades, latest novelties, all at very low prices.

Music Dept.

This department is stocked with all the popular and up-to-date music now in demand. All 50c copies, any piece in our large stock, only..... **19c**

Besides the above offer we have selected the following items for Monday's sales:

Across the Continent, March and Two-step. (Latest)..... I Ain't A-goin' to Weep No More. (By Von Tilzer)..... Give Us Just Another Lincoln. (By Paul Dresser).....	Per Copy, **17c**
My Black Sapho..... The Blue and the Gray..... Trust Him Not, the Fortune Teller Said.. Pliny, Come Kiss Your Baby.....	Per Copy, **15c**
Foolish Williams, Two-step..... Impecunious Davis..... She's Queen, Waltz Song..... My Rainbow Coon.....	Per Copy, **10c**

Housefurnishing Department.

The careful and economical Housekeeper who long ago found it advantageous and profitable to make regular visits to this store will be given an unusually good opportunity to replenish her stock of utensils at this sale arranged for tomorrow. Each and every item is a splendid value, and those who come will be well repaid by a visit to this department.

GRANITE COFFEE POTS.

Size No. 5....	**19c**
" " 15....	**21c**
" " 25....	**23c**
" " 35....	**25c**
" " 45....	**29c**
" " 55....	**35c**

GRANITE TEA KETTLE.

Size No. 7	**42c**
" " 8	**49c**
" " 9	**58c**

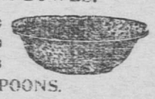
GRANITE PRESERVE KETTLES.

Size No. 18	**14c**
" " 20	**16c**
" " 22	**18c**
" " 24	**21c**
" " 28	**28c**
Size No. 30.....	**32c**
" " 32.....	**37c**

GRANITE RICE BOILERS.

Size No. 16.....	**35c**
" " 18.....	**45c**
" " 22.....	**55c**

GRANITE WASH BOWLS.



Small size.....	**12c**
Medium size.....	**15c**
Large size.....	**19c**

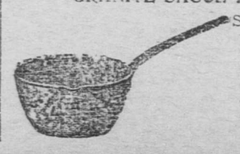
GRANITE SPOONS.

12-inch	**4c**
14-inch	**5c**

GRANITE FRY PANS.

Small size.....	**15c**
Medium size.....	**19c**
Large size.....	**23c**

GRANITE SAUCE PANS.



Size No. 16.	**12c**
" " 18.	**14c**
" " 20.	**16c**
" " 22.	**18c**
" " 24.	**21c**
" " 26.	**25c**
" " 28.	**28c**
" " 30.	**32c**

OPENING OF HOLIDAY GOODS!

The departments combined under this heading embrace Toys, Dolls, Jewelry, Stationery, Leather Goods and Needle Art sections. We desire to say that we are three weeks earlier than last season with Holiday Novelties. Many people are inclined to buy their Holiday Presents much earlier than formerly. We wish to call mothers' particular attention to our enlarged Toy and Doll Departments this season. Bring the children this week and let them see what Santa Claus has brought. Any of these goods can be bought now and we will hold them subject to delivery when advised. Visit our New Basement Annex.

Important Notice—We shortly will have an outside exit from our Basement to Eighth St.

A Truly Up-to-date Store . .

Progress is our watchword, and we aim to make The Golden Rule the highest type of commercial enterprise. Our building is one of the best retail stores in the country. All trading is done on the main floor and basement, no dangerous elevators. We spared no pains in making it so, arranging for every detail of lighting and ventilation so carefully that every department is bright, airy and wholesome. In addition to the superiority of the surroundings, there is the attraction of our price offers from day to day, giving opportunities for wonderful savings. No room in The Golden Rule for anything but good trustworthy goods. Come on this week and see for yourself, if you have not already proved that fact.

Dress Goods Dept.

Make It Your Business To be on hand here early Monday morning, for such values as here advertised in Colored Dress Goods may never be seen again at these prices. We expect you to appreciate these bargains—make it known to others that this is the way we advertise this department:

Special on Golf Suitings and heavy cloths for unlined Skirts. If you need a Walking Skirt buy it now. Prices for tomorrow:

75c $1.00 $1.25 $1.50 $1.75 UP TO $3.00

Fancy Dress Goods, Qualities to $1.00 a yard. Here is the biggest snap of the season: 52-inch Fancies, pure wool, 40-inch Silk Mixtures, Novelties, Plaids and Suitings in a large range of styles, all colorings. Our regular price 50c, 75c and $1.00 a yard. On sale Monday, all at, per yard..... **25c**

Storm Serge—Heavy, all-wool, full line of colors, cheap at 50c. Tomorrow, special..... **37½c**

Wool Plaids—big line of heavy Skirting Plaids, 52 in., finest Camel's hair wool. Tomorrow, special. **39c**

Brilliantines—Popular for Shirt Waists, 39c quality. Tomorrow, special..... **19c**

Henriettas—All wool, our regular 50c quality, light and dark colors. Tomorrow, special..... **33c**

Homespuns — Heavy all-wool, none better at 50c a yard, mixed colors. Tomorrow, special.... **35c**

25c Plaids—A large line of pretty styles for Children's wear. Tomorrow, special..... **12½c**

Ladies' Cloths—Best 36-inch cloth in the market, all colors and black. Tomorrow, special..... **29c**

Albatross—Washable, are pure wool, the 50c and 59c qualities in all colors, go on sale tomorrow, sp'l. **35c**

25c Black Fancies—36 to 40 inches wide, in a large line of patterns. Tomorrow, special..... **12½c**

Sponged Cheviot—all wool, 44 in., all shades, our low-price 59c a yard. Tomorrow, special.. **40c**

French Serges — Our regular price 50c, full line of colors and strictly pure, all wool, Tomorrow, sp'l **39c**

All-wool Fancies—40-in. heavy cloths, excellent for children's school dresses. Tomorrow, special.... **19c**

EXTRA Only 100 pieces, not enough to last all day—but as long as they last—best double width Schoolhouse Suitings and Plaids, retailed all over town at 12½c—cheaper than calico tomorrow—special, per yard..... **7½c**

BLACK DRESS GOODS.

MONDAY SPECIALS.

Finest French Broadcloths—Monday we will place on sale our best Imported Broadcloth, our regular $3.00 number. This quality is sold in the Twin Cities anywhere from $3.50 to $4.00 a yard. Has a beautiful finish and made from finest imported yarns. Monday, 1 day, yd. **$2.25**

Imported Cheviots—56 inches wide, extra fine quality, the regular $2.00 a yard quality. Monday, per yard..... **$1.35**

ALL HIGH-CLASS FABRICS.

Tailor-Weight Prunellas—54 inches wide, very highly finished, a cloth that has no equal for service, does not require sponging. Regular $2.50 value, Monday, per yard..... **$1.75**

Best Kersey Cloth—58 inches wide, adapted for capes, jackets or skirts without lining; it's the very same quality as you see in the finest made up garments. Our special price Monday..... **$2.25**

Extra Specials for Monday Only:

44-inch all-wool Cheviots, sponged and shrunk. Worth 60c.	Storm Serge, the 65c quality. Monday,	Fine French Serge, always 35c; all wool. Monday,	Satin Stripe Batistes, for Shirt Waists, $1 quality. Monday,
39c	**50c**	**25c**	**50c**

Grand Values in the Cloak Room.

New garments continue to arrive every day. New Jackets, Box Coats and Long Garments.

OUR GREAT SPECIAL JACKETS.

Another big lot of our matchless Jacket leaders on tables at **$5, $7.50, $10,** **$12.50**

Ever so many different styles—all the popular materials—colors and black. Take one for comparison. If it isn't the best value in the Northwest bring it back.

SKIRTS.

Six new lines of Walking Skirts in the heavy, dependable materials that will not shrink or get out of shape—perfect fitting and correctly tailored at **$5, $6.75** and **$7.50**

FLANNEL WAISTS.

We have a pleasing array of the newest Flannel Waists from the best designers in New York—all reasonably priced.

On tables we have five special lots at **98c, $1.25, $1.49, $1.75** and **$1.98**

In the better grades we have hundreds to select from at **$2.25, $2.50, $2.75, $3.00** and up to..... **$6.75**

A Great Cut in Black Silks.

Black Silks must be dependable to insure satisfactory wear. In buying them at this store you may be sure of getting a reliable quality and a stylish fabric. Only goods of known merit and worth are represented here. If you are in the least interested in Black Silks for Holiday Gifts, now is your time to buy them and save money. Below are a few of the many lines we will sell Monday at bargain prices:

59c Black Taffeta, 50c Black India, 50c Black Silk Serge, all at, per yard..... **35c**

75c Black Peau de Soie, 75c Black Taffeta, 75c Black Satin, 75c Black Armure, all at, per yard..... **59c**

85c Black Peau de Soie, 85c Black Taffeta, 85c Black Satin, $1.00 Black Crepe, all at, per yard..... **69c**

$1.18 Black Taffeta, 27-in., $1.10 Black Taffeta (guaranteed), $1.25 Black Satin Duchesse, $1.25 Black Fancy Stripe, all at, per yard..... **89c**

Silk Velvets at Great Reductions for Monday Only.

Black Silk Velvet for millinery and trimming; other stores' price $1.00. Our price Monday, yard **69c**

Black Silk Velvet for waists and coats; other stores' price $1.50. Our price Monday, yard..... **98c**

Colored Silk Velvets, all the leading shades; other stores ask $1.25 for this quality. Our price Monday, yard.... **75c**

Colored Silk Velvet, all colors, including evening shades; this quality is worth $2 yd. Monday, yd. **$1.18**

Notice to Country People Our Mail Order Department is a special feature of our great and growing business. We give our out-of-town patrons the same care and attention as though present in person. A prompt and intelligent reply is sent to all letters of inquiry, and all orders we are favored with are carefully filled according to instructions received.

GOLDEN RULE
SEVENTH EIGHTH AND ROBERT STREETS

BLANKET BUYERS HERE'S SOME BARGAINS.

It's a chance for you to save considerable money; because these Blankets were bought at the old prices of wool and we give you the benefit. In some cases the present wholesale market price is more than the retail price we ask you today.

50 pairs of Sanitary gray wool Blankets in fancy colored borders, size 64x78 cheap at $3.25. Sp'l **$2.49**

One case of all-wool Sanitary gray Blankets, full 11-4, will weigh 5 pounds, cheap at $3.85. Special.... **$3.10**

50 pairs of pure white California wool Blankets, full 11-4, with handsome borders in pink, blue, yellow and red, good value at $6.50. Special **$4.85**

2 cases of very fine all-woot Blankets in tan and Sanitary gray, full 11-4, with pretty borders, worth $5.95. Special ... **$4.50**

50 pairs of 11-4 all-wool fancy checked Blankets, will weigh 5 lbs., sold in town at $5. Special **$3.49**

200 pairs of wool-finished cotton Blankets in tan, white and gray, worth 65c. Special **45c**
3 pairs to each buyer.

200 pairs of full 11-4 wool-finished cotton Blankets in tan, white and gray, sold everywhere at 85c. Special. **69c**

50 pairs of 11-4 gray wool-finished cotton Blankets, will weigh 4 pounds, good value at $1.65. Special **$1.29**

50 pairs of 11-4 extra heavy wool-finished white cotton Blankets, good value at $1.65. Special..... **$1.25**

200 extra large fancy Comforters, covered with the best material, full bed size 72x78, a big bargain at $1.85. Special..... **$1.49**

50 extra large Comforters, covered with the best sateen, both sides, size 74x78, large assortment to choose from, worth $3.00. Special..... **$2.19**

200 extra fine Comforters, covered with fine cold colored French sateen, were made to sell for $3.50. Special for Monday only..... **$2.25**

50 extra fine silkoline Comforters, handmade, large assortment of patterns, worth $1.65. Special. **$1.35**

25 very fine Elderdown Quilts, covered with imported French sateen, handsome patterns, worth $7.00. Special..... **$4.49**

Domestic Specials.

2 cases of cream white Shaker Flannel, worth 7c. Special..... **4½c**
Limited.

50 pieces of fancy striped guinea-hen Flannel, suitable for children's underwear and skirts, worth 12½c. Special..... **7½c**

50 pieces of extra heavy unbleached Canton Flannel, good value at 10c. Special for Monday only..... **7½c**

25 pieces of cream white wool Baby Flannel. Special..... **22c**

We are showing the largest and most complete line of Horse Blankets, both for street and stable wear. Get our prices before buying, we can save you money.

Lining Dept.

These are some special prices we have fixed for Saturday. They appeal more particularly to our lady friends, who will be out in full force to take advantage of their values.

50 pieces of 26-in. fancy Mercerized Moreen for ladies' underskirts, 20 different styles to choose from, worth regular 75c. Special for Monday only..... **25c**

Real French haircloth in black and gray, thoroughly shrunk, ready for use, none better at any price, regular 25c quality. Special for Monday only..... **12½c**

50 pieces of 36-in. fast black percaline moire finish, worth 15c. Special **9c**

2 cases of 36-in. silk finished taffeta fast black only, good value at 15c. Special..... **10c**

50 pieces of 36-in. Silesia staple shades only, no better grade in the market at any price. Special **12½c**

Edwards' best lining Cambric, black and all colors, sold everywhere at 5c, quantity limited. Special..... **3c**

Men's Underwear.

The changing time is at hand. We're ready with the best qualities, best assortments and best values in Men's Winter Underwear. We quote three items of interest for tomorrow:

At 50c — 500 dozen lambs' wool fleece lined shirts and drawers, fine gauge, best possible finish; not the ordinary sort you see about town at this price but a strictly first-class garment; others would say they are worth from 75c to $1.00. We say they are absolutely the best garment ever offered at **50c**
(Robert street window display.)

See them and you will agree with us.

At 85c—100 dozen Dr. Wright hygienic fleece underwear—the original health underwear—sold the country over at $1.00 a garment; our special offering, only **85c**

At $1.50—24 dozen extra fine high-grade flesh color silkoline, body-fitting, ribbed Underwear, best possible finish, absolutely non-shrinkable and non-irritable; cannot be equaled for less than $2.00; our special offering, only... **$1.50**

Kodaks, Cameras and Supplies.

BASEMENT.

It is not the Amount of Money you spend.
It is the Value you receive in return.
Nail these Money Saving Prices for Monday.

The old reliable Gem Camera stands today without any superior. For a $5 camera it can't be beat. Over 20,000 in use in the State of Minnesota. Takes good clear pictures. Every one warranted. Complete with one plate holder. Monday **$1.98**

Folding Tripods, regular $1.00 kind.... **39c**

Complete Printing and Developing Outfit, everything you need to work with. Regular $1.50 kind **98c**

Eastman Dry Plates, 4x5 size, 35c; 5x7.. **59c**

Fancy Beveled Edge Card Mounts, 4x5, per hundred..... **59c**

Poco Plate Holders, 4x5..... **48c**

Largest up-to-date stock of Kodak Albums in the city.

Send us your mail order.

Infants' Wear Dept.

We are showing the largest assortment of Infants' and Children's cloaks ever shown in the Twin Cities. No end of styles to select from, everything new and stylish can be found in this department. Note carefully the following prices: 100 children's eiderdown cloaks trimmed with Angora fur, lined throughout, sizes for children 1 to 5 years of age, worth $1.25. Special, for Monday only... **79c**

100 Children's Eiderdown Cloaks, very stylishly cut with large round collar trimmed with broadcloth edged with white lambs' wool fur, all heavily lined, sizes for children 1 to 5 years of age, worth $2.50. Special for Monday only.... **$1.49**

100 Children's Cloaks of heavy all-wool Astrachan cloth, very stylishly cut with large round collar trimmed with fancy braid edged with Thibet Fur, all heavily lined throughout, sizes for children 2 to 6 years, worth $5.00. Our price only. **$3.69**

Drugs and Sundries.

The following items are only a few of many special prices we offer Monday:

$1.00 Ayer's Hair Vigor.....	**64c**
$1.00 Dr. Pierce's Favorite Prescription..	**62c**
25c Chamberlain's Cough Remedy.....	**15c**
$1.00 Rush's Pure Norwegian Cod Liver Oil.....	**35c**
$1.00 McElree's Wine of Cardui.....	**63c**
25c Lincoln Tea.....	**17c**
$1.00 Listerine.....	**59c**
25c Alcock's Porus Plasters.....	**10c**
25c Dr. Rush's White Pine Tar and Honey for Coughs and Colds.....	**15c**
5c box Davis' Menthol Cough Drops, 2 boxes for.....	**5c**
$1.00 Bottle 7 Sutherland Sisters Hair Grower.....	**63c**

FINEST PERFUMES.

Pinaud's Violet Reine, White Rose, Roger & Gallet Vera Violet, Jockey Club, Violet de Parme, Marechal Neil Rose, Lily of the Valley, Guerland's Jickey and Pirer's la Trefle. All at one price, Monday only, per ounce **55c**

25c Packer's Tar Soap, per cake.....	**12c**
10c Soap, Cucumber, Chamois Skin, Craddock's Blue, Cutaneous Violet de Parme and Jap Rose, special per cake	**6c**
25c Espy's Cream.....	**13c**
25c box Palmer's Almond Meal.....	**15c**
10c cans Talcum Powder, 3 cans for....	**10c**
Perfume Bottles, gilt sprinkle tops, special per bottle.....	**19c**

St. Paul's Greatest Crockery Department.

Special Bargains for Monday.

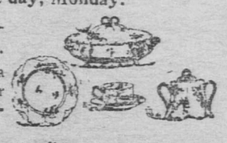
Rich American Cut Glass.

Our stock and display of Cut Glass is the most complete shown in the Twin Cities.

Special Offer for Monday:

20 % Discount off our usual low prices. For one day, Monday.

Special Dinnerware Bargains.



We make a special offer for **One Day, Monday:**

20 % Discount off our entire stock of Open Stock Dinnerware, this means both white and decorated. Make out your list and come early Monday morning.

Welsbach Gas Mantles.

500 good Gas Burners, complete with mantle, white shade and chimney all ready to put up. Monday only, complete,

45c.

No. 2 genuine Welsbach Gas Mantles, each.....	**19c**
No. 197 genuine Welsbach Gas Mantles, each.....	**29c**
Yusea Welsbach Gas Mantles, each.....	**39c**
Celebrated Ripley Gas Mantles, only, each (3 for 25c).....	**10c**
Welsbach Gas Chimneys, only, each	**5c**