

A Sale

that means a material saving on every item of merchandise—a splendid bargain sale of dependable values—don't miss the greatest opportunity of the year.

THE GOLDEN RULE'S

Mail Orders

When unable to attend this great bargain sale write us your wants. All mail orders promptly and carefully attended to. We will give you just as honest values as if you were here in person.

Great January Clearance Sale

This Is Not a Profit Making Sale, but a Genuine Bona Fide Clearance Sale

Of All Winter Lines and All Broken Lines in Whatever Department They Are Found: a Sale in Which You Can Buy High Class Merchandise at Actual Wholesale Cost.

The mere announcement of our January Cleanup Sale is enough to crowd our store every hour from the opening until the closing day. Because times without number we have proven our ability to give genuine seasonable bargains. During the twelve days' sale not only winter goods but every item of merchandise in our mammoth stock will be greatly reduced in price and the saving is well worth your while. Be on hand every day. As fast as one line is sold out others equally as good will be added.

For Two Weeks We Will Sell High Class Merchandise at Great Bargain Prices

The Greatest Economy and Saving Event

The Golden Rule's great clearance sale events are looked forward to by thousands, in fact, the whole of western Montana and beyond. We are justly proud of the esteem and confidence in which our store, our methods and best efforts are held. It is our aim and constant effort to do still greater things to be of service in future. This, our semi-annual clearance sale, is the greatest of all from many viewpoints, and by visiting our store during the next 12 days you will find hundreds of unmatched bargains that do not appear here for want of space. Make it a point to visit our store every day. There will be no let up of out-of-the-ordinary bargains from the first until the last hour of this real bargain sale.

Look for the Yellow Tickets

Look for the yellow tickets and you will find the great January clearance price. Every yard, garment or piece of merchandise will be marked in plain figures on yellow tickets. The store has been rearranged for convenience and fast selling. You will be accorded the same courteous treatment if you are inspecting or purchasing. Extra experienced sales people have been added to our regular force, so all may be waited on promptly. Our doors will be opened at 9 o'clock sharp, Saturday morning, January 9. Don't forget the date, the hours or the place. Look for the yellow tickets—they denote a saving of one-fourth to one-half on your purchases.

In the Men's Section



Kuppenheimer's hand-tailored suits, overcoats and raincoats, all winter underwear, shirts, odd pants, fancy vests, night robes, sweaters, warm-lined gloves and mittens, ties, hats, caps, suspenders and trunks. You will find the lowest prices ever quoted on men's and boys' needs of this character.

Kuppenheimer's Clearance Price on Men's Underwear

Your pick of any \$30 and \$35 tailored suit in the house **\$19.48**
Your pick of any \$25 and \$27.50 hand-tailored suit in the house **\$14.75**
Your pick of any \$12.50, \$15 and \$16.50 suit at **\$7.48**
Your pick of any \$25 and \$27.50 overcoat in the house **\$14.75**
Men's \$19 and \$21.50 overcoats go at **\$9.98**
Men's \$8 and \$9.50 overcoats go at **\$4.98**

Boys' Suits and Overcoats

Boys' \$3 coat and pant suits, **\$1.98**
Boys' \$4 coat and pant suits, **\$2.48**
Boys' \$5.50 coat and pant suits, **\$3.48**
Boys' \$5.50 overcoats **\$2.48**
Boys' \$7c wool knee pants, **48c**

Men's and Boys' Sweaters

75c heavy weight fancy knit sweaters **48c**
1.25 and 1.50 sweaters **88c**
\$3.50 and \$3.75 heavy weight, all wool sweater **\$2.38**

Men's Handkerchiefs

Men's 10c hemstitched handkerchiefs **5c**
Men's 15c hemstitched handkerchiefs **9c**
Men's 23c pure linen handkerchiefs **18c**

Gloves, Suspenders

Men's 10c heavy canvas gloves **5c**
Men's \$1.25 calf and horsehide gloves **75c**
Men's President suspenders **35c**
Men's 35c heavy web suspenders **19c**
Men's 75c heavy weight or fancy suspenders **43c**
Boys' 10c suspenders **5c**

Ties in All Styles

25c bow ties **15c**
25c ties, all styles **19c**
50c ties, all styles **39c**

Men's Sox

Men's 20c wool sox **12c**
Men's 35c wool sox **23c**
Men's 50c wool sox **39c**
Men's 75c wool sox **48c**

25 Per Cent Discount on All Suit Cases and Trunks

Men's Negligee and Golf Shirts

Men's 75c heavy work shirts, stitched and military fronts **50c**
Men's \$1.25 negligee and golf shirts **79c**
Men's \$1.50 and \$1.65 negligee and golf shirts **\$1.23**
Men's \$1.75 and \$2.00 negligee and golf shirts **\$1.48**
Men's \$2.25 5-ounce, California flannel shirts **\$1.48**
Men's night robes, 75c value at 48c; \$1.00 value, 75c; \$1.25 value, 98c; \$2.00 value, \$1.23; \$2.50 value at **\$1.48**
\$6.50 bath or lounging robes, **\$3.98**

Men's Negligee and Golf Shirts

Men's 75c heavy work shirts, stitched and military fronts **50c**
Men's \$1.25 negligee and golf shirts **79c**
Men's \$1.50 and \$1.65 negligee and golf shirts **\$1.23**
Men's \$1.75 and \$2.00 negligee and golf shirts **\$1.48**
Men's \$2.25 5-ounce, California flannel shirts **\$1.48**
Men's night robes, 75c value at 48c; \$1.00 value, 75c; \$1.25 value, 98c; \$2.00 value, \$1.23; \$2.50 value at **\$1.48**
\$6.50 bath or lounging robes, **\$3.98**

In the Women's Ready-to-Wear Section

Despite the immense business and record-breaking sales in the women's ready-to-wear department, throughout the entire season, there still remains hundreds of unequalled bargains in every line pertaining to women's and children's needs, marked down regardless of former selling price—price marked in plain figures—that will move every garment before the final day of this great January clearance sale.

Tailored Suits

Perfect tailored models, all this season's popular styles; worth \$18, \$22.50, \$25 and up; clearance price

One-Half Wooltex Hand Tailored Coats

Made from pure wool fabric; all desirable styles; wide range of prices, \$15, \$17.50, \$20.25 and up; all go at

Half Price Tailored Skirts

Serges, Panamas, Voiles; \$8 skirts during this sale **\$4.48**
All Others in Proportion.

Furs

All this season's stock; all high class; any fur in the house at

Half Price

Fancy Waists

Dainty conceits in women's fine waists, made of silk net and fine wool materials; also a good showing of the less expensive sorts; pick out the waist you want and deduct one-third off their real value.

Petticoats

Made from dependable satens, heather-loom and taffeta silk; plain black and colors; excellent styles; saten petticoats worth \$1.50; clearance prices **98c**
All Others in Proportion.

Kimonos

Made of silk and flannels; all go during this clearance sale, less one-third.

Wrappers

All sizes and weights; all good styles; clearance price, less one-third.

Corsets

All go at reduced price. 98c Golden Rule special corset; clearance sale price **59c**



Millinery

Elegant pattern hats worth \$5, \$7.50, \$10, \$12.50, \$15 and \$18; clearance sale, just

Half Price

Sale Begins Saturday, Jan. 9, and Closes Saturday, Jan. 23

Dress Goods & Silks

All the newest and most popular weaves and weights; not a single piece of this great stock of dress goods held in reserve; all go at remarkably low clearance prices—prices that will appeal to all as wonderful values; one lot of wool dress goods in checks and plains, regular 58c and 75c values; to close, at, yard **33c**
\$1.00 dress goods **67c**
\$1.25 dress goods **93c**
\$1.50 dress goods **\$1.13**
\$1.75 dress goods **\$1.25**
\$2.00 and \$2.25 dress goods, including fine imported chiffon broadcloth at **\$1.39**
\$1.39 yard wide black taffeta **\$1**
\$1.43 21-inch black taffeta **\$1.00**
\$1.65 yard wide black taffeta, **\$1.19**
\$1.75 yard wide black taffeta, **\$1.29**
\$2.00 yard wide black taffeta, **\$1.47**
90c and \$1.00 colored taffeta; all 20 inches wide **63c**

French Flannel Waistings

Pure wool imported French flannel waistings in broad range of designs, also popular for dressing sacques and kimonos, all must be sold; 75c, 85c and \$1 waistings, go at a yard, **30c**

Wool Challies

49c fine dainty pattern wool challies in embroidered pattern, and satin stripe effects; a strictly fast color fabric marked down to, yard, **37c**

Costume Corduroys

The popular 27-inch women's costume and boys' suit and overcoat corduroys; narrow or wide cord; nearly all colors; former prices 90c and \$1.00; clearance price, at, yard **67c**

1/2 Price on Notions

10c card hat pins **5c**
10c curling irons **5c**
3c cotton tape **1c**
7c toilet soap, each **3c**
3c tooth brushes **9c**
7c finishing braid **3c**
3c hooks and eyes **1c**
12 1/2c shelf cloth **8c**
3c cube toilet pine **3c**
3c paper pins **1c**
5c all size safety pins **2c**
5c dozen pearl buttons **2c**
10c roll toilet paper, 4 for **25c**
Carter's 10c black ink **4c**
15c metal back combs **9c**
Carter's 10c mullage **4c**
10c cube toilet pins **7c**
10c mending tissue **5c**

Winter Underwear

For Women, Misses and Children
For the next two weeks we will sell women's, misses' and children's warm underwear at wholesale prices; this department has experienced a phenomenal year and in consequence there are many broken lines both in fine cotton and pure, soft, wool; while in other lines the run of sizes are complete. By all means visit this section and see for yourself.

Hose

Two cases misses and children's fast black ribbed hose, worth 15c, **9c**
One case women's fast black hose, worth 15c, for **9c**
One case women's fine gauge fast black hose worth 25c, for **18c**

Shoes for All

Marvelous values—All Leathers—All Styles—A Great Assortment of the best Shoes and the best Wearing and Most Dressy Shoes Made.
Lot No. 1—Men's \$4.00 vel kid, welt, dress shoe **\$2.65**
Lot No. 2—Men's \$3.50 congress, all leathers; good shoe **\$2.45**
Lot No. 3—Women's \$4 fine vel kid, French heel, hand-turned **\$2.15**
Lot No. 4—Women's all leather dress shoes, newest styles **\$2.23**
Lot No. 5—Boys' solid built, calf shoes, sizes 2 to 5 1/2 **\$1.35**
Lot No. 6—Misses' kid and calf stock shoes, in button or lace, sizes 11 to 2, now at **\$1.29**

Lace Curtains at Clearance Prices

\$1.25 pair lace curtains for **89c**
\$1.50 pair lace curtains for **\$1.19**
\$2.00 pair lace curtains for **\$1.52**
\$2.50 pair lace curtains for **\$1.89**
\$3.00 pair lace curtains for **\$2.19**
\$3.50 pair lace curtains for **\$2.69**
\$4.00 pair lace curtains for **\$3.13**
\$5.00 pair lace curtains for **\$3.69**

Tapestry Portieres at Clearance Prices

\$3.00 pair tapestry portieres, **\$2.33**
\$3.50 pair tapestry portieres, **\$2.95**
\$4.00 pair tapestry portieres, **\$3.48**
\$4.50 pair tapestry portieres, **\$3.73**
\$5.00 pair tapestry portieres, **\$4.19**
\$5.50 pair tapestry portieres, **\$4.65**
\$6.00 pair tapestry portieres, **\$5.11**
\$6.50 pair tapestry portieres, **\$5.57**

Couch Covers at Clearance Prices

\$2.50 couch covers **\$1.95**
\$3.00 couch covers **\$2.33**
\$3.75 couch covers **\$2.93**
\$4.25 couch covers **\$3.19**
\$5.00 couch covers **\$3.93**
\$6.00 couch covers **\$4.73**
\$6.75 couch covers **\$5.23**
\$7.50 couch covers **\$5.73**

Inaion Blankets

Including 50 of the famous Pendleton, Oregon, Mills make, the Finest Wool and best Blanket to be found anywhere—Your Pick of the Assortment at just

One-Half Sheets and Pillow Cases

Made from Standard Muslins
Twenty-five dozen pillow cases, worth 15c, at each **10c**
Twenty-five dozen pillow cases, worth 18c, at each **13c**
Twenty-five dozen pillow cases, worth 25c, at each **19c**
Twenty-five dozen pillow cases, worth 29c, at each **22c**
Twenty-three dozen sheets, size 72x90, worth 68c, for **50c**
Twenty-five dozen sheets, size 81x90, worth 89c, for **63c**
Thirty dozen sheets, size 81x90, worth \$1.00, for **79c**
Twenty-five dozen sheets, size 81x90, worth \$1.25, for **92c**

Table Linen and Sets

Because of the pure fabric Scotch linen handled, our table linen section has become the most popular in Missoula. Scotch linens are pure flax; are close woven and are widely known for their beautiful pattern; our 72-inch patterns are without a superior; clearance sale price prevails for two weeks; \$1.00 linens reduced to **79c**; \$1.25 linens at **98c**; \$1.50 linens, **\$1.19**.

Dress Gingham

Fine quality absolutely fast color dress gingham, neat stripe, check and plaid styles; worth 17 1/2c; sale price **11c**

Ginghams

Amoskear, best gingham, made, all colors and check, yd **9c**

Best Standard Calicoes

ALL COLORS, 4c
No phone orders taken. None sold to dealers at this price.

Outing Flannel

15c quality outing flannels, in stripe and check, during this clearance sale, yard **9c**

Bleached Muslin

15c bleached muslin, none better, at a yard **10c**
15c Cambric **10c**
35c yard wide house lining **4c**
29c bleached sheeting **29c**

Jowling

5000 yards 18-inch unbleached pure linen crash worth 15c, sal. price, **9c**
1800 yards 18-inch fine bleached linen toweling, worth 19c, at yd., **11c**

Silkolines

3000 yards fast color, fancy pattern and plain silkolines, full yard wide; sell the world over at 15c; our clearance price, yard **10c**

Cotton Batts

10c batts **7c**
15c batts **11c**
20c batts **15c**
25c batts **18c**
30c batts **23c**
\$1.25 batts **97c**

Bedding, Comforters and Blankets

\$1.50 and \$1.65 comforters reduced to **\$1.19**
\$1.75 and \$1.90 comforters reduced to **\$1.39**
\$2.00 and \$2.25 comforters reduced to **\$1.58**
\$2.50 and \$2.69 comforters reduced to **\$1.89**
\$2.75 and \$2.90 comforters reduced to **\$2.19**
\$3.00 comforters reduced to **\$2.33**
\$3.50 comforters reduced to **\$2.69**
\$1.50 bedspreads reduced to **95c**
\$2.00 bedspreads reduced to **\$1.69**
\$2.50 bedspreads **\$1.69**
\$3.00 bedspreads **\$2.19**
85c cotton blankets **58c**
\$1.25 cotton blankets **89c**
\$1.50 cotton blankets **\$1.19**
\$5.00 gray wool blankets **\$3.35**
\$1.00 feather pillows **69c**
\$2.00 feather pillows **\$1.48**

Bath Towels

AT BARGAIN PRICES.
15c bleached bath towels go at **10c**
19c bleached bath towels go at **12c**
25c bleached bath towels go at **17c**
32c bleached bath towels go at **22c**

Linen Huck Towels

Full Bleached
15c linen huck towels reduced to **10c**
25c linen huck towels reduced to **18c**
35c linen huck towels reduced to **25c**
48c linen huck towels reduced to **37c**

Table Oil Cloth

Best grade 5-4 oilcloth, plain white, marble and fancy patterns; worth 25c, clearance price **15c**

Window Shades

All full 36c inches wide; come in 6 and 7-foot length; all staple colors.
35c opaque window shades for **27c**
50c opaque window shades for **39c**
60c opaque window shades for **45c**
75c opaque window shades for **75c**
\$1.00 opaque window shades for **73c**
Brass extension sash curtain rods, worth 10c, for **5c**
Brass extension lace curtain rods, worth 19c, for **10c**
Brass extension lace curtain rods, worth 25c, for **23c**

Items at a Saving In the Basement

7c solid back vegetable brushes, **3c**
15c solid back scrub brush, **8c**
7c heavy tin pie pans, 3 for **10c**
15c enameled dust pans **9c**
23c spring mops **10c**
5 doz. hardwood clothespins **5c**
15c and 20c chair seats, all sizes, each **8c**
39c set glass tumblers **25c**
10c shelf paper **5c**
10c metal rim asbestos mat **5c**
15c sad iron holder **5c**
10c fire shovels **5c**
10c hotcake turner **5c**
10c heavy tin pint measure **5c**
18c egg beater **9c**
15c granite pint cup **8c**
15c pair 5x7 steel shelf brackets, **8c**
10c lamp burner **5c**
10c machine oil **5c**
15c 5-quart milk pans **8c**

Piano Tickets

Given with each 80c purchase from any department. Be sure you get them.

\$450.00
Handsome golden oak Piano given away absolutely FREE Jan. 30