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# The Golden Rule Store

13

Announces to Its Friends Throughout Montana a Celebration of the Store's

## Thirteenth Anniversary

For Five Days. Starting May 25. We Will Celebrate This Event With Value Giving and Gift Giving the Like of Which Missoula Has Never Seen Before

### Golden Rule History

1896-1909

A small one-room store 13 years ago. Today two large store rooms, with reserve basement, and the liveliest retail business in Missoula.

Back 13 years we find the seed—Cash Transactions, buying and selling, fair dealing, always a fixed price, honest methods, a liberal exchange and a money-back system, and beneath it all a Golden Rule desire to do as we would be done by—and today the seed planted 13 years ago has grown and developed into the foundation stones of the Golden Rule Store.

### 85c Table Damask At 49c Yard

A 70-inch, full fibre, Scotch Table Linen, highly finished and made with rich, elaborate designs; a Damask sure to wash well and wear splendidly.

### Linen Crash 7 1-2c Worth 15c

18-inch, pure linen Crash; a very soft crash, free from filling; whatever you may need for this season should be bought here at this special price.

### Joil Du Nord Gingham 10c

This is a gingham that sells the world over for 15c yard. The women folks will appreciate this bargain; a nice assortment of patterns.

### Linen Torchon Lace, 15c Value, 8c

A very superior, all-linen Torchon Lace and insertion to match; 1 to 2 1/2 inches in width; buy as many yards as you like.

### Table Oil Cloth 15c Yard

This is the standard make; our regular 25c yard; in a great variety of patterns. You'll do well to lay in a supply.

### Extra Lace Special 2c

A real linen-finish Torchon Lace with insertion to match; 2 inches in width; a lace that would sell regularly for 5c to 10c yard.

### \$1.38 Taffeta Silk 75c Yard

Extra quality, all-silk Taffeta, made quite heavy and full yard wide; a splendid silk for costumes and waists; nicely finished; sold regularly for \$1.38.

### Women's Handkerchiefs 3c

They are made from fine and sheer materials in pure white of good class and quality; values are as much as 10c.

### Specials

These specials are among the best merchandise offerings we've made in 13 years. Come, help us to celebrate and get a taste of our birthday cake.

It Will Help You to Help Us Celebrate. Come and See

## See Our Mammoth Birthday Cake

It Contains 13 Gold Pieces and 13 Prize Checks

The cake alone is worth seeing. It's a monster—biggest cake ever baked in Montana, as far as we know. It's probably the most valuable cake you have ever looked at. It contains over \$100 in gold and prizes. The cake itself is worth a pretty sum. On Saturday, May 29, we're going to cut this monster cake. A piece of cake will be given to each customer free. Your piece might contain a \$2.50 gold piece or prize check. A sale check to the amount of 50c or over bearing our anniversary stamp entitles you to a piece of our birthday cake.



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### A Money Gift

With Every Suit of Clothes \$10 or Over

To interest men in our birthday celebration we're going to give a cash gift with every suit of clothes. This gift will be in an envelope and may be \$1, \$2, \$3, \$4, \$5, \$6, \$7 or \$13. A quantity of envelopes containing these amounts will be sealed and then mixed up, so we will not know what we're giving nor what you are receiving until the envelope is opened. It can't be less than a dollar and you may get \$13.

### Sale of Ladies' Suits

Our cash gift will apply on ladies' suits the same as on men's. Read it over carefully and come prepared to buy. A sale that will make its strongest appeal to the discerning ones. The women who know will patronize this sale most liberally. You might be lucky and draw \$13. Any suit above \$15 entitles you to a cash gift.



### Today

We hope the trading public has not been disappointed in our endeavor to give you a strictly modern trading place. Our sole aim has been to make this store strictly modern in every respect, and judging from the increase in business and the many pleasing comments, we flatter ourselves that in a great measure we've succeeded. Yet we realize that the credit for the growth of this institution belongs largely to the people of Missoula and the surrounding country, who through their liberal patronage have made it possible.

### Imitation Heatherbloom Skirts 98c

Here is an extraordinary petticoat bargain; a beautiful line containing all the colors for your choosing.

### 6-Inch Taffeta Ribbon 25c

Full value is 45c yard; comes in all colors; pure silk; can't be equalled in any other store; sale price is 25c yard. Hurry!

### Men's Black Sateen Shirts 39c; 75c Value

These are made of good grade of sateen, fully 36 inches long; well made; our regular 75c shirt; a crackerjack bargain at that; 14 1/2 to 17.

### Canvas Gloves 5c Pair

Men's knit wrist canvas gloves; nice, clean, heavy material; a glove that sells regularly the world over at 10c pair; our price 5c pair.

### Neckwear Special 25c

OUR REGULAR 50 CENT LINE.

50 Dozen Men's Four-in-hands and Neck Ties, made of good grade of silk in a beautiful assortment of patterns. Here's a chance for you to tie up at just one-half.

### Underwear Special 25c

50 CENT KIND.

One lot of Men's Shirts and Drawers in medium weight; just the garment for summer wear; satin trimmed with pearl buttons in 1 and 1 rib Egyptian, balbriggan and grays; all sizes.

### Men's Handkerchiefs 5c

OUR REGULAR 10 CENT GRADE.

Men's 24-inch Turkey Red and Indigo Blue Handkerchiefs; guaranteed fast colors; a handkerchief that you pay 10c for at other places.

### Men's Hats 98c

WORTH \$2.00.

One lot of Men's Hats in a good assortment of shapes. These are from our regular stock, but broken sizes. Come in and pick out your size. The price is way down.

### Women's \$2.50 Shoes \$1.65

One lot of women's fine kid lace shoes, with heavy double sole, Blucher cut, all sizes, and every pair warranted to wear well; a great bargain.

### Golden Rule Corsets

39c

Corset quality and corset style are featured in our Golden Rule Corset, in good models, made of batiste and coutil; sold regularly for 75c.

### Ladies' and Children's Hose 9c

Made from medium weight cotton, fast black, strengthened heels and toes; these are our regular 15c grade.

### Ladies' Sleeveless Vests 7c 15c Values

They are made full from fine, soft cotton and are full bleached, well trimmed, and are a fine 15c value.

### Boys' \$2.50 School Shoes \$1.45

One lot of Boys' \$2.50 School Shoes, with heavy soles, sizes 2 1-2 to 5 1-2; guaranteed to wear well; an opportunity for you to shoe the boy at a considerable saving.

### Silk Underskirt \$5.98

\$7.50 Value

A very superior quality, well made, and are shown in this season's best styles in assorted colors; a skirt that will give satisfactory service. A good value at \$7.50.

### Ladies' Waist Specials \$1.48 Values to \$2.75

White lawn waists and dainty sheered materials, with pretty embroidered fronts. They are beautiful garments for such a nominal sum. All women who read will hasten to buy.

### Ladies' Hats \$7.50

In order to make things more interesting we have selected a lot of very beautiful hats and they go in this sale at \$7.50.

### Men's \$3.50 and \$4 Shoes \$2.65

One lot of Men's Good ear welt shoes in calf and kid sizes, 9, 10 and 11 only. These are splendid values at the regular selling price; on sale at \$2.65.