

## The Opening Day

of this great sale far surpassed our expectations, and the genuine bargain-giving of this big event more than pleased the thousands of shoppers crowding our sales counters throughout the entire day. In every department of this great store THE GOLDEN RULE is maintaining its long established reputation for highest quality at the lowest price. It is your OPPORTUNITY.

### Housekeepers' Linen Greatly Reduced

Opportunities like this do not knock at your linen chest so often that you can afford to overlook them. Fine quality 70-inch, pure fiber Scotch table linen, in a great array of artistic designs; regular 85c value. During this sale the price is as low as, per yard..... **53c**  
35 dozen 22x22 all linen napkins; \$3.00 value; during this sale, dozen..... **\$1.98**  
TABLE OILCLOTH—Best grade 5-4 table oilcloth, something every housekeeper must have, and during this sale, per yard..... **15c**

# THE GOLDEN RULE

Meet Your Friends Here Today

### Gents' Furnishings---Prices Greatly Reduced

Regular \$2.00 hats, now.....	<b>\$1.23</b>	Regular 50c all-silk four-in-hand ties.....	<b>23c</b>
Regular 75c Golf and Negligee Shirts, wide range of patterns, this sale.....	<b>39c</b>	Men's 85c Overalls, now.....	<b>59c</b>
Regular 40c summer underwear, garment.....	<b>23c</b>	Boys' 50c Overalls, now.....	<b>29c</b>
		10c Canvas Gloves, pair.....	<b>5c</b>

## Today---Saturday---Today

will see even larger crowds of eager buyers taking advantage of the thousand and one genuine bargains here for your choosing. It will be a rush from the opening until the closing of our doors, and, while our large force of courteous clerks will be ever ready to attend your slightest want, you are urged to shop early if you would avoid the crush—in any event ATTEND THIS SALE.

### Embroideries Priced Much Less

You never heard of such a price for these most necessary dress accessories. Beautiful patterns of fine Nainsook and Swiss, in the English eyelet effects, for your choosing at this big sale and every economical buyer should take advantage of the offering. Clearance sale, yard..... **23c**

WHEN THE GOLDEN RULE advertises an event of this kind, everybody knows just what it is to be—up-to-the-minute, dependable merchandise, at the lowest possible price. This sale is but the carrying out of the long-established policy of this most popular trading center, and you are urged to participate in the good things this opportunity offers you. Attend today.

# Great June Clearance Sale

### Housekeepers' Special at Unequaled Savings

EACH ITEM A BIG BARGAIN

Regular \$1.25 bedspreads, now.....	<b>83c</b>
Regular \$1.50 bedspreads, now.....	<b>\$1.09</b>
Regular \$2.00 bedspreads, now.....	<b>\$1.49</b>
50 dozen 18c pillow cases, each.....	<b>15c</b>
43 dozen 69c 72x90-inch good muslin sheets, each.....	<b>50c</b>
One case 15c bleached bath towels.....	<b>10c</b>

MEN'S, YOUNG MEN'S AND BOYS' clothing, etc., women's and misses' suits, silk and wash dresses, men's, women's and children's shoes and oxfords, dress goods, silks, wash goods, housekeepers' linen, embroidery and the thousands of other good things in this great store have been reduced to the very lowest notch for this great sale. You will be satisfied with the quality and low prices will astonish you.

### Kuppenheimer and Sincerity Suits and Raincoats Highest Quality---Lowest Price

Kuppenheimer and Sincerity Suits and Raincoats lead all in superior quality of materials, workmanship and style. Faultless tailoring lends to them a charm and distinctiveness which places them in a class by themselves. Great June Clearance Sale price:

Any \$19.00 suit or raincoat.....	<b>\$12.48</b>
Any \$22.50 suit or raincoat.....	<b>\$14.75</b>
Any \$32.50 suit or raincoat.....	<b>\$19.50</b>

### Hosiery at Half Price For Men, Women and Children

Two cases Children's 15c fast black ribbed hose, pair.....	<b>9c</b>
One case women's 15c black hose, pair.....	<b>9c</b>
One case women's 35c lisle hose, pair.....	<b>23c</b>
One case men's black and tan half hose, pair.....	<b>9c</b>
One case men's 10c Rockford sox, pair.....	<b>5c</b>

### \$1.75 Blk. Taffeta Silk \$1.23

A beautiful yard-wide black taffeta silk; always sells for \$1.75 and is good value at that; dependable quality. Sale price, yard..... **\$1.23**

### \$1 Colored Taffeta Silk 63c

A most wanted material for shirt waists and costumes; 19 inches wide; sells the world over for \$1.00 a yard. Buy it at this sale, yard..... **63c**

### 60c Japanese Silk 39c

A beautiful array of this popular fabric is here for your choosing; 27 inches wide and 40 colors to select from; this is a regular 60c grade and is a good bargain at the price it is offered at this sale. Yard **39c**

### 27-inch Suisine Silk 36c

A material of beauty and quality; very desirable for waists and dresses; comes in all colors. The price during this sale means a big saving and you should take advantage of this offering. Yard..... **36c**

### \$1 Quality Messaline 62½c

A most beautiful, lustrous, all-silk material; 19 inches wide. You will not be able to duplicate this opportunity again to buy high quality Messaline at such a low price. Great June Clearance Sale price, yard..... **62½c**

### One-Half Price Dress Goods

A great assortment of cashmeres, hennietta, brillantines, serges, panama, cravenette, batiste, albatons, etc., and many of the newest weaves and patterns during this sale.

### 33½ Per Cent Off All Women's Fine Underwear

### Women's Stylish Suits---One-Half Price

High-class suits in every respect—suits that are distinctive in style, material and color, lined with satins, messalines, fancy silks and taffetas; come in navy, Copenhagen, light blue, old rose, black, brown, fancies, and Edison blues; beautifully tailored and trimmed with buttons, novel braids, satins, or silk materials. A charge will be necessary on alterations. During this sale ONE-HALF PRICE.

### Women's Ready-to-Wear Waists---One-Third Off

A beautiful line of women's ready-to-wear waists, comprising nets, lawns, linens, silks and messalines; made up in the latest and most up-to-date styles and becomingly trimmed and finished. A value unprecedented. During this sale ONE-THIRD OFF.

### Latest Millinery Creations---One-Half Price

All this season's most up-to-date creations, exemplifying the highest perfection of the foremost New York and Paris millinery artists. The collection is fully complete, with every up-to-date shape, style and coloring. During this sale ONE-HALF PRICE.

### Men's, Women's and Children's Shoes and Oxfords Economically Priced for Quick Clearance

Our shoe department is one of the busiest places of this great store. Highest quality at lowest prices has made this the most popular place in Missoula to buy footwear. You will realize great savings by taking advantage of these sweeping reductions:

Women's slippers, excellent quality one-strap slippers, pair.....	<b>89c</b>	Dr. Reed's Cushion Sole Shoes—The easiest shoe on earth on the feet, stamped and sells for \$5.00 the world over. Now, per pair.....	<b>\$3.95</b>
Women's kid Oxfords, light or heavy soles, pair.....	<b>\$1.39</b>	Boys' Shoes—One lot of boys' good quality calf shoes, heavy soles and strongly made throughout; a regular \$2.00 value, now pair.....	<b>\$1.35</b>
Women's Oxfords, patent colt or kid; Gibson ties or pumps; regular \$3.00, now, pair.....	<b>\$1.95</b>	Boys' Shoes—One lot of boys' shoes in kid and calf, well made, durable shoes, regular \$2.25 and \$2.50, now pair.....	<b>\$1.45</b>
Women's Oxfords, in patent colt or tan; hand turned or welt soles, regular \$3.50 and \$4.00, now pair.....	<b>\$2.65</b>	Misses' Shoes—In patent tips, kid, button or lace, pair.....	<b>\$1.39</b>
Ladies' Oxfords, golden brown or black; single or double soles; Blucher lace, now pair.....	<b>\$1.95</b>	Misses' Oxfords—In patent colt, white tops or all black; regular \$1.50 and \$1.75, now pair.....	<b>95c</b>
Ladies' Kid Blucher lace shoes, now pair.....	<b>\$1.65</b>	Infants' Soft Sole Shoes—Come in white, blue, pink, red, tan and black tops; regular 50c, now.....	<b>25c</b>
Ladies' Kid Blucher lace shoes, now pair.....	<b>\$1.95</b>		
Ladies' Kid Blucher lace shoes, now pair.....	<b>\$2.23</b>		
Men's fine kid welt shoes in small and large sizes; regular \$3.50 and \$4.00, now.....	<b>\$2.65</b>		
Men's Oxfords—One lot of men's fine welt Oxfords; are excellent bargains, regular \$5.00, while they last, pair.....	<b>\$2.85</b>		

### Best Standard Calico 5c

You are familiar with the quality of these goods—they are dependable; come in Calcutta and navy blues, dark reds, scarlets, grays, black and white, and hirting patterns. Sale price, yard..... **5c**

### 15c Ginghams 10c

Lay in your supply of this most dependable material. This the economical housekeeper's opportunity. Fine Toilet du Nord and Red Seal quality at big saving. Sale price, yard..... **10c**

### 20c Lawns and Batiste 10c

A beautiful array of these most-wanted fabrics for shirt waists, dresses and children's wear is here for your choosing. Quality is the best and the price is a midside. Sale price, per yard..... **10c**

### 25c White Waistings 10c

For the woman who wants beautiful white waisting material of dependable quality, this showing and price is unsurpassed. Sale price, yard..... **10c**

### French Flannels ½ Price

Never before sold at so low a price, and the object of this sale provides you the chance to fill your wants at an immense saving. Comes in stripes and plain colors, and during this sale at HALF PRICE

### 10c Cambric Embroideries and Insertions 5c

This showing includes an immense array of fine cambric, embroideries and insertion, and at this sale price it is well worth your while to lay in a quantity. Regular 10c quality on sale at, yard..... **5c**  
15c all linen crash toweling, for..... **7 1/2c**

### 20 Per Cent Off Trunks, Suit Cases Traveling Bags