

## Announcement

The Golden Rule, Missoula's most popular trading center, will shortly undergo an entire change of management, and beginning tomorrow morning—Monday—our June Clearance Sale will be known as a Change of Firm Sale, for which greater and more sweeping reductions have been made in every department of this great store.

High Quality Merchandise

THE

You Will Be Satisfied

# GOLDEN RULE

Bring Your Friends With You and Attend This Great Sale Tomorrow---It Will Be to Your Lasting Benefit

## Announcement

Beginning with Tuesday, July 6, The Golden Rule will close its doors, in order that inventory of our entire stock may be made, and upon its completion the new management will assume control and business will be resumed under the same name. Patrons will receive the same courteous treatment, and you are invited to make this store your shopping home.

# CHANGE OF FIRM SALE

The new firm which will soon take over the control of the Golden Rule has great plans for the future, and in accordance with the wishes of the incoming management, we have cut short the June Clearance Sale and tomorrow will inaugurate a Change of Firm Sale. It is absolutely necessary that our large stock of good, reliable, high-class merchandise be reduced considerably by Saturday night, July 3, and the bargain prices of our June Clearance Sale have been marked down to the lowest notch. Every patron of this store will readily realize what this means—profits are not a consideration, and in many instances goods are marked below cost. The dry goods section, gents' furnishings, men's and boys' clothing, women's and children's ready-to-wear departments, millinery section, men's, women's and children's shoes and oxfords, notions and our great bargain basement—all have been greatly reduced for this big sale. If low prices on high-quality, dependable merchandise will accomplish the object of this Change of Firm Sale, the people of Missoula will realize enormous savings and the present management of this popular trading place will be more than satisfied. You have never before enjoyed such reductions as this sale presents you—it is your money-saving opportunity.

15c Lonsdale bleached muslin, yard.....	8 12c	25c Summer draperies, 20 excellent patterns to choose from, yard.....	15c	10c Towels.....	5c	10c India linen; now, yard.....	7c
8 1-3c Amoskeag apron check gingham, yard.....	5 12c	25c Table oilcloth, best quality, yard.....	15c	18c Towels.....	11c	15c India linen; now, yard.....	11c
8c Best standard calicoes, yard.....	4 12c	25c Persian lawn, yard.....	16c	85c Rough Pongee silk, yard.....	48c	18c India linen; now, yard.....	13 12c
20c Figured lawns and batistes, yard.....	10c	15c Pure linen crash, 17 inches wide, yard.....	7 12c	65c and 75c silk mull, plain and polka dot, yard.....	33c	25c India linen; now, yard.....	19c
36c Pique, yard.....	18c	15c Silkoline, yard.....	10c	Colored taffeta silk, regularly worth up to \$1.00 a yard; now, yard.....	63c	30c India linen; now, yard.....	21c
35c Dotted Swiss in plain colors and printed patterns, yard.....	21c	15c Toit du Nord gingham, yard.....	10c	\$1.48 Natural Pongee silk, yard.....	\$1.17 12	39c French lawn; now, yard.....	29c
40-inch figured kimono crepe, regular 29c value; now, yard.....	19c	15c Curtain Swiss, yard.....	10c	35 dozen 22x22 all-linen napkins, \$3.00 values; dozen.....	\$1.98	48c French lawn; now, yard.....	35c
35c yard wide sateen, in black and colors, yard.....	28c	39c Corset cover and flouncing embroideries, yard.....	23c	69c Sheets, good quality muslin, 2 yards wide and 2 1-2 yards long, each.....	49c	58c French lawn; now, yard.....	43c
12 1-2c Outing Flannels, all splendid patterns and extra good quality, yard.....	8c	10c Embroideries, yard.....	5c	\$2.00 Bedspreads, extra large size, assorted patterns, now.....	\$1.29	65c French lawn; now, yard.....	49c
Wool challis and French flannel, now HALF PRICE		50c Pillow Cords.....	25c			\$1.50 Lace Curtains.....	\$1.00
		6 1-2c House lining, yard.....	4c			\$3.00 Lace Curtains.....	\$2.00
						\$4.00 Lace Curtains.....	\$2.65
						\$6.00 Lace Curtains.....	\$4.00



### Women's Stylish Suits

At one-half price our women's suit section presents you many excellent values at a saving to you well worth considering; 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 have to be made on alterations. During this sale,

**One-Half Price**

### Women's Hemstitched Handkerchiefs

10c Narrow hemstitched handkerchiefs.....	5c
15c Narrow hemstitched handkerchiefs.....	9c
18c Narrow hemstitched handkerchiefs.....	12c

### Unprecedented Bargains in Our Notion Department

10c Blue Seal vaseline.....	4c
5c Finishing braid.....	2c
10c Finishing braid.....	6c
10c Dozen pearl buttons.....	5c
3c Bolt tape.....	1c
5c Delong hair pins.....	3c
10c Shelf oil cloth.....	6c
5c Wash cloths.....	2c
10c Toilet paper.....	5c
15c Bottle Bluing.....	8c
5c Safety pins.....	3c
20c Tooth brush.....	12c
15c Metal back combs.....	9c
Hooks and eyes, paper.....	9c

### \$1.48 Corsets 98c

The famous Nadia Corset for summer wear is unexcelled, and at the Change of Sale price every woman can afford them; guaranteed to please you;

Now 98c

### 79c Hosiery 43c

We wish to close out every pair of our women's lace and embroidery hose, and are making this special price clear them out;

Pair 43c

### Lawn Waists

1/3 Off

Pretty white lawn waists, much cheaper than you could possibly make them; prettily trimmed and something every woman wants for summer; now

1/3 Off

### \$2.50 Skirts \$1.23

A large assortment of Heather-bloom underskirts here for your choosing tomorrow at a big saving; regularly worth \$2.50; now

At \$1.23

### Silk Underskirts

Every silk underskirt in the store, including every shade and color, made of best quality silk, goes on sale tomorrow morning

At One-Half Price

### White Dress Skirts

Tomorrow you can purchase these excellent quality white dress skirts at an unheard of saving; yours for,

Each \$1.49

### 75c Straw Hats

10c

On sale tomorrow you will find a large collection of women's straw sailor hats, regularly worth 75c,

At 10c

### 33c Veilings 10c

Dotted and plain, all colors; cost much more than 10c a yard, and it is your opportunity to lay in a supply at an unheard of price;

Yard 10c

### 75c Towels 50c

An excellent quality all-linen towel; regularly sold up to 75c, Change of Firm Sale price,

Each 50c

### Latest Hat Creations for Women and Misses

Our millinery section presents a showing of the latest and most up-to-date creations, seldom equaled. Every shape is here for your choosing, in the plain and beautifully trimmed. A peep into this popular section will convince you that the reductions we are making have never before been equaled, and the hats themselves exemplify the highest perfection of the foremost Paris and New York millinery artists. During our Change of Firm Sale every hat in the store goes at



One-Half Price

### 60c Japanese Silk

Extra quality colored Japanese silk, 27 inches wide and an excellent bargain; for your choosing tomorrow at, yard.....

39c

### Excellent Savings in Our Bargain Basement

60c Dozen covered jelly glasses.....	30c
39c Garden hoses.....	19c
50c Garden rakes.....	25c
65c Cuspidors.....	33c
20c Soap dishes.....	10c
20c Handy hose mender.....	10c
25 Feet braided picture wire.....	3c
10c Tea and coffee strainers.....	3c
3 Double sheets fly paper.....	5c
All sizes pie tins, each.....	3c
\$1.25 Set steam shorbet cups.....	65c
50c Set shell glass tumblers.....	30c
10c Extension sash curtain rods.....	5c
18c Extension lace curtain rods.....	1c

## Firm Change Sale Prices in Our Gents' Furnishing Department

### Kuppenheimer and Sincerity Suits and Raincoats

Are unequalled in construction, and only materials of the highest quality are used in their making; superior workmanship throughout. These prices:

\$19.00 Suit or rain coat.....	\$12.48
\$22.50 Suit or rain coat.....	\$14.75
\$32.50 Suit or rain coat.....	\$19.50

### Men's Furnishings Priced Less

75c Soft shirts, many patterns to select from, now.....	39c
\$1.25 Black satine shirts, now.....	75c
75c Crash and straw hats.....	50c
15c Half hose, black and tan, pair.....	11c
25c Pure linen handkerchiefs.....	19c
35c Fancy half hose, pair.....	23c
50c President suspenders.....	35c
\$1.25 Work pants, pair.....	75c
\$1.25 Cook's pants, pair.....	75c
\$1.25 Khaki pants, pair.....	98c

### Mothers' Saving Chance

We carry only dependable clothes for boys and at the special reductions your boy should be well dressed. Single and double breasted and pretty wash suits.

Any boys' suit in stock, regularly worth from \$3.00 to \$6.50, go on sale Monday at.....

\$1.98 to \$4.98

\$1.00 and \$1.75 wash suits..... 73c to \$1.23

