

High Quality Merchandise **THE GOLDEN RULE** You Will Be Satisfied

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

Materials of Quality Priced Extremely Low

15c Lonsdale bleached muslin, yard.....	8 12c	12 1-2c Outing Flannels, all splendid patterns and extra good quality, yard.....	8c
8 1-3c Amoskeag apron check gingham, yard, 5	12c	25c Summer draperies, 20 excellent patterns to choose from, yard.....	15c
8c Best standard calicoes, yard.....	4 12c	25c Persian lawn, yard.....	16c
20c Figured lawns and batistes, yard.....	10c	15c Pure linen crash, 17 inches wide, yard.....	7 1-2c
36c Piquet, yard.....	18c	15c Silkoline, yard.....	10c
35c Dotted Swiss in plain colors and printed patterns, yard.....	21c	15c Toile du Nord gingham, yard.....	10c
40-inch figured kimono crepe, regular 29c value; now, yard.....	19c	35 dozen 22x22 all-linen napkins, \$3.00 values; dozen.....	\$1.98
39c Corset cover and flouncing embroideries, yard.....	23c	69c Sheets, good quality muslin, 2 yards wide and 2 1-2 yards long, each.....	49c
10c Embroideries, yard.....	5c	15c India linen; now, yard.....	11c
10c Towels.....	5c	25c India linen; now, yard.....	19c
85c Rough Pongee silk, yard.....	48c	39c French lawn; now, yard.....	29c
65c and 75c silk mull, plain and polka dot, yard.....	33c	48c French lawn; now, yard.....	35c
Colored taffeta silk, regularly worth up to \$1.00 a yard; now, yard.....	63c	\$1.50 Lace Curtains.....	\$1.00
\$1.48 Natural Pongee silk, yard.....	\$1.17 1-2	\$3.00 Lace Curtains.....	\$2.00

Our Change of Firm Sale

Brought a great many shoppers to this big store yesterday, and thousands will benefit by the generous reductions we are making before the sale closes—Saturday night, July 3. Beginning Tuesday, July 6, The Golden Rule will commence stock-taking and the store will remain closed until inventory is completed, when the new management will assume control. Therefore, it is to your benefit to attend this great sale of high-quality merchandise at the lowest prices ever made in Missoula, and in order that you may have the benefit of unbroken and better-filled lines to choose from, you should make it a point to be here today. The exceedingly low prices we are making in all departments cannot help but reduce our large stock to a minimum, which is the object of this sale. Make the best of this opportunity.

<b>\$2.55</b> Heatherbloom Skirts <b>\$1.12</b>	<b>75c Straw Hats</b> 10c On sale today you will find a large collection of women's straw hats, regularly worth 75c, <b>At 10c</b>	<b>\$1.00</b> German Silver Mounted Purses <b>58c</b> \$1.48 and \$1.68 Women's wraps..... <b>79c</b> 75c Women's gauze union suits, <b>43c</b> 35c Denison lunch sets..... <b>23c</b> 25c Denison fancy crepe paper..... <b>6c</b>
<b>\$2.55</b> Heatherbloom Skirts <b>\$1.12</b>	<b>33c Veilings 10c</b> 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; <b>Yard 10c</b>	<b>\$1.00</b> German Silver Mounted Purses <b>58c</b>

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

Excellent Bargains for Men and Boys

\$19.00 Suit or raincoat.....	\$12.48	15c Half hose, black and tan, pair.....	11c
\$22.50 Suit or raincoat.....	\$14.75	25c Pure linen handkerchiefs.....	19c
\$32.50 Suit or raincoat.....	\$19.50	35c Fancy half hose, pair.....	23c
75c Soft shirts, many patterns to select from.....	39c	50c President suspenders.....	35c
\$1.25 Black satin shirts, now.....	75c	\$1.25 Work pants, pair.....	75c
75c Crash and straw hats.....	50c	\$1.25 Cook's pants, pair.....	75c
		\$1.25 Khaki pants, pair.....	98c

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

Shoe Department Specials During This Big Sale

Women's patent and kid strap slippers; an excellent value and regularly sell at \$2.50, \$3, and \$3.50; now, pair.....	\$1.65	Ladies' kid Blucher lace shoes now, pair.....	\$1.95
Boys' satin calf shoes; the excellent wearing kind; regularly \$1.75 a pair; now.....	\$1.15	Men's Oxfords—One lot of men's fine welt Oxfords; are excellent bargains, regular \$5; while they last, pair.....	\$2.85
Men's genuine mule-skin shoes; regularly sold at \$3; now, pair.....	\$2.15	Boys' Shoes—One lot of boys' good quality calf shoes, heavy soles and strongly made throughout; a regular \$2 value; now, pair.....	\$1.35
Women's slippers, excellent quality one-strap slippers, pair.....	89c	Misses' Shoes—In patent tips, kid, button or lace, pair.....	\$1.50
Women's Oxfords, patent calf or kid; Gibson ties or pumps; regular \$3; now, pair.....	\$1.95	Misses' Oxfords—In patent calf, white tops or all black; regular \$1.50 and \$1.75; now, pair.....	95c
Ladies' Oxfords, golden brown or black; single or double soles; butcher lace; now, pair.....	\$1.95	Infants' Soft Sole Shoes—Come in white, blue, pink, red, tan and black tops; regular 50c; now.....	25c

LOCAL BREVITIES

Smoke Win. Hooper cigars.  
E. C. Perry of Spokane paid this city a visit yesterday.  
Call up 655 for Ed's hack.  
See J. S. Power for soda water.  
Evelyn Keating of Clinton spent yesterday with friends in Missoula.  
Drink John Gund's Peerless beer.  
Missoula Ice Co. Phone 310 black.  
Billiards and pool. 107 East Front.  
William C. Hagen of Helena was a business visitor in the city yesterday.  
F. P. Keith, insurance, Florence hotel.  
Marsh, the undertaker. Phone 321.  
Missoula Ice Co. Phone 310 black.  
W. C. Gullie of Seattle is spending a day or two in the city on business.  
Dr. Willard, osteopath, 1st Nat. bank.  
C. Ferguson, insurance, real estate.  
Better butter at Reilly's Busy Corner.  
E. O. Lewis came down from Stevensville yesterday on a business mission.  
Social dances every Tuesday and Friday evenings at the pavilion.

E-RU-SA CURES PILES OR \$50 PAID.

The only non-narcotic pile cure. Only the most reliable druggists sell E-RU-SA. David C. Smith, Geo. Freishimer, wholesale agents

\$1,750

160-acre ranch, 55 miles from Missoula, on the Milwaukee railroad; 18 acres in fine meadow, 30 acres more easily cleared, and would make fine orchard or farming land; good water right, good six-room house, stable and sheds, two horses, three cows, and all ranch tools.  
This is a genuine bargain; owner must sell.

W. H. Smead Co. Higgins Block.

Social dances Wednesday and Saturday evenings at Elite hall.  
J. H. Wagner of Alberton was registered at the Shepard hotel yesterday.  
Have your clothes pressed at Lemley's, next to Missoula hotel.  
Have your carpets cleaned the new way. Phone 561. Sleams Davis.  
Oscar A. Olson of Helena was a guest at the Missoula hotel yesterday.  
Missoula Ice Co. Phone 310 black.  
Prompt messenger service, Phone 75.  
Sidney Lyle, piano expert, is at the Florence hotel.  
J. E. Fredrickson of Huntley was a guest at the Shepard hotel yesterday.  
Dr. J. Louise Smith, osteopath, 114 West Main. Phone 618.  
Drink Joel B. Frazier at the Oxford. "Every swallow makes a friend."  
W. O. Miller of Bozeman visited friends in the Garden city yesterday.  
W. R. Van Valen has removed his office to room 4, Western Montana Bank building.  
Dr. Fritz E. Buchen came down from Hamilton yesterday to visit friends.  
Dr. G. H. Putney, office in Fiddershon block, Higgins Ave. Phone 337H.  
Dr. Hanson of Butte, Mont., visits any part of the state for consultations and general surgery.  
Dr. T. D. Tuttle, of the state board of health, was a Missoula visitor yesterday.  
R. Gwinn, M. D. Eye, ear, nose and throat. First National Bank block.  
H. C. Baker of Seattle came to this city yesterday to attend to business affairs.  
See J. H. Mahoney, independent lumber dealer, before buying your lumber and millwork. Tel. 371 red.  
Moffitt, real estate. Phone 349 B.  
W. W. Mitchell, a resident of Clinton, spent yesterday on business in this city.  
Dr. E. P. Dungan, dentist. Office First National Bank block, rooms 6 and 7, fourth floor.  
W. J. Gerrity, a prominent merchant of Lothrop, was a visitor in this city yesterday.  
If you are going to build see Mahoney for select fir finish. Prices reasonable. Tel. 371 red.  
A. Rose, a well-known resident of Kalispell, spent yesterday in this city on business.  
Fuel—We are now making shipments of 16-inch wood from the mill. Telephone 196 and order a cartload; \$3.75 per load. B. E. M. Co.  
Ross Sibbert of Wallace is visiting friends in the Garden city for a day or two.  
Mrs. M. Malory and Mrs. John Casey of Anaconda are the guests of Mrs. C. H. Spencer of this city for a while.

Piano sale at O. B. S. Orr real estate office, conducted by the A. P. Curtin music house.  
W. H. McClain came down from his home in Clinton yesterday to look after business.  
"Greatest cooking convenience of the age." Minneapolis Sanitary Fireless Cooker.  
H. H. Spaulding arrived in the city last evening from Hamilton to attend to business.  
Public stenographer, Dawson, 5 Dixon.  
Mrs. C. Powell and Miss Miller of Butte were the guests of friends in this city yesterday.  
James M. Rhoades, fire insurance.  
L. J. Knapp of Seattle is attending to business matters in this city for a couple of days.  
Missoula Produce Co., fresh butter, eggs and all kinds of farm products, 207 Stephens. Phone 245.  
Sam D. Goza, a well-known insurance man of the Capital city, spent yesterday in this city.  
Music furnished for balls and parties; two to ten pieces; Missoula Union orchestra, 321 West Spruce; telephone 548 black.  
J. W. Burke of Seattle arrived in the city yesterday and is looking after business interests.  
Mrs. M. H. Morton, public stenographer at Savoy hotel.  
William Callender and O. H. Baxter of Spokane registered at the Florence hotel yesterday.  
The Baptist Ladies' Aid will meet tomorrow afternoon with Mrs. Lindburg, 234 North Second east.  
Mr. and Mrs. J. C. Hubley of Quartz attended to shopping and visited friends in this city yesterday.  
S. J. Claridge came in from his home in Kalispell yesterday to spend a couple of days with friends.  
Thomas A. Purdie, manager of the Valleyford Lumber company, of Valleyford, Wash., is spending the week as the guest of his cousin, John Purdie, 415 West Pine street.  
Dr. Riesland, optical specialist, will be at his office, rooms 2 and 3 Hammond block, until July 3. Dr. Riesland is going on an outing, and all who wish to consult him should see him before Saturday.  
For a Sprained Ankle.  
As usually treated, a sprained ankle will disable the injured person for a month or more, but by applying Chamberlain's Liniment and observing the directions with each bottle faithfully, a cure may be effected in many cases in less than one week's time. This liniment is a most remarkable preparation. Try it for a sprain or bruise, or when laid up with chronic or muscular rheumatism, and you are certain to be delighted with the prompt relief which it affords. For sale by all druggists.

ALBERTON BECOMES A REALITY

NEW DIVISION HEADQUARTERS TOWN OPENED BY PUBLIC SALE OF LOTS.

Yesterday Alberton, the new headquarters of the Missoula division and hitherto a town in name only, formally passed out of the water tank stage and out of the control of the Puget Sound into that of the public, and is now a town in earnest. The entire plat of the little town, which is to be the head of the rockiest and most difficult division of the new road, was thrown open to the public and sold at auction, and when the sale was over it was found that 75 lots had passed into the hands of nearly as many buyers and that nearly half of the plat had gone into the control of the outside bidders.  
The day was a perfect one for the sale, and the comforts offered by the road in the way of sleeping cars and eating accommodations made the sale as agreeable a one as could be desired. The special train of yellow cars which left Butte at 10:00 Monday night with a fair sized crowd of Butte tourists was met at the Missoula station yesterday morning by a good lot of local buyers, and when it started on the last leg of its journey at 8:30 it was pretty well filled.  
Sale Begins  
Alberton was reached a little before noon, and the sale was begun at 1:00 o'clock sharp by Col. P. H. Hillman, who is known as the maker of towns and who acted as auctioneer. There was little life to the sale at the start, however, and the bidding was slow and poorly contested. The first lot went easily and was bought by M. O. Shields of Missoula for the sum of \$300. The second went a little better, Charles Engel, who was the highest bidder, paying \$350 for his choice.  
After about a dozen lots had gone in the same slow way as the first two Colonel Hillman took it upon himself to arouse the interest of the bidders and in placing the next lot on sale he dwelt at length on the brilliant future which Montana is to have and the share in this future which is bound to come to Alberton as the headquarters on a great transcontinental railroad. This seemed all that was needed and the bidding picked up, 50 lots being sold within the next hour and thirty minutes.  
After this the sale was closed and the train started back to Missoula, getting here shortly before 5 o'clock.  
The sale on the whole was a satisfactory one and it speaks well for the development of the little town. The 71 lots which went under the

hammer yesterday were sold at a total of \$14,860, each of the lots practically going to an individual bidder. This fact alone will mean much to the new town, for almost every lot bought in this way means one citizen, at least, to the town and foretells the probable development of business.

Just as it is.  
Alberton, as it has been platted by the railroad, runs parallel with the main line for a distance of eight blocks, the road being the southern boundary of the town. It extends back 500 feet to a point where the canyon wall stops it on the north. This is the town as it is now. It lies just in the mouth of the canyon, which is the western gateway to the Missoula valley in much the same way that Missoula lies in the eastern. The location is favorable for a prosperous town and its position at the outlet of a rich and prosperous valley speaks well for its future.  
The party from Butte did not stop in the city last night, but after a short wait at the Missoula depot the train went east on its way to Butte. Colonel Hillman and the other officials who superintended the sale going with it.  
Owing to the fact that suitable buildings for the offices have not yet been built, it is probable that Missoula will continue to be the headquarters of the division for another six months.

INSTRUMENTS OF RECORD

The following instruments were filed in the office of the county recorder yesterday:  
Deed—W. E. Casey to Ole Bakke, lots 11 and 12 in block 27, Knowles' addition.  
Deed—Mrs. C. M. Lilevig to John E. Wilson, lot 1 in block 4, Knowles' addition.  
Deed—Lizette Heckler to C. F. Schindler, the north 30 feet of lot 5, lot 6 and the west 25 feet 8 inches of the north 80 feet of lot 4 in block 24, Low's addition.  
Deed—J. E. Smith to Julia Smith, his wife, lots 15 and 16 in block 2, Higgins' addition.  
Deed—The Missoula Real Estate association to J. E. Smith, lots 17 and 18 in block 2, Higgins' addition.

No Need of Suffering From Rheumatism.

It is a mistake to allow anyone to suffer from rheumatism, as the pain can always be relieved, and in most cases a cure effected by applying Chamberlain's Liniment. The relief from pain which it affords is alone worth many times its cost. It makes sleep and rest possible. Even in cases of long standing this liniment should be used on account of the relief which it affords. Do not be discouraged until you have given it a trial. For sale by all druggists.

Missoula Investment Co. GROCERY SHOP

121 East Main Street.—A. J. BREITENSTEIN, Manager.—Telephone 72

**Liquid Veneer**  
A wonderful liquid for polishing woodwork, pianos, furniture, etc. Makes old things look like new. Easily applied with a cloth and wonderful for dusting.  
In 25c and 50c Packages  
EAGLE RELISH—An appetizing concoction of mixed vegetables and spices that makes a very tasty relish for meats and fish. Regular 35c bottle for.....**25c**  
PICKLES—Helm's spiced, mixed or chow-chow pickles, in medium sized packages; per bottle.....**15c**  
PEANUT BUTTER  
A rich meaty paste of excellent flavor; fine for sandwiches at parties; per jar.....**25c**  
BIXOLA POLISH  
An extra glossy shoe polish for vest, enamel and all black leather shoes; per tin, with holder.....**10c**

TOWN OF DEER LODGE IS GROWING

H. A. MacPherson, WELL-KNOWN RESIDENT OF THE CITY, TELLS OF PROSPERITY.  
H. A. MacPherson, for many years manager of the dry goods department of the E. L. Bonner general store in Deer Lodge was in the city yesterday to buy stock for a store of his own in that city. Mr. MacPherson had not been in Missoula for 10 years, and was greatly surprised at the growth of the city. "The town certainly has grown some," said Mr. MacPherson, "and you have a right to be proud of its progress. We in Deer Lodge are not so slow these days, however. The town is enjoying a splendid wave of prosperity; all the houses are rented to the best of people, and some of the residents of the city have put up tents to accommodate the outside people. The change is due, of course, to the placing of the shops of the Puget Sound in the city; these, with the people that they bring, help wonderfully in building up the place."  
Mr. MacPherson returned to Deer Lodge last evening on No. 16, and in a few days will make a purchasing trip through eastern cities.

HURRAH! July 4th

If you love your country  
Make a Noise  
Our stock of  
**FIREWORKS**  
the most complete ever displayed in Missoula.  
Wholesale and Retail.  
**Heimbach & Kelley**

SIX DEATHS REPORTED.

Philadelphia, June 29.—Six deaths, partly due to the excessive heat of the last few days, were reported to the police today in addition to a number of prostrations.  
The thermometer at the weather bureau registered 90 degrees.  
It goes to the root of disease, it vigorates, strengthens, exhilarates. Its life-producing properties are not contained in any other known remedy. Hollister's Rocky Mountain Tea. Tea or tablets, 35 cents. For sale by G. F. Peterson and D. C. Smith.

MISSOULIAN WANT ADS BRING QUICK RESULTS.