

We are enjoying a fine clothing business. Every Man, Boy or Child that buys a suit goes away satisfied. They know they are saving money already by trading at the Golden Rule.

BOYS' CLOTHING			BOYS' LONG PANT SUITS			MEN'S CLOTHING		
Dark or Light Worsted \$3.00 values	-	\$1.98	Fancy Worsteds, \$7 values	-	\$4.98	Blue Serge, all wool, \$15 values	-	\$9.90
Better one, \$4 value	-	\$2.98	Better one, \$9 values	-	\$6.90	Gray Worsted, \$15 values	-	\$9.90
Extra good one, \$6 value	-	\$3.98	Extra Good Blue Serge, \$10 value	-	\$7.90	Black and Blue Serge, \$16.50 values	-	\$12.50
Very best, \$7 value	-	\$4.98				Fancy all colors, \$16.50 values	-	\$12.50
Have all sizes in these.						Extra fine Blue Serge, \$20 values	-	\$14.75
						Same in colors, \$20 values	-	\$14.75
Men's Hats 98, \$1.49, \$1.98			Straw Hats, Dress 98c, \$1.49, \$1.98			Boys' Hats 49c, 98c		
						Summer Caps 45c, 85c		

STAR BRAND SHOES ARE BETTER

The few weeks we have been here already have built up a large shoe trade in all lines, Men's, Women's and Children's. We have Shoes for the whole family. Compare our prices with others. Nothing in odds and ends, but all new styles, with good honest leather. Every pair guaranteed. Find all sizes, large and small, low and high heel.



WOMEN'S SHOES	
Pat. Leather Button \$3.00 val. \$1.98	little, but still have a few \$1.98-\$2.49
Kid Button \$3.00 val. \$1.98	Tan Button \$3.50 val. \$2.98
Gun Metl Button \$3.00 val. \$1.98	Gun Metal Button \$3.50 val. \$2.98
Patent Blucher \$3.00 val. \$1.98	Patent Button \$3.50 val. \$2.98
Kid Blucher \$3.00 val. \$1.98	Velvet Button \$3.50 val. \$2.75
Our line of Oxfords are broken a	
Old Ladies' Comfort \$2.50 val. \$1.98	
MEN'S SHOES	
Gun Metal Blucher \$3.00 val. \$2.49	Very best Tan and Black
Gun Metal Button \$3.50 val. \$2.75	\$5.00 val. \$3.98
Blucher or Button \$3.50 val. \$2.98	Kid wide Toe Leather line
Tan Button or Blucher \$3.50 val. 2.98	\$3.50 val. \$2.98
Patent Button \$4.00 val. \$3.50	Plain toe \$2.75-\$2.98
Tan Blucher and But. \$4.00 val. \$3.50	

WORK SHOES	
Black and Tan Calf \$2.50 val. \$1.98	
Better one \$3.00 val. \$2.49	
Tan or Black \$3.50 val. \$2.98	
X Heavy Welt \$4.00 val. \$3.50	
Oil Tan Vel \$5.00 val. \$3.98	
10-in. Blk. plain toe \$5.00 val. \$3.98	



MISSSES' and CHILDREN'S SHOES	
Childs Soft Sole 25-45c	Kid Blucher 69c
Kid Lace 49c	Misses Black Button \$1.49
Patent Button 98c	Misses Blucher \$1.35
Tan Button 98c	Misses Patent Velvet top \$1.49
Patent Velvet 98c	Misses Little Ladies \$2.25-\$2.49
	Misses Patent Button \$1.98

BOYS' SHOES	
Box Calf Blucher \$1.50 val. \$1.25	Tan Button \$2.50 val. \$1.98
Better one \$1.75 val. \$1.39	Heavy Tan and Black \$1.69 1.79 1.98
Black Button \$2.00 val. \$1.69	Boys Outing \$1.49-\$1.69
Better one Button \$2.50 val. \$1.98	
DRESS SHIRTS	
Military collar 75c val. 49c	Other Patterns 98c \$1.49 \$1.98
Military collar \$1.50 val. 98c	Boys Shirts 45c
Band Shirts 75c val. 49c	



Serpentine Crepe 15c yard.	Mouset Traps 2c each.
Black Petticoats 49-69-98c	Union Suits, Lace Trimming 39-49-69c.
X Size 98c.	Pillow Cases 10c-2 for 25c.
Girl's Overalls 49c.	Curtain Scrim 12 1/2-15c yard.
Cotton Tapes 3 for 5c.	Umbrellas 98c each.
Ladies' Vests 3 for 25c-10c.	White Aprons 25c each.
Bed Sheets 49-69c.	Linen Torchon Lace 5c yard.
Silk Thread 8c.	Hair Pins 1c package.
Silkline, 36 in. 10c yard.	Ladies' Handkerchiefs 2 for 5c.
Mosquito Bar 5c yard.	Child's Colored Dresses 49-69-98c.
Hair Rolls 10c.	Lonsdale Cambric 12 1/2c.

Neckties 25-45c.	Penyang Silk 19c yard.
Combination Suits 49-69c each.	Bath Towels, light and brown 25c pair.
Buttons 1c card.	Mennens Talcum Powder 12c.
Child's Knit Pants 15c	India Linon 6 1/2-8 1/3-10c
Ticking 10c yard.	Cotton Voile, 36 in. 25c yard.
18-27 in. Flouncing 25c yard.	



Amoskeag Gingham 6c yard
Best Calicoes 5c
32 in. Gingham 10c
Hope Muslin 8 1/3c
Unbleached Muslin 6 1/4c
Shantung Silk, 36 in. 49c yard

Rick Rack 5c bolt.
Lace Curtains 39-49-69c.
Child's Black Pants 23c.
Wash Rags 3c
Cotton Flannel 8 1/3-10c yard.
Cotton Blankets 49-69c pair.
Child's Supporters 10c.
Coates' Thread 4c spool.
Hooks and Eyes 2 for 5c.
54 in. Brown Linen 49c yard.
Decorating Bunting 5c yard.

Barber Towels 49c dozen.
Table Linen 25-49c yard.
Wool Flannel 25c yard.
Long Cloth 10-12 1/2c
Pillow Tubing 16 1/2c.
Ratine 23c yard.
Cotton Suiting 12 1/2c.
Fox Craft Sheetting bleached 25c.
Hair Nets 3 for 5c.
Curtain Swiss 12 1/2c.
Flags 5c doz.



STORES AT		
Agular	Colorado Preston	Idaho
Alamosa	Colorado Rexburg	Idaho
Florence	Colorado Shoshone	Idaho
Grand Junction	Colorado St. Anthony	Idaho
Las Animas	Colorado Great Falls	Montana
Montrose	Colorado Ely	Nevada
Trinidad	Colorado McGill	Nevada
Downey	Idaho Albany	Oregon
Kellogg	Idaho Athena	Oregon
Mackay	Idaho Dallas	Oregon
Malad	Idaho Pendleton	Oregon
Moscow	Idaho Roseburg	Oregon

THE NEW STORE

We save you money on every article you buy from us. Not only the people of Dallas already are realizing the benefit of a Golden Rule Store, but it is the talk of all the county.

We are aware the merchants of different towns where we opened up in this part of the country are very bitter against us. But it is merely because we put the price where it should be.

The Golden Rule

48 BUSY STORES

THE NEW STORE

One can detect the change of prices on all merchandise sold in Dallas already.

We bring them down in reach of the working man.

We keep them in reach of everybody.

STORES AT		
American Fork	Utah Richmond	Utah
Bingham Canyon	Utah Spanish Fork	Utah
Bountiful	Utah Sunnyside	Utah
Eureka	Utah Centralia	Washington
Gunnison	Utah Chehalis	Washington
Midvale	Utah Colville	Washington
Mt. Pleasant	Utah Dayton	Washington
Murray	Utah Walla Walla	Washington
Price	Utah Wenatchee	Washington
Provo	Utah Cumberland	Wyoming
Richfield	Utah Kemmerer	Wyoming