

CUMBERLAND, WYO.
KEMMERER, WYO.
MURRAY, UTAH
GREAT FALLS, MONT.
ANACONDA, MONT.
KALISPELL, MONT.
PRESTON, IDAHO
MALAD, IDAHO
RICHMOND, UTAH
REXBURG, IDAHO
MACKAY, IDAHO
WAHPETON, N. DAK.
RIGBY, IDAHO
MOSCOW, IDAHO
LEWISTON, IDAHO
SHOSHONE, IDAHO
DOWNEY, IDAHO
FARGO, N. DAK.
GRAND FORKS, N. DAK.
BINGHAM CANYON, UTAH
MIDVALE, UTAH
BOUNTIFUL, UTAH
TOOELE, UTAH
RICHFIELD, UTAH
GUNNISON, UTAH
GRAND ISLAND, NEBR.
HASTINGS, NEBR.
DURANGO, COLO.
MONTROSE, COLO.
GRAND JUNCTION, COLO.
FLORENCE, COLO.
EUREKA, UTAH.
PRICE, UTAH
LAS VEGAS, N. MEX.
GALLUP, N. MEX.



THE GOLDEN

J. C. PENNEY

THE Thirty Buyers for our Chain of Stores have returned from the East—where they purchased merchandise for goods to open up the Spring Season. Having added 22 new markets throughout the East as the largest users of merchandise, doing business do, and the quantity of merchandise we use, enables us to get our goods at a very low price, and the quantity of merchandise we use, enables us to get our goods at a very low price, and the quantity of merchandise we use, enables us to get our goods at a very low price.

THE ORIGINAL MARY JANE BOOT



Patent, cloth top, button, \$4.00 value at.	\$3.50
Gun Metal, \$4.00 value at.	\$3.50
Kid, Bal or Blucher, \$2.50 value at.	\$1.98
Kid, Low Heel, \$2.50 value at.	\$1.98
Patent, Button, \$3.00 value at.	\$2.25
Gun Metal, Button, \$3.00 value at.	\$2.25
Patent, Cloth Top Button, \$3.50 value at.	\$2.98
Gun Metal, Button, \$3.50 value at.	\$2.98
Tan, Button, \$3.50 value at.	\$2.98
Velvet, Button, \$3.50 value at.	\$2.98
Patent, Lace or Button, \$4.00 value at.	\$3.50
Tan, Button, \$4.00 value at.	\$3.50
Velvet Cloth Top, Button, \$4.00 value at.	\$3.50
1 Strap, Patent Leather, \$2.50 value at.	\$1.98
Button Oxford, Tan of Black, \$2.50 value at.	\$1.98
2 Straps, Patent, \$3.00 value at.	\$2.49
2 Straps, Gun Metal, \$3.00 value at.	\$2.49
2 Straps, Tan Kid, \$3.00 value at.	\$2.49
1 Strap, Mary Jane Pump, \$3.50 value at.	\$2.98
Patent, Pump, \$2.50 value at.	\$1.98
Satin Pump, Plain, \$3.50 value at.	\$2.98
Patent Pump, Plain, \$3.50 value at.	\$2.98
Gun Metal Pump, Plain, \$3.50 value at.	\$2.98
Patent, Colonial, \$3.50 value at.	\$2.98



Kid Lace.....	69c.
Patent, Button.....	89c.
Patent, Button, \$1.25 value at.....	98c.
Tan, lace, \$1.25 value at.....	98c.
Kid, Heavy, lace or button.....	98c.
Soft Soles.....	95c. and 45c.

The little Broad-walk Shoe for style and comfort, made with one piece sole, welt.

Gun Metal, 1 strap.....	\$1.49,	\$1.69
Patent, 1 strap.....	\$1.49,	\$1.69
Tan, 1 strap.....	\$1.49,	\$1.69

Black, Calf, Bine.....	\$1.25
Better ones.....	\$1.49
Tan or Black, Button, \$2.00 value at.....	\$1.69
Better ones.....	\$1.98
Tan and Black Dress, Button or Lace.....	\$1.98, \$2.49, \$2.98
Heavy Oiled Tan or Black, \$3.00 value at.....	\$2.49
Boys' Elk Skin.....	\$1.49, \$1.69

Men's and Boys'

Boys' Telescope.....	49c.
Boys' Telescope, Best.....	98c.
Men's Black Work.....	98c.
Colored, fancy.....	98c.
Straight, wide brim.....	98c., \$1.49, \$1.98
Better ones.....	\$2.45
Best Dress Hats.....	\$1.98, \$2.45
Stiff Hats.....	\$1.98, \$2.45

Nice line of Hats for the little folks, ribbon trimmed. Our price.....25c., 49c., 69c., 98c.

All sizes and colors.....	25c. and 45c.
Silk, in colors.....	69c.

BRING THE BOY AND FIT HIM OUT WITH A NEW
SPRING SUIT. A GOOD ASSORTMENT TO CHOOSE
FROM.

Little Fellows' Suits, 2 to 5 years.....	\$1.49
Brown or Grey Worsted, 5 to 14 years.....	\$1.98
Fine Cashmere or Worsted, \$4.00 value at.....	\$2.98
Best Wool Serge, Blue.....	\$3.98, \$4.98

All Colors.....	49c. and 69c.
Fancy Worsteds.....	98c.
Blue Serge.....	98c.
Corduroy.....	69c.
Boys' Long Pant Suits.....	\$1.98, \$6.90, \$7.90

Blue or Grey Rib.....	49c.
BOYS' UNIONS	
Plain Rib.....	25c.
Poris Knit.....	45c.

Plain Rib.....	25c.
Paris Knit.....	45c.

WHITE GOODS

India Linen.....	6½¢, 8 1-3¢, and 10¢
Longcloth.....	10¢, 12½¢ and 15¢
Nainsook.....	12½¢, 15¢ and 18¢
Indian Head.....	15¢
Dimity Bar.....	12½¢ and 10¢
Plain Flaxen.....	15¢
Bar Flaxen.....	18¢
54 in. Bastiste.....	39¢
Linen Suiting.....	15¢
Curtain Swiss.....	12½¢

Medium Weight Bleach.....	6¼c.
Better Ones.....	8 1-3c.
Hope.....	8 1-3c.
Lonsdale.....	10c.
Lonsdale Cambric.....	12½c.
Unbleached.....	4c.
Better ones.....	6¼c.
Extra Heavy.....	7½c.

Hair Nets, Elastic	1c.
Beter ones	3 for 5c.
Darning Cotton	3 for 5c.
Lead Pencils	1c.
Hair Pins, per package	1c.
Safety Pins	1c., 2c. and 3c.
Talcum Powder	5c. and 12c.
Tape Measures	1c.
Needles	4c.
Cotton Thread Coats	4c.
Corticelli Silk Thread	8c.
Curling Irons	5c. and 8c.
Pearl Buttons	1c. to 5c.
Iron Glue	4c.
Silkotene	4c.
Hooks and Eyes	1c. and 4c.
2-foot Rule, Brass Lined	25c.
Envelopes, per 25	4c.
Cotton Tape	3 for 5c.
Pins	1c. and 4c.
Baby Ribbon, per yard	1c.

Foxcraft, Bleached, 9-4.....	25c.
Foxcraft, Unbleached, 9-4.....	23c.
Tubing, 45 in.....	18c.

Full Size	49c.
Better ones	69c.
Extra Heavy	83c.
Pillow Cases	10c., 2 for 25c., 2 for 35c.
Hemstitch	24c.

Price, per pair.....	25c. and 49c.
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Bleach, Cotton, per yard.....	4c.
Stout Linen, per yard.....	5c.
Heavy Crash, Brown, per yard.....	10c. and 12½c.
Heavy Crash, Bleach.....	10c. and 12½c.
Huck.....	12½c.
Bar Toweling, per yard.....	10c.

Table Linen, Mercerized, per yard.....	25c.
Better ones, per yard.....	39c.
Pure Linen, per yard.....	49c. and 69c.
Extra Good, per yard.....	98c.
Butcher Linen, per yard.....	48c.
Handkerchief Linen, per yard.....	49c.
Waist Linen, per yard.....	49c.
Huck Toweling Linen, per yard.....	21c.

It was predicted at the time of the opening of The Golden Rule, that it would want to say that The Golden Rule will be doing business in Dallas for many years to come. Each year our purchases grow larger, consequently increasing our buying power. Our competitors try to sell cheap stuff to mislead the people, but we do buy and sell the best at prices far below our competitors.

WE ARE NOT AFRAID TO STAND B

DALLAS

THE GOLDEN