



The Store that put the prices Down

THE GOLDEN RULE STORE

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ORIGINATORS AND LEADERS OF LOW PRICES

DRY GOODS, CLOTHING, SHOES, LADIES' READY-TO-WEAR, NOTIONS

Since our opening here in Dallas, hundreds of customers have visited our store daily and are always more than satisfied with our goods and prices. Now if you are not one of those satisfied customers, we gladly invite you to visit our store and be convinced by allowing us to show you, where by trading at the Golden Rule you can save money. We did not come here with a lot of shelf worn goods to distribute to the people. But with a clean lot of merchandise that bears inspection. We are quoting you here below a few prices of the many things in our different departments that you will find in our store, and by which you can readily see that it is a saving to trade at the Golden Rule.

NOT SPECIAL SALE PRICES, BUT EVERY DAY PRICES

Boss of the Road Overalls, Blue or Grey, Bib	79c	Boys' Odd Pants	49c, 69c, 98c	Boss of the Road Waist	69c	
Underhill pin stripe bib	75c	Men's Odd Pants	\$1.49, \$1.98, \$2.25	Boss of the Road Boys' bib	49c, Boys' gray bib 35c	
Cotton Gloves, knit wrist	5c pair	Rockford Sox	5c pair	Work Shirts	45c	
Drawers and Shirts, 50c value	pink or white	25c	Flaid Jumpers	43c	Men's Colored Hdkfs.	5c
Boys' Shirts	25c	Leather Gloves Gauntlet	25c			