

In business, fortunes are not realized  
Unless your goods are amply advertised.

# THE APPEAL

HOLIDAY NUMBER

If you have ought that's fit to sell,  
Use printer's ink, and use it well.

VOL. 31. NO. 52

ST. PAUL AND MINNEAPOLIS, MINN., SATURDAY, DECEMBER 25, 1915.

\$2.40 PER YEAR.

St. Paul's  
Leading  
Grocery

## SCHOCH

Seventh  
and  
Broadway

TEL. NICOLLET 2800

### The Plymouth Clothing House

HENNEPIN AT SIXTH

THE PROPER PLACE FOR PARTICULAR PEOPLE  
CORRECT STYLES WE CLOTHE THE WHOLE FAMILY COMPLETELY CORRECT PRICES

W. S. CONRAD CO.  
DISTRIBUTOR

W. S. CONRAD CO.  
DISTRIBUTOR

### Christmas Gifts

That Will Delight Everybody.

Especially do we emphasize the remarkable values and little prices in our display of waists and furs.

IN OUR ANNEX

### E. & A. Atkinson & Co.

Women's and Children's Outfitters.  
Nicollet at Seventh  
MINNEAPOLIS.

### COME TO SCHUNEMAN & EVANS FOR HOLIDAY GIFTS

Wonderfully complete stocks, affording pleasing selections for every one on your gift list.  
Early buying is much the best

### Schuneman & Evans

Sixth and Wabasha sts.

### The Golden Rule

THE PEOPLE'S STORE  
SEVENTH, EIGHTH, MINNESOTA & ROBERT STS.



### GOOD SHOES

### The Florsheim SHOE

For the man who cares

### STANLEY SHOE CO.

92 E. 7TH ST., ST. PAUL.  
422 NICOLLET AVE., MINNEAPOLIS



## LEADERS IN HOLIDAY TRADE

REMEMBER  
FOR YOUR  
HOLIDAY GOODS

GO TO THE  
**Dufaud Wine and Liquor Co.**  
11 SO. THIRD STREET  
MINNEAPOLIS

Tel. Dale 495

### STROUT'S DRUG STORE

PRESCRIPTION SPECIALISTS

For Christmas Gifts

We have a nice line of Toilet Waters, Perfumes and Candies in Fancy Boxes.

High Grade Cigars in Xmas boxes from 50c to \$2.00.

Our MENTHOLATED COUGH BALSAM will stop that Cough, 25 cents

237 Rondo St. ST. PAUL

### SHOP EARLY

WHAT IT MEANS.

IT MEANS a greater variety to choose from.

IT MEANS better and more care both for yourself and the clerk who waits upon you.

IT MEANS a lower price, as a rule for late shoppers, unless at the last hour, do not buy for less.

IT MEANS satisfactory shopping and satisfactory gifts.

WE HAVE the largest, nicest stock we ever carried.

F. M. PARKER & CO.  
5th & Wabasha.

JUST CALL FOR

### OLD LOG CABIN!

The Famous Kentucky Bourbon

\$1.00 A FULL QUART

### THE CALIFORNIA WINE HOUSE,

52 East Seventh Street  
SAINT PAUL.

WOODSEY JEMISON

ARTHUR M'HUNT

### Cosmopolitan Buffet and Grill

RAILROAD MENS HEADQUARTERS

40 EAST THIRD STREET

TEL. OGDEN 9128 ST. PAUL

### VANDER BIE'S

ICE CREAM  
IS THE BEST  
For Sale Everywhere  
J. C. VANDER BIE  
408 Partridge ST. PAUL, MINN.

### CARL NELSON

CHOICEST BRANDS OF WINES, LIQUORS AND CIGARS.

Special Prices for Holiday Goods.

Cor. St. Anthony & Kent. ST. PAUL.

IF YOU

Wish anything in the line of first class Diamonds, Jewelry, Silverware, Cut Glass, Toilet Sets, Novelties, Etc., try

### JESSE FOOT JEWELRY CO.

301 ROBERT STREET  
NEAR SIXTH

When looking for Gifts

THINK OF

### Furniture!

The Completeness of our stock, assortment and low prices are unrivaled. Our universal fair and square treatment whether you buy for cash or on time is our best recommendation.

### The American

222 EAST SEVENTH STREET

When Selecting Your Christmas Presents  
DON'T FAIL TO VISIT

### O. H. AROSIN

WATCHMAKER AND JEWELER  
Adjusting of Fine Watches a Specialty  
Ryan Building, 414 Robert Street.  
Phone T. S. 919 ST. PAUL.

For Quality  
WINES & LIQUORS  
GO TO

### A. HERZ

433 St. Peter Street, near Seventh  
WE DELIVER TO ALL PARTS OF CITY  
BOTH PHONES 1230

Smoke "Sight Draft" 5 Cent Cigar. Call for "El Paterno" 10 Cent Cigar.

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