

# GRAND OPENING

## TO OUR PATRONS:

We wish to call your attention to our splendid line of fall and winter goods, just arrived and now on sale at prices, that put them within reach of all. Our line of Woolen Goods has never been equalled in this City, for in no previous year have woolen mills put out such an enormous variety of pleasing and up-to-date patterns. Our new line of Wool Challies, French Flannels and Fleece goods is complete, while our beautiful line of Cheviots, Storm Serge, Silkwrap Henrietta, Voiles, Mohair, Poptines, Prunnells, Albatros, Panamas, Melrose and a great many more, cannot fail to please both in quality and price, from 38 cents to \$1.50 a yard. These goods are worth more money. Shrunken flannels of all kinds and all grades. Many are buying their Winter Goods now, in order to get them made up before the advent of the busy season, and already a number of our pieces have been cut, so we would invite you to call early while it is new and unbroken.

Also in our Shoe Department we have numerous interesting items, and in this as in our Dress Goods Department are sure to please.

Our Ladies' Suits and Cloaks are a pleasure to look at. A beautiful line of Jackets just received at \$5.00 and up. Flush and Velvet Cloaks in black, gray and tan from \$12.00 up to \$32.00. In the Fur Department we show a beautiful line, consisting of Astrakhan, Beaver, Nearsel Persian Lamb, and Muskrat coats from \$25.00 to \$75.00. We have the largest and most up-to-date Cloak stock in the City and at prices that will move them. Furs of every description. Cloth for Cloaks, such as Bearskin, Astrakhan, Beaver and Broadcloth. Our small furs consist of the most perfect selected line that was ever shown.

In our Clothing Department we have such a large line that we can mention only a few, Overcoats, Suits, Hats, Caps, Sweaters, Gloves for large and small. Our Fur Coats are a pleasure to wear on account of beauty and guarantee. If you have not yet made your Overcoat purchase, we want to call your attention to our new styles we are showing at \$8.00 to \$35.00.

Our grocery stock is complete. We receive fresh groceries every day. Crockery department consists of everything in the line of plain and fancy dishes, hanging lamps of all descriptions.

Please give us a call and look over our stock.

Very truly yours,  
CRONE BROTHERS.

In 1857, fifty-eight years ago, Theo. Crone established this business. Some in New Ulm today will remember those early days and the store first out of which this present one has grown. For five decades its growth and prosperity have kept pace with the city's growth and progress. When, in 1891, the original firm name passed into the present one, there was no change in our policy, save an even stronger and more pronounced endeavor to make our store even more deserving of the confidence and patronage of this community.

We will be pardoned, we trust, if we stop for a moment in our business history and review the record and the means by which it has been secured. Few business houses in this state or the Northwest can point to one so long or one marked by such constant, substantial growth.

From its opening day till now this store's one aim has been to serve the needs of the community in every way possible. It has aimed to supply just the merchandise desired, in the largest range and variety, at the lowest prices consistent with quality and a fair margin of profit. It has aimed, too, to serve each and every customer promptly, courteously—to make him or her feel that this was the store home where they would always be welcome, whether they bought or not.

That we have not entirely failed in our endeavors, the generous patronage accorded us through these years would certainly show. This patronage has made this present store and stocks possible, and, coming in constantly increasing measure, has been a continual inspiration. We most certainly have appreciated all you have done for us and have tried to express this in something besides mere words.

We have the same aims, the same ambition, as we face the new half century—we will do everything that will make this store absolutely satisfactory in every way. We welcome and invite your co-operation and suggestion, for our interests and yours are one in no small degree.

Thanking you for the volume of business with which you have honored us and trusting that many of you will be with us and round out our century of business activity,

Very truly yours,  
CRONE BROS.

## FALL AND WINTER UNDERWEAR

READY—Splendidly ready—with the best and biggest stocks of absolutely reliable underwear ever presented for your selection. They are at their fullest now and now is the time to lay in the entire winter's supply. Need we recall this department's reputation of 58 year's standing, to always give a little better quality at a little lower price, than you are to find elsewhere.

Fancy Ribbons of all kinds, for fancy work, for dress trimming, for children's wear.

It is a Great Delight to an American merchant to offer American styles to his customers.

And now, with the influence of Paris as something almost forgotten, we are able to present real American styles for your Fall and Winter costuming.

The Percival B. Palmer Cloak Co. and Exclusive Agents for ALBRECHT FURS

as the basis of our coat and suit line. For in the "Percival B. Palmer Cloak Garment" we secure not only correct style, but right fabrics, special quality and full value.

### MEN'S UNDERWEAR

Medium heavy shirts and drawers, 50c.

### LADIES' UNDERWEAR

Vests and Pants, fleeced, ribbed, 50c.

### CHILDREN'S UNDERWEAR

All sizes, winter weights, 25c.

### MEN' GLOVES AND MITTENS

MEN'S SWEATERS  
All colors, heavy weights. Ranging in price to \$8.00

### SMALL BOYS' SWEATERS

in all styles

### WAISTS

NEW FALL SUITS, COATS AND DRESSES

### NIGHT GOWNS

LADIES' WOOL AND ELECTRIC SEAL AND ASTRAKHAN COATS

PLAIN AND FANCY WOOL DRESS GOODS

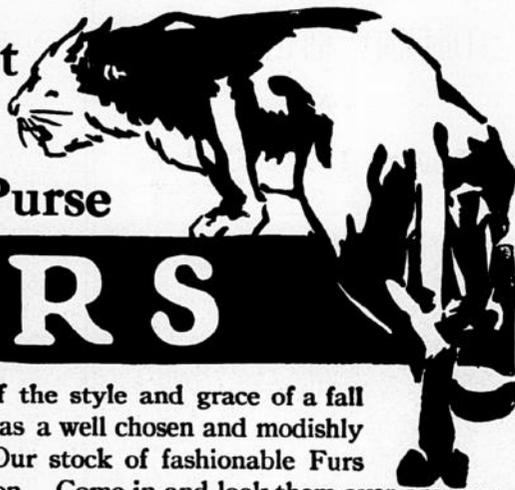
Furs That Fit  
Your Figure  
And Your Purse

# FURS

NOTHING so sets off the style and grace of a fall or winter costume as a well chosen and modishly designed set of Furs. Our stock of fashionable Furs is ready for your inspection. Come in and look them over anyway—see the new styles and new furs. We have furs for Mother, Sister and even the little girls—all prices—all styles and kinds of furs.

See the Educational Fur Chart in our Fur Department. It shows over a hundred different kinds and manipulations of Furs. Easy to make a selection even if you have something special in mind.

Come in and try on the Furs anyway.



### SKIRTS

Serges and Panamas, all sizes, black and mixed colors

### WOOL BLANKETS

We are offering the best All Wool Blankets which we would like to have you compare with other 11-4 size \$5.00

### COTTON BLANKETS

From 39c up

### MEN'S HOSE

### BOYS' SHIRTS

### WOMEN'S STYLISH SWEATERS

### RUGS

### SILKOLINES

### PETTICOATS

### FANCY PILLOW TOPS

### INFANT'S CLOAKINGS

### FLEECE GOODS

Big array of Fleece Goods in all colors and fancy weaves.

Just Received

50 New Suits, Coats and Skirts

# CRONE BROS.

DEPARTMENT STORE

New Ulm, Minn.

Show us your return ticket—Railroad fare paid both ways of a radius of 50 miles if your purchase is \$25.00 or over.