

## *Carroll County Times "Carroll's Yesteryears" Articles*

### "1894 Christmas Prices"

Carroll County Times article for 18 December 1994

by Jay A. Graybeal

A century ago local merchants enticed local shoppers with special newspaper advertising. Schneeberger's Trade Palace, 33 East Main St., Westminster, was one of the largest advertisers in the December 15, 1894 issue of the Democratic Advocate. Their ad carried a description of Victorian era goods with prices.

#### Great Xmas Offerings

Our Store is filled from top to bottom with HOLIDAY GOODS. These consist of serviceable, wearables and pleasantries - anything that would please a wife, a mother, a sister or a brother is here in all its glory. Such beautiful goods as you expect of the Trade Palace, are here in wonderful magnitude, and at such prices as will surprise even those who know the powerful bargain-providing ability of Schneeberger's Trade Palace - prices that will prove actual Christmas gifts to every purchaser; goods that will wear so long that they will be a perpetual reminder to the recipient of the bounteous nature of the donor.

#### INFANTS CAPS

It's worth while having babies to put Caps on. All Pure Silk Infant's caps, silk embroidered, worth 50¢ each, a bargain at . . . . . 25¢

A better grade, more elaborate in embroidery, worth \$1.00, at . . . . . 50¢

#### FASCINATORS

Ladies' Fascinators, of Zephyr and Worsted, black, blue, pink, white and cardinal, worth 75¢; a beautiful Xmas gift, only. . . . . 39¢

Better quality Fascinators, worth \$1.00,

only . . . . . 75¢

#### SUSPENDERS

Fine Silk-faced Men's Suspenders, in pink, blue, orange and cardinal, best made, worth 75¢, a great bargain at...25¢

Boys Neverbreak Suspenders made for wear, a good thing as a Christmas gift 12 1/2¢

#### NEW

100 Stamp Plates, which anybody can decorate themselves, at. . . . . 15¢

#### TABLE LINEN AND NAPKINS

75¢ best Linen at. . . . . 50¢

\$1.00 German Table Linen, handsome design, now only . . . . . 65¢

Table Napkins at 75¢ per doz.

#### LADIES' UNDERWEAR

Ladies' Fine Ribbed Vests, worth 25¢,

now . . . . . 18¢

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Ladies' Merino Vests, worth 75¢,

now. . . . .48¢

Children's Vests, from 16 to 30 at 8, 10, 12 1/2, 15, 18, 20, 23, 25, 28 and 30¢.

### PINCUSHIONS

8x8 Satin Pincushions, in pink, blue, yellow, orange, green and cardinal. . 25¢

9x9 Pincushions, same colors as above . . . . .30¢

### BLANKETS

10-4 White Blankets, worth \$1.00 a pair,

now only. . . . .65¢

10-4 White Heavy Blankets,

worth \$2.00 go at . . . . . \$1.15

### DRAPERIES

Nottingham Lace Curtains in Brussels effects, full size, worth \$1.75,

a great bargain at . . . . .98¢

A better grade Lace Curtain, 3 1/2 yds long 50 inch wide, regular price \$3.00,

a great value at . . . . . \$1.69

Chenille Portieres, colors red, blue and peach, with poles and fixtures, worth \$5.00,

now only . . . . . \$2.98

A large stock of Silkolines, Cretones and Robe Prints at greatly reduced price.

### TOILET SOAPS AND PERFUMERY

100 boxes best Glycerine Buttermilk Soap at 15¢ a box or per piece . . . . .5¢

Oat Meal Soap . . . . .10¢

Cuticura Soap . . . . . 18¢

Street Lamps with perfume bottles . . 25¢

### HOLIDAY SUGGESTIONS

#### UMBRELLAS

100 fine Umbrellas, worth \$1.00 go at . . . . . 59¢

100 different styles of Silk Umbrellas with natural and china sticks, most useful Xmas presents from \$1.98 up to \$5.00.

#### MEN'S SHIRTS

Men's Laundered White Shirts, linen bosom, sold always at \$1.00,

now only . . . . .69¢

Men's Fine Pique Bosom Shirts, good muslin, very suitable for Holiday present . . . . . \$1.50

Outing Shirts from 25, 30, 35, 40 and 50¢ and upwards.

#### TOWELS

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All Linen fringed end Towels, colored borders, 50¢ grade, a Bargain

at .....25¢

25 doz Cotton Towels, 30 inch long, worth 20¢

at .....10¢

### CLOAKS

Here we can only say that all Ladies, Misses or Children coats will be sold at actual cost price. Such an opportunity has never been offered to you before at this time of the season, hence take advantage of it; no need to wait until after the Holidays to buy cheap, you can do it right now.

### CARPETS, MATTINGS & OIL CLOTH

As we have said before, we say again the balance of our carpet stock must go. If we can't sell it at cost we'll go below it, but every piece must go, so don't wait, make your selection now and save money.

### DRESS GOODS

Here, these Bargains you should never miss.

All Wool Fancy Cloth, 34 in. wide, regular price 40¢, now only ..... 23¢

36 in. All Wool Cloth, worth 50¢, goes at .....29¢

38 in. All Wool Fancy Cloths, worth 65¢,

go at ..... 35¢

36 in. Cashmeres in black, brown, navy blue, green, tan and garnet, worth 30¢,

now only ..... 19¢

### KID GLOVES

10 doz. Fine Perfect Kid Gloves in tan, brown and black, with 4 buttons. These are regular \$1.25 Kid Gloves and we sell them per pair at .....79¢

5 doz. Kid Gloves, in tan and grays, worth 50¢, a large value at ..... 21¢

A full line in Children's, Ladies', and Men's Woolen gloves, suitable for presents.

### MEN'S NECKWEAR

Fine all Silk Neckties, newest patterns, and worth 50¢; a pleasing present for only, ..... 25¢

All silk Windsors, for ladies, men and children, embroidered ends, worth 50¢, only .....  
.25¢

### TOILET BOTTLES

100 cut glass Toilet Bottles, worth 25¢ .....19¢

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100 cut glass Toilet Bottles, worth 40¢ . . . . .25¢

### DOMESTICS

Fruit of the Loom Muslin, sold all ways at 10¢, we shall offer this week

at . . . . . 7 1/2¢

5000 yards of best apron Gingham, the regular 8¢ quality . . . . .5¢

25 pieces of best unbleached Canton Flannels sold regular at 15¢ now . . . 10¢

Best red Flannel, never sold for less than 35¢, now 25¢, a great Bargain

5000 yards Pacific Print Remnants, just arrived from the Mill, at . . . . . 5¢

1000 yards bleached Muslin Remnants, worth 10¢ a yard, now . . .7¢

1500 yards unbleached Muslin Remnants, worth 8¢, a great value

at . . . . . 4 3/4¢

A lot of outing Cloth Remnants, worth 12 1/2 per yard, now . . . .8 1/2¢

### PHOTO FRAMES

500 Metal Photo Frames, worth 15¢ at . . . . .9¢

200 Celluloid Photo Frames in pink, green, blue and white, worth 25¢

at . . . . . 15¢

### BOOKS

25¢ Story Books for boys and girls, with colored front piece, cut to . . . .13¢

25 different kinds of Big Story Books for boys and girls, 50¢ kind, choice 23¢

### HANDKERCHIEFS

China Silk Handkerchiefs, embroidered corners, cut to . . . . .10¢

China Silk Handkerchiefs, beautifully embroidered in colors, worth 25¢, . . 18¢

Hemstitched Silk Handkerchiefs, embroidered, worth 40¢ cut to . . . .50¢

Plain White China Silk Handkerchiefs, with initial, worth 75¢ cut to . . . . .50¢

Silk Mufflers in Plain and Colors, worth 75¢, at . . . . . 50¢

Ladies' Swiss Embroidered Handkerchiefs, worth 12 1/2¢ go at . .5¢

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Ladies' Fine Embroidered Handkerchiefs go at . . . . . 10¢

Ladies' Fine Embroidered and Scalloped Handkerchiefs, new goods, worth 25¢, go at . . . . . 12 1/2¢

Ladies' Fine Initial Handkerchiefs, put 6 in a fancy box, worth \$1.50 per box, go at . . . . . 98¢

### GAMES

25 different styles of Games, such as Old Maid, Robinson Crusoe, Snake Game, game of Bull, game of Tossom, Whirlpool, etc.. etc., worth 25¢,

cut to . . . . .10¢

25 different kinds of Games, such as Errand Boy, Pussy and the three Mice, Christmas Goose, Cats and Dogs, Babies in the Woods, etc., etc., cut to . . . .19¢ Mr. Schneeberger's ad also included a simple money back guarantee, "We told you before and we tell you once more if anything you buy from us doesn't wear right, come back and get your money."

Photo Caption: This illustration of Santa Claus entering a chimney appeared in a December 15, 1894 advertisement of Waesche's Store in Westminster.