

THE
MIKE FARRELL
COLLECTION
OF INDEPENDENT MAILS

INCLUDING THE HISTORY, FORGERIES, & FANTASIES OF
UNITED STATES, LOCAL POSTS, CARRIERS,
INDEPENDENT MAIL ROUTES, & EXPRESS CO.S

THE EMPORIUM & GOLDEN RULE
BAZAAR DELIVERY DEPARTMENT

The information and identification within these selections is the individual work of the Farrell Collection. It is always recommended to consult multiple sources for additional information or opinions. Local post company descriptions are based on information available at the time of writing. Descriptions in the Farrell Collection were written based on personal research and sources including, but not limited to: Articles in the Carriers and Locals Society's The Penny Post; Amos Media's Scott Catalogue; Patton's The Private Local Post of the United States; Springer's Handbook of North American Cinderella Stamps; Lyons' Identifier for Carriers, Locals, Fakes Forgeries and Bogus Posts of the United States; articles in the USPCS's The Chronicle; Mosher's Catalog of Private Express Labels and Stamps; The Eastern Independent Mail Company Study Group's Eastern Independent Mail Companies and Express Mail Companies 1840-1845; Elliot Perry's Pat Paragraphs; James N. Drummond's Catalog of Philatelic Miscellany; and the notes of George Sloane and Gordon Stimmell.

Colors listed for stamps and forgeries are the opinions of the Farrell Collection based on viewing physical copies of the pieces under consistent lighting. Colors in the .pdfs may be slightly inaccurate due to manipulations from the scanning process, computer monitor settings, or (in event that the files are printed for offline viewing) the printing process.

Unless otherwise noted, stamps are identified by their Scott Catalogue numbers and forgeries are identified by their Lyons Identifier type. Scott numbers in parenthesis under listed forgeries represent approximately what stamp the forgery is attempting to imitate.

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THE EMPORIUM & GOLDEN RULE BAZAAR

COMPANY HISTORY


The Emporium and Golden Rule Bazaar was a department store in San Francisco, California. The store offered a mail order delivery service, both for local deliveries and shipment out of state. The store was established in 1897, but destroyed in the 1906 earthquake. It reopened in 1908 and continued business. It is believed the delivery service was supplanted by UPS in 1925.

EXPRESS LABEL



A label used by the delivery department was printed in green on white, with red control number.

EGBD-L1
GREEN ON WHITE
RED CONTROL
ROULETTE 7



The Emporium and Golden Rule Bazaar

San Francisco, Cal.

Quickest Mail Order Store in the State.

The Emporium is one of the largest and by far the handsomest store in America. The several floors cover many acres of space and the following list gives a fair idea of what we have to sell.

Artists' Materials Bicycles Baby Carriages Baskets Bric-a-brac Bar Supplies Blankets, Comforts Books Bird Cages Butterick Patterns Cameras and Supplies Crockery Cutlery Chinese Curios Cloaks, Suits Corsets Carpets Clocks Clothing Cigars and Tobacco Candy	Cakes Confectionery California Souvenirs Dry Goods Dress Goods Domestics Drugs Draperies Decorative Art Goods Furs Furniture Gas Lamps Glassware Gloves Graphophones Groceries Household Goods Hardware Hosiery Hats—Men's, Boys' Infants' Wear	Japanese Goods Knit Underwear Lamps Laces Leather Goods Ladies' Tailoring Lace Curtains Medical Books Millinery Muslin Underwear Men's Furnishings Notions Ornaments Optical Goods Pictures Picture Frames Photographs Perfumery Paints and Oils Rugs—Linoleums Sheet Music	Sporting Goods Stoves and Ranges Silks Silver and Plated Ware Stationery Shoes Stamping Tin and Agate Ware Toilet Articles Toys Trunks and Valises Teas and Coffees Watchees—Jewelry Woodenware Window Poles Wools and Worsteds Wall Paper Wines and Liquors
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An important branch of this great business is the Mail Order Service—managed by an expert, assisted by a large corps of competent mail order people. The same low prices that visitors to the store enjoy, are charged to customers at a distance. Goods are shipped the day order is received or on first out-going steamer thereafter. The Emporium Economist, a 130 page book in beautiful 7 color cover, contains 1500 illustrations. It gives the lowest price for everything to wear, eat, drink or use in your home and tells how to shop satisfactorily by mail. Mailed free to any address on application to the

**Correspondence Department The Emporium and Golden Rule Bazaar,
San Francisco, Cal.**