

Christmas Greeting



LESSEN YOUR Gift Giving Expense By Doing Your Xmas Buying at Auerbach's

THE BUYING OF PRESENTS is now at its height here. Every section reflects the Happy Christmas Spirit. Our Special Prices and extensive varieties are a Strong Incentive for Xmas Purchasers. Special effort has been made in every section to Greatly Increase the Holiday Selling Over Any Previous Season.

Monday's Attractive Offerings are Particularly Presented as a Resistless Inducement for you to do your Xmas Shopping Monday, at Auerbach's. SUCH BARGAINS at a time WHEN HOLIDAY SHOPPING ENTHUSIASM IS AT ITS HEIGHT offer Unassailable Proof of the Absolute Supremacy of "THE STORE THAT SERVES YOU BEST."

MONDAY
30c Hemmed Pillow Cases
The genuine New York make; mox better; size 42x36; go Monday at, each—
19c

MONDAY
7c Scalped Huck Towels
50c Hemstitched Huck Towels
7c Knotted Fringed and Hemstitched Damask Towels—all go Monday at, each—
39c

MONDAY
\$2.00, \$1.75 and \$1.50 White Hand Embroider'd Pillow Covers
Finished with Homestitched ruffle, ready for use—with attached slip for pillow to be slipped in—novel designs; all go Monday at, each—
89c

MONDAY
\$6.00, \$6.50 and \$7.00 Portieres
In brocade, oriental, Beaded and Duplex effects—finished with tassels fringes or cord; all go Monday at, a pair—
\$4.40

Silks and Dress Goods An Xmas Gift

Each waist or dress pattern priced at a figure remarkably low as a practical suggestion and as a help to hunting for a useful present, this suggestion should be full of interest.

Silk Department Special
Christmas Waist Patterns 100 styles to choose from, consisting of plain and newest novelties and effects in plaids, checks, stripes, Persians, etc.; regular value \$2.50 to \$6.50 a pattern. Christmas Special Waist Pattern **\$3.83** each.

Wool Dress Goods Special
28 to 42-inch plain; also fancy wool Dress Goods in plaids, stripes, checks and mixed novelties, suitable for waists, skirts or full suits; values up to \$5 a yard. Christmas Special, a yard, **43c**.

Black Silk Special
36-inch crisp, all-silk Taffeta silk; 36-inch Tulle de Soie—good wearing qualities; value \$1.35 a yard. Christmas Special, **96c** a yard.

Skirt Length Special
The newest novelties, fancy Panamas, Serges, Chevots, Wool Taffetas, etc., in an endless variety of color effects, greys included. Regular value \$6.50 to \$8.50 a skirt length. Christmas Special a Skirt length, **\$4.90** at.

Xmas Handkerchiefs In Great Array, the most acceptable Christmas Gift

WE HAVE MADE GREAT EFFORTS, AND GIVE THIS SEASON BY FAR THE BEST VALUES IN HANDKERCHIEFS, NO MATTER WHAT KIND OR QUALITY YOU SELECT. WE GUARANTEE GREATER VALUES FOR YOUR MONEY THAN CAN BE PURCHASED ELSEWHERE.

Princess Lace Handkerchiefs, next week's special sale attraction, all full 1-2 less than regular value.
Regular \$1.00 values on sale at, **65c** each
Regular \$1.25 values on sale at, **85c** each
Regular \$1.50 values on sale at, **\$1.10** each
Regular \$2.25 values on sale at, **\$1.60** each
Regular \$3.00 values on sale at, **\$2.00** each
Children's Handkerchiefs, plain or with colored borders, special sale value at, each—1c, 2c, 2 1/2c, 3c and 5c, each.

Fancy Novelties for Christmas Gifts

A veritable maze of beautiful novelties for suitable Christmas gifts for men and women—among them a specially attractive line of pretty silver plated Salt Lake Souvenir Novelties—all marked at prices away below the regular.

An attractive line of smoker's tables—just the thing that a man who smokes will most appreciate—go on sale Monday until closed out, at the following reductions:
\$1.50 tables go **\$1.00**
\$2.00 tables go **\$1.40**
\$3.50 tables go **\$2.25**
\$5.00 tables go **\$3.00**
\$6.00 tables go **\$4.00**
\$7.00 tables go **\$5.00**
\$7.50 tables go **\$5.00**
20 doz pretty Ink Wells in silver or gilt finish—best 6c value—next week's Holiday special each, **25c**

ESTABLISHED 1864

J. Auerbach & Co.

ONE PRICE TO ALL NEVER UNDERSOLD

OUR COAT AND SUIT DEPT.

Is just bubbling over with Xmas Beauty and Holiday Bargains.
The cleverest Xmas gifts that instantly pronounce themselves practical, acceptable and wanted.
The following special prices prevail next week:

\$25 and \$30 Long Coats \$13.95
All of our regular \$25 and \$30 Ladies' Long Coats, specially priced for this week at, **\$13.95**
\$22.50 and \$45 Suits at \$15.95
Amongst these are fine broadcloth, chevots, worsted, etc. **\$15.95** at. Alteration free.

Smart Xmas Waists.

Some of the very best values of the whole year.
8.50 Silk Waists at 5.95
Silk waists, in plain colors and plaids, also net and lace waists, worth \$8.50, to go next week, **5.95** at.

SPECIAL!

FURS! RICH GIFTS!
Get them good. Get them now. Get them at Auerbach's.
\$20 FUR NECK PIECES 9.95
Genuine Isabella Fox, Brown Martin and Jap Mink Scarfs and Throws, value \$20, next week, **\$9.95** at.

Specials in Silk Petticoats, Long and Short Kimonos.

Practical yet luxurious gifts that women will be delighted to receive. Get them at Auerbach's.
\$7.50 SILK PETTICOATS AT \$3.98
Rustling Taffeta Silk Petticoats **3.98**
\$8.00 Long Silk Kimonos \$4.95
Handsome long silk Kimonos, made very full, Persian design borders, all colors, \$8.00 regular, special **4.95** at.
\$5 short silk Kimonos **2.95** at.



Specials in Useful Christmas Presents for Boys

To give a boy a present from our juvenile section not only means that you will secure a useful and acceptable gift, but that you will purchase at the very lowest price consistent with high quality of merchandise. All are up-to-date styles.

75c Boys' Gauntlet Gloves 49c
Boys' leather gauntlet gloves with silk embroidered cuffs and backs trimmed with leather fringe. An extra quality for boys. Special next week at only **49c**.

A NICE NEW SUIT—\$5 Boys' Suit only \$3.35
Boys' suits in serges and fancy mixed chevots, strictly up-to-date in every particular. The best and most useful of all gifts for boys. Special Xmas offer next week, \$5.00 Suits, only **\$3.35**.

A GOOD OVERCOAT
Overcoats made up in the very latest styles in dark navy blue, oxford gray and fancy mixed colors, extra fine \$7.50 values. Special next week **\$4.95** overcoats only.

Specials in Practical Xmas Gift for the Man

Any man appreciates a new necktie, a muffler, pair of suspenders, gloves or a silk handkerchief as a Xmas gift. GET THEM AT AUERBACH'S—

35c SILK HANDKERCHIEFS 19c
A big assortment of fancy bordered silk handkerchiefs 15 inches square with 1/2 and 3/4 inch fancy bordered hemstitched border. Special next week, 35c value, **19c**.

\$1.00 GENTS' MUFFLER 69c
Gent's silk mufflers in the newest designs and colors; extra large size and made up in the latest approved fashion. Special \$1.00 value **69c**.

\$1.50 GENTS' SUSPENDERS 98c
Men's fine French web suspenders, silk embroidered, gold plated buckles and extra quality cut side ends. Each pair in neat Xmas box. Special **98c** at.

\$1.25 GENTS' GLOVES, 98c
Fine imported undressed kid gloves made with silk corded backs, one button patent clasp fastener and sewed throughout with the best of silk. Special \$1.25 value next week **98c**.

DOLLS and TEDDY BEARS for the little folks

Here are special sale values for next week's special selling:
Dressed dolls in a great variety—all are neatly dressed, have movable joints and eyes—are 14 inches tall, best 75c dolls, the sale price next week **49c**
Dressed dolls, 13 inches tall—great variety to choose from best \$1.25 and \$1.50 values—on sale next week at **79c**
TEDDY BEARS, WHITE OR CINAMON. Note the reductions:
10-inch size regular \$1.00 seller **69c** at
11-inch size, regular \$1.25 seller **95c** at
12-inch size regular \$1.50 seller **\$1.10** at
16-inch size regular \$2.75 seller **\$2.10** at
Extra large size Christmas only, regular \$4.50 seller—on sale at **\$2.95**

Ladies' Silk Hosiery FOR XMAS GIFTS.

Beautiful styles in dependable quantities. If you intend to have hosiery among your gifts these are the right kind, attractively priced for next week's special selling.
Ladies' plain black pure silk Hosiery in a very fine quality, with double sole and high elastic heels and toes, best \$2.00 grade; all sizes **\$1.35**
Ladies' fine quality plain pure silk Hosiery in black, white, pink, blue, red or lavender, unadorned for wear by the best \$3.00 Hosiery in the market; our next week's Xmas sale price **\$1.95**
Ladies' finest pure silk Hosiery in fast black only, best \$2.25 grade, on sale at **\$2.25**
Ladies' black pure silk Hosiery embroidered in most colored designs, nothing prettier, the best \$3.50 quality; goes next week at **\$2.25**

GLOVES FOR CHRISTMAS PRESENTS.

Gloves are right & appreciated for Xmas Gifts if they're the right kind. Every pair we sell is warranted. They must be right if bought here.

\$4.00 Gloves for \$3.25. EVERY PAIR WARRANTED. Ladies' full 16 D. length, finest French kid gloves, in black, white and every desirable color and shade, the best wearing and prettiest fitting gloves in the market, \$3.25 at.	The Greatest \$1.25 Values THE FAMOSA Ladies' 3-clasp fine-kid gloves, every pair warranted, come in black, white and all colors, perfect in fit and unsurpassed for wear by any gloves at this popular price, all sizes \$1.25	\$2.50 Gloves for \$1.85 EVERY PAIR WARRANTED. The "Superba" is glove perfection, they come in every desirable color, all shades, have pearl clasps and fancy embroidered backs, all sizes in this greatest \$2.50 glove value are on sale here next week at a pair \$1.85
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WE'RE SELLING THOUSANDS OF HOLIDAY SLIPPERS

and WE'VE THOUSANDS TO SELL.

You can find EXACTLY what you WANT and take your word for it, or else see much below what others charge.

MEN'S RED FELT SLIPPERS with bound leather soles and black fur tops; size 11 1/2 to 13, value \$1.25; our sale price **95c**

LADIES' BLACK OR RED FELT SLIPPERS with leather soles; all sizes; our sale price **95c**

LADIES' CROCHET RED ROOM SLIPPERS with Persian soles; comes in black, red or blue; all sizes; value \$1.25; our sale price **95c**

MEN'S HOUSE SLIPPERS in leather or embroidered velvet and silk quilting throughout; sizes 8 to 12; value \$1.25; our sale price, per pair **85c**

RUBBERS AT UNMATCHABLE PRICES.

MONDAY
\$2.25 White Bed Spreads
Double bed size; handsome flannel patterns—pearl hemmed; size 88x88 inches; go Monday one to a customer, at **\$2.25**

MONDAY
\$1.49 Pure Linen Hdk Centers
Linen handkerchief centers with 1/2 or 1-inch hemstitched border—two sizes to choose from—best 2c grade—Monday only **10c**

MONDAY
Fancy Hdk Centers
Pure linen, fine handkerchief center with hemstitched border—only 1c value—Monday **19c**

MONDAY
Pearl Belt Buckles
Dressed dolls in a great variety—all are neatly dressed, have movable joints and eyes—are 14 inches tall, best 75c dolls, the sale price next week **49c**