



OUR SPRING OPENING

OUR ANNUAL SPRING OPENING SALE!

This is not an opening of Gorgeous Decorations, Music and Outside Attractions—it is an Opening Devoted Exclusively to Merchandise—with Bright New Spring Goods in Fullest Variety, Correct Styles and Thoroughly Trustworthy Qualities. Moreover All Goods are Priced to Make Every Purchase a Real BARGAIN!

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD



Opening Exhibition

OF

WOMEN'S GARMENTS

WEEKS AND MONTHS OF MOST CAREFUL PLANNING AND SELECTION HAVE PRODUCED RESULTS IN THE READY-TO-WEAR SECTION THAT WE FEEL TO BE SATISFYING. IN PLANNING TO MAKE THIS THE MOST MEMORABLE SEASON IN THIS DEPARTMENT'S HISTORY, TWO POINTS WERE CONSTANTLY KEPT IN VIEW. FIRST, TO GET THE BEST, THE MOST STYLISH, THE NEWEST OF EVERYTHING; SECOND, TO PRICE THEM AT THE LOWEST POSSIBLE POINT. JUDGE BY THESE EXAMPLES HOW WE HAVE SUCCEEDED.

NEW SPRING SUITS

In all the late shades, Copenhagen, champagne, raspberry, etc.; solid color, stripes and shadow stripes; cut with remarkably graceful lines; either corset or semi-fitting; some elaborately trimmed; other strictly tailor-made and many little stylish points which will surely please you. **\$25.00**

NEW SPRING SUITS

The faintest and trimmest models for women who want the newest in spring suits, in cutaway and pointed coats and pleated skirts, or hooked vestee coats with dip front and circular gored skirts; they are here awaiting your approval. **\$19.00**

NEW SPRING SKIRTS

The latest of advance spring models in circular gored and pleated skirts, with wide and narrow bands; some with overskirt effect; in all the popular shades. **\$6.75**

NEW SPRING SILK AND NET WAISTS

Among several new styles the Y-shaped kimono effect, in Brussels and Bob's net are in the lead, taffeta and Jap. silks are here in great variety. One marked very low. **\$3.95**

NEW SPRING LAWN and LINGERIE WAISTS

Painterly lingerie and lawn waists, we have not been able to show in a long while. Of soft sheer batiste or lawn elaborately trimmed with baby Irish and Val lace. We quote **\$2.95** an attractive one at...



MILLINERY Show Days

For Spring, 1908
Monday, Tuesday and
Wednesday,
March 16th, 17th & 18th

The trend of Spring Fashions is definitely expressed in our presentation of

Trimmed Hats FOR SPRING,

gathered with care and thoughtfulness from authoritative Parisian and American Fashion Sources.

A world of beautiful New Ideas and novel creations which emphasize the importance of this popular priced Millinery Dep't. We have tried hard to please—we think we have succeeded admirably, and await your decision—NOW.

COMPLETE SHOWING AND OPENING

SALE OF

New Spring Gloves

In Kid, Silk and Lisle Thread.

We are completely ready in all lines and are particularly proud of our Glove stock. The assortment embraces the celebrated "Trousseau" French Kid Gloves and other well known makes in all lengths, and Kayser's celebrated silk and fine lisle thread gloves in Mousquetaire style, 12-16 button length and 2 clasp wrist.

Our opening sale prices are about one-third lower than elsewhere.

3 button length Mousq. Kid Gloves, all colors and sizes, best \$2.50 grade, opening sale	\$1.95
12 button length Mousq. Kid Gloves, all colors and sizes, standard \$3.50 grade, our opening	\$2.75
16 button length Mousq. Kid Gloves, the best \$4.00 grade, our opening sale price, all colors and sizes, a pair.	\$3.25
Kayser's fine pure Milanese silk, 12 button length gloves, with double fingertips and 2 clasp wrist greatest \$3.75 value. Opening sale price	\$1.25
Kayser's lisle thread Mousq. gloves with 2 clasp wrist, 16 button length in black and white, excellent \$1.25 value, opening sale price	75c

Tempting Values in New Spring

FOOTWEAR

Shoes, notable for the high quality of their Style, Fit and Service

The three necessary qualifications for well made shoes: You may not be thinking of purchasing Spring Shoes just at this time, but these offerings will prove an incentive you cannot resist.

ANY LADIES' PATENT OR KID OXFORD in the house, with military or Cuban heels, welt and turn soles, large ribbon ties, worth up to \$4.50. Go for next **\$3.45** week at...

LADIES' HIGH SHOE, in patent or kid welt and turn soles, military and Cuban heels, many styles to select from, worth up to \$5.00. Go for next **\$3.45**

LADIES' VICI KID OXFORDS, turn sole, patent tip, military heels, all sizes, worth \$2.50. Go **\$1.95** for next week at...

You'll Admire These

New 1908 Wash Goods

A FAIRY LAND of weaving and printing is shown in the Wash Goods and White Goods section. Beautiful new fabrics for spring and summer wear in a variety of weaves, styles and prices which are practically endless.

HERE ARE SOME OF THE ITEMS:

White Walstings, English, German and French, beautifully embroidered and woven effects; raised dots and figures, exquisite jaquard and overshot checks and fancy stripes, light weight, very stylish, 28 to 32 inches wide, a yard, \$1.25, \$1.00, 75c, 45c, 20c and 25c and...

Imported yarn, Mercerized Shadow Effect Batiste, in exquisite plaids, checks, cross bar and striped effects; some embroidered, others plain; soft, clingy, very stylish for evening or party Dresses and pretty waists, 28 inches wide, a yard, 60c, 50c, 45c and...

White Silver Striped Pearl Line Lingerie Batiste, the prettiest novelties of the season, yarn Mercerized, a transparent and fairy like fabric that all women admire for pretty evening wear and summer Dresses; 28 inches wide, a yard, **35c**

"Cameo" Striped White Lingerie Batiste, another of the season's newest fabrics, highly mercerized and looks almost as pretty as silk; 28 inches wide, a yard, **50c**

White Genuine St. Gall Embroidered Swisses, direct from Switzerland's most famous makers; beautifully woven sheer and crisp, hand finished in handsome plaids with embroidered sprays, dots and handsome coin spots and neat figures. These are made of the finest cotton, and are looked upon as the prettiest of all white fabrics for pretty dresses, waists, etc. 27 to 33 inches wide, a yard—**\$1.00, 75c, 65c, 45c, 35c, 25c, and 22½c**

An Amazing Offer for
MONDAY, TUESDAY and WEDNESDAY.

50 Pieces Mouseline de Josephine Silk Organdy, a charming wash fabric, beautiful, silky, lustrous finish, half silk and Egyptian cotton, magnificent display of pretty small and large floral, Dresden and rose patterns, almost indispensable for party dresses, chic Summer dress and waist; actual 50c quality, special at a yard **24c**

THESE ROUSING VALUE - GIVING OFFERINGS

Are the Attractions

Next Week Among the

Silks and Dress Goods

FOR SPRING!

Our Dress Goods Counters are filled with beautiful things that will surely please you. If you cannot find what you want in just the fabric, it will be because the fabric is not made. Each and every item here means a saving to you.

NEW MESSALINE SILKS

19-INCH, ALL SILK MESSALINE, BEAUTIFUL, SOFT AND LUSTERFUL, IN BLACK, CREAM AND ALL COLORS. THE \$1.00 GRADE, OPENING PRICE, **79c** PER YARD

NEW KUHLE AND BAG- DAD CRASH SUITINGS.

PURE, ALL SILK, STYLISH AND SERVICEABLE, FOR WAISTS, SKIRTS, COATS, OR FULL SUITS, PLAIN AND NOVELTIES IN BLACK, CREAM AND ALL THE NEW SPRING COLORS. THE \$1.50 GRADE, OPENING PRICE, **\$1.19** PER YARD

NEW SPRING DRESS GOODS FOR 85c Yd.

Consisting of 40 to 45-in. Wool Taffetas, Panama, Prunella, Serges, Etc., Plain and Novelties in Black and Colors, all Wool Dress Goods, suitable for Waists, Skirts, Jackets or Full Dress Patterns, Regular \$1.10 to \$1.25 a yard, Special **85c** per yard

NEW NOVELTY STRIPES

The newest effects in Shadow Stripes, Herringbone Stripes, Chalkline Stripes and Wide Vail Novelties in 44 to 48-in. all Wool Dress Goods, Novelties, suitable for Skirts or entire dress patterns, WORTH \$1.40 to \$1.50, OPENING PRICE, PER **\$1.25** YARD