



TREMENDOUS STOCKS OF HOLIDAY GOODS

Honeycombed with Price Reductions.

The immense assortments of Holiday goods congregated under this roof and the low price quotations

are the wonder of everyone. Novelty and objects of practical utility appropriate for Gift-Giving, and marked at economical prices, abound in profusion. Before buying a simple present come to Auerbach's, where prices are right. Make a tour of this great store and note the countless saving opportunities. The early morning hours are the best for shopping.

HANDKERCHIEFS

For Christmas Presents.

Our greatest holiday sale of Handkerchiefs now in full swing, handkerchiefs for women and children, representing every possible variety, including every possible pattern, offered at prices made possible only by the enormous size of our holiday purchases in American and European markets, no equal opportunity to economize on handkerchiefs of thoroughly reliable quality was ever offered, every item quoted is matchless. We show hundreds of others equally good.

LADIES' EMBROIDERED BORDER SCALLOPED EDGE OR EMBROIDERED HANDKERCHIEFS with hemstitched edge in a great variety of patterns to choose from at each of these special sale prices—

50c 39c 35c 25c 19c 15c 12½c and 10c

Children's hemstitched Handkerchiefs in all white or with fast colored printed border put up three in a neat, decorated box. 15c

LADIES' PRINCESS LACE HANDKERCHIEFS—A magnificent line of beautiful designs. You can't do better than choose of these for some of your holiday gifts; values \$1.25 to \$3.00 each. Our price—

90c to \$4.00 Each.

Colored Border Handkerchiefs, special sale values this week at each

5c 3½c 2½c and 1c

INITIAL HANDKERCHIEFS white hemstitched Handkerchiefs with neatly embroidered initial in corner, 45c

Children's initial Handkerchief, 3 in a box, per box 25c

Bargain News in Linens

Every gift you give of LINENS you can feel that you have given something that has a value and is useful.

60c and 65c fine white damask towels, knotted, fringed and hemstitched. Special for this 44c each.

75c and 85c full bleached satin damask towels, hemstitched, knotted fringed, drawn work designs—all gorgeous designs—go this 54c each.

18 and 24 inch square Japanese hand drawn, white linen squares and centerpieces, value \$1.75, at— \$1.19

\$2.50 Japanese hand drawn white linen lunch cloths and squares, 36 and 38 inch square, this week, each— \$1.88

Countless Bargain Opportunities in the Cloak Dep't--Popular for Gifts.

Practical yet Luxurious Gifts, that Women will be Delighted to Receive. Here are a Few Price Hints for This Week.

CLEAN UP SALE OF \$20.00 AND \$25.00 SUITS AT \$9.00, made in the newest styles of all wool cheviot, serges, ladies' cloth and fancy novelty mixtures, all neatly trimmed; great values at \$9.00

\$25.00 NOVELTY COATS AT \$15.00—Made from extra fine novelty mixtures, collarless style, extra full skirt effect fully 50 inches long, very special at 15.00

82.00 DRESSING SACKETS AT \$1.25—Another lot of those excellent values in dressing sackies, all wool ripple elder down in gray or cardinal, all sizes, at \$1.25

LONG KIMONOS AT \$1.45—Flannelette long Kimonos, best quality, assorted colors with stripes, pretty fancy border, our \$2.25 kind, marked down to \$1.45

OUR MONDAY SPECIAL \$4.75 FUR SALE.

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Shopping and Opera Bags.

Make useful Xmas Gifts. Nobby Leather Bags in blacks and colors, the great variety of styles at all prices.

Opera Bags in leather, embroidered or hand painted satin, and beaded effects, some marked at prices that can't be duplicated anywhere for equal values.

79c Buys a pretty, nobby beaded Opera Bag in a variety of colors. This is a splendid \$1.25 value.

1.35 For a very nobby beaded Opera Bag; full sizes; well worth \$1.85, in different colors to choose from.

2.50 Here's a line of nobby shopping bags in genuine seal or grain leather, including every desirable shape. Most of these fitted with coin purse and card case. These are our regular \$2.50 to \$4.00 sellers.

25c For Children's Purse with handle or long or short chain. A great variety to pick from; none worth less than 35c each.

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDER SOLD

A Sale of SILK DOWN COMFORTS

At Price Concessions
Of About One-Third

As a special help to Christmas shoppers we have arranged this special sale. The values are really marvelous. Come here and your decision will be to buy at once.

\$14.00 Silk Covered Down 9.75

Comforts go this week at 11.20

\$15.00 Silk Covered Down Comforts 11.20

\$17.50 Silk Down Comforts on sale 12.49

\$25.00 Silk Down Comforts reduced to 17.35

\$25.00 Silk Down Com 18.85

The \$20.00 Silk Down Comforts at 22.60

FANS

For Christmas Gifts.

What could be more acceptable than one of our dainty gauze fans for a pretty Xmas gift. Your lady friend will certainly appreciate one.

Our line includes every desirable novelty from the little inexpensive gauze fans at 35c each to the finest Real Duchess Lace fans with pearl or shell sticks.

\$1.95 EACH

We are offering this week a pretty line of gauze fans with carved bone sticks, worth up to \$4.00 each. Best values will be picked first, so come early in the week.

DETERMINE TO DO YOUR CHRISTMAS BUYING AS EARLY AS POSSIBLE

You have done very well in response to our "SHOP EARLY" invitation. The second week of December has given us the biggest business, by almost double,

that this store has ever known, and now for the final struggle—one week of hard shopping days for you and for us. But we are ready as never before. Our sales force couldn't be better—we've a splendid lot of workers, and they are mightily interested in doing their best to serve you speedily and well. Stocks are the most complete even we've ever had. Prices are the lowest in town.

Silk and Dress Goods

For Christmas Presents.

Each skirt and Dress Pattern priced at a figure remarkably low. As a practical suggestion and as a help to those hunting for a useful present, the following Silk and Dress Goods items should be full of interest.

Black Peau de Soie

BLACK PEAU DE SOIE—Extra heavy quality, very soft and lustrous; an elegant silk for a dress or waist pattern; nothing more desirable for a Christmas gift; week sells regularly at \$1.50 per yard; from now to Christmas the price will be for a dress pattern, regular price \$2.50—sale price—

14.70

Waist pattern, regular price \$6.00, sale price— 3.92

Xmas Skirt or Dress Lengths

Consisting of black and all colors; fine chiffon broad cloth. This quality broadcloth regularly retailed at \$1.60 a yard.

Special 4½ yard Skirt Length— 5.63

Special 6-yard Dress pattern— 7.45

Black Taffeta Silk

Black Taffeta Silk, 36 inches wide, heavy and rustling quality; very lustrous. A beautiful silk, and considering the width, is a veritable bargain. There will be no more after this is gone, and you can't duplicate it elsewhere. Buy your Xmas gift now! Don't wait!

Dress pattern, \$12.00, sale price— 9.90

Waist pattern, regular price \$1.50, sale price— 2.75

Xmas Skirting or Dress Plaid

A choice assortment of the newest and most stylish Dress Plaid in all the best colors, 40 to 48 inch; strictly all wool quality. Regularly retailed \$1.50 a yard.

Special 5-yard Skirt Length— 5.25

Special 7-yard Dress pattern— 7.3

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Practical Christmas Gifts for Men.

Any man appreciates a new Necktie, a Muffler, pair of Suspenders, Handkerchiefs or Gloves, as a Christmas gift. See these Christmas Specials:

OUR NECKWEAR SPECIALS THIS WEEK ARE EXTREMELY BEAUTIFUL AND OF FINE QUALITY.

Four-in-Hands, worth 25c, special at 22c

Four-in-Hands, worth 75c, special at 60c

Four-in-Hands, worth \$1.00, special at 68c

Four-in-Hands, worth \$1.50, special at \$1.00

A Handsome Assortment of Holiday Suspenders, Beautiful Gifts for Men and Boys, at the following reduced prices:

Suspenders, worth 25c, special at 21c

Suspenders, worth 75c, special at 50c

Suspenders, worth \$1.00, special at 75c

Suspenders, worth \$1.50, special at \$1.00

Suspenders, worth \$2.50, special at \$1.75

Extra Quality Silk Mufflers.

In very handsome assorted designs elegant holiday gifts 20 DOZEN LOT, worth \$200. Special this week at \$1.50

Gent's Fine Dress Gloves.

The kind that gives satisfaction. The kind that are splendid sellers at \$2.00. The same kind that go to his week only, at a pair \$1.75

Kimona Handkerchiefs.

THE GREATEST ASSORTMENT IN THE CITY, 100 dozen to select from. This week only, at 8c each.

Ladies' Neckwear for Xmas Gifts.

The daintiest, newest styles at prices that can't be duplicated.

10c Each.

A pretty line of turnover collars in embroidered effects or Japanese drawn work not a collar in the lot worth less than 20c each.

25c Each.

For embroidered White Collar and Cuff Sets, that are well worth 50c and are in the newest prettiest shape.

50c Each.

For elegant fancy or tailored stock collars also fancy Jabot front collars in white and dainty light colors.

ALL FANCY SPANGLED COLLARS. ALL LACE COLLARS AND YOKES. ALL SPANGLED JACKETS. ALL LACE JACKETS. EVERYTHING IN THIS DEPARTMENT AT GREAT REDUCTIONS THIS WEEK.

Special Clothing Offerings.

A splendid place, a splendid variety to choose from, and careful Holiday shoppers cannot help commenting upon the low prices.

Boys' two piece square cut suits in pretty blue and black cheviot, neatly tailored; a nobby suit for boys, age 8 to 15 years, worth \$2.50 a suit. Special this week 2.35

Young Men's Nobby Serge Suits.

A Handsome Blue of latest design for young men, age 15 to 20 years, made of fine serge. Splendidly tailored, a pretty fitter, well worth \$12.50. Special this week 9.35

Children's Overcoats!

A very handsome assortment of Children's Overcoats reduced this week; ranging in age from 5 to 10 years, assorted styles and shades; prices as follows:

A regular \$4.00 Coat for \$2.75

A regular \$6.00 Coat for \$4.25

A regular \$7.50 Coat for \$5.35

A regular \$9.50 Coat for \$6.85

Ladies' Hosiery for Christmas Gifts

Special offering in high grade values.

Ladies' extra fine heavy quality pure silk thread Hosiery, in black, white and all colors, with double soles and triple thread heels and toes all sizes, regular \$2.25, grade on sale at 2.35

Ladies' fast black fine embroidered silk Hosiery, all sizes, the best \$2.00 value on sale 1.39

Ladies' black or tan fine thread lace or embroidery Hosiery, an enormous variety to choose from, best 7c grades for this Special Holiday Sale at 50c

A Waterman

FOUNTAIN PEN

MAKES AN IDEAL HOLIDAY GIFT. WE HAVE A GREAT VARIETY IN GOLD AND SILVER TRIMMED PENS OR PLAIN PENS IN ALL SIZES.

CHRISTMAS SLIPPER GIFTS!

Do you want Dress Slippers, House Slippers or Bath Slippers? For man, woman, boy, girl or baby. There are dozens and dozens of styles to select from, see them—Xmas Specials.

LADIES' KNIT BEDROOM SLIPPERS, in blue, red, etc. (all sizes), per pair— 95c

LADIES' FELT NULLIFIERS, with hand turned soles. Come in red, black, or brown, per pair— \$1.20

SAMPLE LOT OF YOUTH AND BOYS' LEATHER HOUSE SLIPPERS, worth up to \$1.25. This week's price, per pair— 75c

MEN'S IMITATION ALLIGATOR HOUSE SLIPPERS (sizes 6 to 11). Special this week— 85c

MEN'S IMITATION MONKEY SKIN HOUSE SLIPPERS (brown or black) sizes 6 to 11). Special this week at, per pair— 95c

The Delineator.

A useful Xmas gift that will please mother sister and daughter, for only \$1.00. Comes new each month, *The Delineator*. New styles, new stories by the best writers. \$1.00 per year, single copy 15c.

A REALLY REMARKABLE CHRISTMAS SALE OF WAIST PATTERNS!

A Waist pattern is such an acceptable gift. A selection is easily made and nothing pleases better. Here are remarkable Sale offerings

\$1.25 Waist Patterns at 84c Each.

In the line will be found the newest designs and colors in Non-Shrinkable Flannel Waistings and solid colored Tricot Flannels—3 yards in each length.

\$2.25 Waist Patterns at \$1.35 Each.

The latest weaves in embroidered Saxony Flannels charming effects and most attractive colorings—also solid colored French Flannels, all 3 yard lengths.

\$3.00 Waist Patterns at \$1.98 Each

This will be found one of the most attractive line in this sale, embracing Wash Flannels, which are guaranteed and replaced if they fade or shrink, a large assortment of patterns and colorings, all 3 yard lengths, and silk mixed Mohair Waistings in 3½ yard lengths.

Notice! Open Evenings

For the convenience of those who cannot shop during the day, we will keep open evenings—Thursday, Friday, Saturday and Monday the 24th