

Gifts Suited to
Every Purse



ESTABLISHED 1864

*F. Auerbach
& Bro.*

ONE PRICE TO ALL NEVER UNDERSOLD

Gifts Suited to
Every Taste



Whatever Your Christmas Want May Be

We can supply it. And in having us do so, you're sure of getting something substantial at the least cost.

A Happy Satisfaction

Lights up the faces of Christmas Shoppers here caused by the pleasure of finding the right articles so frequently for less than the expected price. In this Merry Christmas Buying time as always. "There's no place like Auerbach's for values."

CHRISTMAS HOSIERY.

What could be more acceptable as a Xmas gift than a box of fine Hosiery. Ladies always appreciate them. Our lines of Silk Hosiery are complete in colors and sizes. Our prices make them the greatest Hosiery values in the west.

FURS—THE MOST ELEGANT GIFTS.

Though Furs are considered about the most elegant gift for a lady, they can be an inexpensive as you wish, and if you buy your Fur at Auerbach's you know that you are receiving a quality that is absolutely safe.

DAINTY NECKWEAR.

Our Ladies' Neckwear Department offers a most attractive array of beautiful novelties for holiday presents. Most extensive variety of pretty, fancy STOCK JABOTS, BOWS, RUFFS and nobby FEATHER BOAS; in all, a most wonderful collection, PRICED TO MAKE THEM DOUBLY ATTRACTIVE.

100 Hand-made Irish Crochet Lace Stock Collars, best \$1.50 values, on sale at 79c.

UMBRELLAS FOR CHRISTMAS GIFTS.

Our holiday assortment of fine Umbrellas is complete, embracing a great variety of novel handles, in gold plated, silver, natural woods, horn, ivory and pearl. Seeing them will convince you that it's MONEY SAVED TO BUY UMBRELLAS HERE.

MEN'S HABERDASHERY.

Here you'll find a delightful choosing of Ties, and Socks and Suspenders, and Mufflers, handsomely boxed, all ready to give at Xmas.

PURSES AND SHOPPING BAGS.

The Most Desirable Xmas Gifts.

A most diversified assortment of nobby styles in the best qualities at exceptionally low prices greet you here.

CHRISTMAS HANDKERCHIEFS.

A HOST OF DAININESS AND PRETTINESS.

Mark it on your Xmas shopping list to see Auerbach's charming collection of Handkerchiefs, for it's the prettiest and best ever shown in Salt Lake. Everything from the plain and inexpensive bit of Linen to the most elaborately embroidered and lace trimmed novelties are here in greatest variety.

Beautiful ARDINNES HAND EMBROIDERED Handkerchiefs, at 35c, 65c, \$1.00, \$1.25, \$2.00, and \$2.50 each.

American Lace Edged Handkerchiefs, plain or hand embroidered centers, at 65c, \$1.00, \$1.25, and \$2.25 each.

Swiss Embroidered, Scalloped or Hemstitched Edged Handkerchiefs. Extra special values at 19c, 25c, 35c, 50c, and 75c each.

And every other conceivable style, in all qualities.

KID GLOVES

For Christmas Gifts.

Kid Gloves make most pleasing Xmas presents, especially if they are selected from Auerbach's dependable qualities.

"Trefousse," finest French Kid Gloves, in all lengths, styles and colors. The right styles at less than the right prices.

A 10-Day Christmas Glove Special.

"THE FAMOSA," fine 2-clasp Kid Gloves. Every pair warranted. Is perfect in fit and wear. All sizes in black and colors. The best \$1.25 Glove in Salt Lake. Our holiday sale price, 99c.

BEAUTIFUL TABLE LINENS FOR XMAS.

The superiority of these goods we need not dwell upon. We simply want to impress you with the fact that you won't find so complete an assortment anywhere else, nor will you find prices so decidedly to your advantage as they are at Auerbach's.

BEAUTIFUL WAISTS FOR GIFTS.

This store has always been noted for the excellence of its Waists. We show what is acknowledged to be the largest variety of styles, and best values in Salt Lake. Waists are desirable for Christmas presents, and you can select here from absolutely perfect stocks.

DECORATIVE LINENS.

From the smallest Doyle to the large Lunch Cloth, either individual or matched in sets. Our Department affords decorative Linens of Renaissance and Battenberg, Lace, Italian Fllet, Hand-made Tenerife, Embroidered Linen, with hemstitched, plain or scalloped edge, wrought by the cleverest needle-workers in Austria, Germany, Ireland, France and the Canary Islands.

WHAT MAKES A BETTER GIFT THAN A NICE PAIR OF LACE CURTAINS, PORTIERES OR A COUCH COVER?

They are always acceptable, and we offer them at Special Prices!

THE MOST ELABORATE SLIPPER DISPLAY EVER SEEN IN SALT LAKE.

Never before have you seen such a great variety of the reliable holiday Slippers—the newest novelties—the old favorites. We have Slippers for mother and father and grandparents. Every pair offered at a price that will prove positively unmatchable.

A PRACTICAL GIFT.

DRESS AND WAIST PATTERNS.

In the Dress Goods and Silk Departments we offer, as usual, a great many special inducements for practical gifts, in the way of Dress Patterns, Skirt Patterns and Waist Patterns.

You couldn't think of a more appropriate gift.