

# FREIMUTH'S FALL OPENING A GREAT SUCCESS

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Santa Claus was very much in evidence at Freimuth's holiday opening yesterday afternoon and evening, as he strolled through the store followed by crowds of noisy children, each one seeking to call his attention to themselves, possibly with the hope that he would remember them personally on Christmas eve. The ladies who thronged the store seemed as much delighted as the youngsters.

The toy department in the big daylight basement was the Mecca for both young and old, and was visited by thousands during the afternoon and evening.

Here was displayed probably the finest assortment of toys and useful children's gifts ever seen in this city in one store, and it was remarked that the quality of the goods was of the best, while the prices asked were most reasonable.

All departments of the store were crowded during the evening, so much so as to make locomotion next to impossible. La Brosse's orchestra rendered a select program during the evening which was enjoyed by all present.

The big store is now in full holiday dress and the scene last evening when fully lighted up was indeed splendid. All of the windows bear evidence of the skill of the window dresser, and offer many attractions to the onlooker.