

Easter Offerings

All Over Our Store Easter Merchandise Blooms and Blossoms

With a Myriad of Brilliant Colors.—This Eastertide we have striven for Two Results.—Complete Variety and Lowest Prices.—To-day's store news is to demonstrate our sincerity, with quotations on Most Seasonable and Most Demandable Goods, far below those you have ever enjoyed.—How well we have succeeded we ask you to judge from the following Easter Specials offered in the different parts of our store.

MAIL ORDERS

PROMPTLY FILLED. IF YOU LIVE OUTSIDE OF THE CITY OF SALT LAKE, SEND AT ONCE FOR OUR SPRING AND SUMMER CATALOGUE. A 96 PAGE BOOK, FULLY ILLUSTRATING AND DESCRIBING THE LATEST FASHIONS. MAILED FREE UPON APPLICATION.

Neckwear For Easter.

Designs Beautiful,
Artistic and Diversified.

Never have we shown such a variety of exquisite, neat effects—such dainty styles. This stock is always bright and interesting, but particularly attractive this season, and there is

The Popular Price Inducement.

in connection with it, which appeals forcible to the economically inclined.

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL — NEVER UNDERSOLD

Effective Easter Millinery

Decidly the most attractive we've ever presented—this was the verdict of the many in attendance upon our opening days. Designers have done wonders in their efforts to surpass former seasons—The Hats are a Revelation of Beauty, the assortments in the store are most varied. Imported Pattern Hats as well as from Eastern Cities and our Workroom, make up a gathering that offers great opportunities for choosing. With Easter close at hand the demand for these Pattern Hats is already very Great. Early choosers have taken away many Gems, but plenty yet remain. Our work room is ready to supply your wants if you do not find at hand the Hat just according to your ideas.

Our Spring and Summer Catalogue

WILL BE READY FOR MAILING ON OR ABOUT MARCH 25TH. SEND FOR IT. MAILED FREE UPON APPLICATION.

Kid Gloves For Easter.

IN ALL THE NEWEST SPRING SHADES AND STYLES, SUPERIOR VALUES, ELEGANCE AND PERFECT FIT. STAMP OUR 1902 IMPORTATION. ITS THE LARGEST AND BEST LINE TO SELECT YOUR EASTER GLOVES FROM. FOR THERE'S NO EQUAL TO THESE TO BE FOUND ANYWHERE AT THE PRICES NAMED.

The Melrose at \$1.50

Made of very fine French kid, 3-clasp wrist, in black, white and all colors, every pair warranted equal to the best \$2.00 glove in the city, our special value at \$1.50.

The Treville at \$1.25

Women's 3-clasp, fine kid gloves, in black, white, and all colors, every pair warranted and fitted, a splendid \$1.50 grade at \$1.25.

The Superba at \$2.00

Women's gloves made of finest French kid, the prettiest and best glove for fit and wear, Black white and colors, all sizes at \$2.00.

Our \$1.00 Gloves.

The Famosa.

Fine selected kid, oversewn sewn, in black, white and all colors.

The Sorosis.

P. K. sewn, medium heavy kid, in Glace, or undressed kid, black and colors. Are the most superior kid glove bargains ever offered in the city; every pair is warranted and fitted to the hand at \$1.00 a pair.

The Princess at \$1.00.

Misses' fine 2-clasp kid gloves, in tan, brown and red, all sizes, extra quality, warranted and fitted at \$1.00.

SILKS AND DRESS GOODS

Important Pricing for Easter.

A Profusion of Elegance and Newness, New Styles and Fresh Ideas—A Wealth of Choice Novelties of Imported and Domestic fabrics and many kinds so elegant, Description is difficult and allow us to say this week's pricing is of importance to you.

New Grenadines.

Of French make, 44 in. wide, choice designs, must be seen to be appreciated, only (per yard).....

98c

Black Taffeta Silk.

36 in. wide, only 550 yards to offer, a special buy enables us to offer our Patrons a A-1 quality, suitable for dress, Lining, etc., value \$1.35, for only.....

98c

New Foulards.

A special lot of new and desirable Foulards just opened—34 in. wide, in all the new spring colorings and exclusive designs, for only.....

69c

Wool Ettamine.

A sheer light weight all wool Ettamine Suting, 30 colors—Remarkable value, only per yard.....

50c

Venetian Cloth.

Spring weight, handsomely finished in all the new colors, 50 in. wide, warranted all wool, value \$1.25, for only, per yard.....

\$1.00

New Black Material.

30 pieces assorted designs and weaves—Excellent Blacks, values up to 75c, all new goods—per, per yard.....

50c

Agents for the Famous BUTTERICK'S PATTERNS.

Gents' Furnishing Goods Department

We have just received some of the handsomest goods ever shown by us at popular prices—all decidedly new effects and colorings, in the proper materials, and fashion for the coming season.

Golf Shirts—The new effects for spring and summer—either plain fronts or pleated patterns, in great variety, colorings the very latest, best values possible to offer at the price, 75c to

\$1.25

Men's Hosiery—Good quality of cotton, in fancy effects; the latest combinations of colorings; good wearing socks, 2 pairs for

25c

Mens' Neckwear—New colorings in the fashionable shapes for Easter and the ensuing season. Popular prices 25c and

50c.

THE New Wash Goods ARE IRRESISTIBLE.

Shoppers would not need to say a word to prove it. Their buying speaks volumes. A world of beauty is represented in our stock of these summery fabrics. The collection of artistic novelties is far above any display we have heretofore made, in both high-grade textiles and the more inexpensive materials, and this is the most favorable time of the season for you to make your selections. Come this week and be convinced of this truth.

SPECIAL FOR THIS WEEK:

A lot of fine Scotch zephyr gingham in stripes, checks and plaids; very pretty colorings, value 25c, and 30c. Special for this week, a yard

16 $\frac{3}{4}$ c

The new Toile de Soie, a new fabric in new fount designs on all colored grounds—bought to sell at 30c, but the paper covers were damaged in transit, and the R. Road company paid the damages, so they go this week per yard.....

16 $\frac{3}{4}$ c

35 pieces French figured satin, in the newest tints and designs, very closely resembling silk. Suited for house and street gowns. Value 25c. Special for this week, a yard.....

19c

The Biggest White Goods Dept. in Utah

IS F. AUERBACH & BRO.

It's a strong assertion to make but we know it to be true. We have more white goods and sell more white goods than any other retail house in Utah, and for this reason we can make prices like these.

For this week we shall offer the grandest Easter bargains in white Persian lawn, white Chiffon and white Paris lawn ever shown.

5 bolts white Persian lawn, very sheer and linen finished; suited for confirmation or graduation gowns. Value 27 $\frac{1}{2}$ c; special for this week, per yard

19c

48 inch wide white wash chiffon. The most wanted white fabric for confirmation, graduation or party gowns. Value 60c. Special for this week, a yard.....

44c

50 inch wide white Paris lawn. The finest and most popular of white wash fabrics. Value \$1.10. Special for this week, a yard

85c

Easter Footwear

LADIES', MISSES' AND CHILDRENS' FINE SHOES



Agents for C. P. Ford & Co's First Prize

(Paris Exposition)

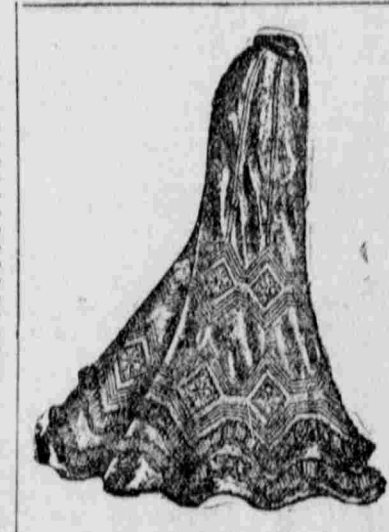
Shoes. The C. P. Ford & Co's make of ladies' shoes

Are the best we could find in the United States. We saw some shoes that we would have to sell at higher prices, that were nearly as good. High Prices does not always mean fine Footwear

EASTER LOVELINESS IN DRESS SKIRTS.

All articles of dress considered, what is there more graceful than a perfect hanging, perfect fitting skirt.

Our aim and purpose is to have the best, the most perfect, the most graceful, and at the same time the lowest priced skirts in the City.



Here Are
Prices,
You'll be the
Judges.

A fine broadcloth skirt in black only, with 2 moire silk straps round top of flare. Latest 7-gore effect; never sold for less than \$6.75. This season's price

\$5.00

A beautiful unlined skirt with tucked and graduated flounce made of fine blue mixed and grey mixed hopsacking; perfect hanging, no such values ever offered in the past for less than \$10.00. This season's price

\$7.50

A very stylish walking length skirt of castor and Oxford grey covert, beautifully finished, with straps and tailor stitching. Always retailed at \$10.00. This season's price.....

\$7.50

A very large line of single sample skirts at prices 20 to 40 per cent under regular values.

NOTE—Alterations are all made free of charge, no matter how low-priced your selection may be. No sale is complete until our customer is satisfied.