

Our Velvet, Plush and Silk Department

Contains more novelties and better values than are shown by any house west of Chicago. We were the first to introduce "Nonpareil" Velveteens in this market, and now pride ourselves in introducing to our numerous patrons the only positively pure Gros Grain Italian Silk. Cashmere, Merguete, which in order to prevent counterfeiting is woven into every yard.

In this department we show high-art Velvet Brocades—the newest Parisian productions. One of these is an exact copy of the material used in one of the dresses Mrs. Mackay wore at the coronation of the Russian Czar.

In Our Dress Goods Department,
" **Ladies' Cloth and Cloaking Department,**
" **White Goods and Table Linen**
" **Hosiery and Glove**
" **Ladies' Woolen Underwear**
" **Trimming and Dress Buttons**
" **Millinery and Ribbon**
" **Laces and Embroidery**

We show Splendid Assortments of the very Newest Goods, mostly of our own European importation, at prices to please.

We call especial attention to the latest improvement in Corsets—

THE "PIVOT" CORSET; price \$1.25.

This Corset will be found the easiest, best-fitting and most durable Corset ever offered to the public.

In order to gratify the oft-expressed desire of many Ladies for the—

"BUTTERICK PATTERNS."

We have opened a complete department for the sale of these justly celebrated Patterns.

Our Cloak and Fur Department

Needs to apologize for the insufficient space devoted to its growing importance, our sales in this department having doubled every season since we have occupied our present new building. The great variety of Imports and American garments, their invariably perfect fit, harmonious design and first-class workmanship, and above all, the reasonable price we sell them at, are apparent as the cause of our success.

Our Carpet, Oil Cloth and Curtain Department

Has enlarged its quarters and is cram full of the newest and best goods. We guarantee well sewed, perfect fitting Carpets and Draperies in newest designs at reasonable prices.

Our Ladies' Shoe Department

Contains none but the best Goods for Ladies, Children and Gents. We warrant every pair we sell.

OUR GENTS' BOYS' and CHILDREN'S

Clothing Department.
" **Hat and Cap Department.**
" **Boat and Shoe Department.**
" **Furnishing Goods Dept.**

Carry the best and newest styles only, and our prices will show a saving of fully 10 per cent. for the same goods.

BLANKETS and QUILTS.

Having bought over 1,500 Pairs at the most important Blanket Sale ever held in the country, on Septem^r or 5th, we offer these goods at 1 per cent. less than regular prices.

WE MEAN WHAT WE SAY.

Only a few have as yet arrived, but they are all shipped, and will repay you to look before you purchase elsewhere

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Wholesale Buyers know that twenty years' experience in Utah enabled us to study their wants thoroughly, and we are prepared to offer them a Large Assortment, Better Goods and Lower Prices than elsewhere.

Mail Orders promptly filled. We are never undersold.

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ESTABLISHED 1864.

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F. AUERBACH & BRO.