

REAL VALUE OF ROYAL CROWNS.

There is something about the symbols of royalty which appeals to the imagination of every one. In the popular mind the picture of a reigning sovereign is always surmounted by the crown, which is symbolic of his temporal power. This ornament, which plays so important a part in the coronation ceremonies of most European sovereigns, has nothing to do with that ceremony in Spain, Belgium or Turkey. In Turkey its place is taken by a sword, which is regarded as the symbol of divine authority.

A curious composite crown is the crown of Hungary, in possession of the Emperor of Austria. It consists of a circle of gold, richly jeweled with

pearls and other costly gems, to which has been attached an old Byzantine crown, bearing an enormous sapphire in a setting of green stones. Half a century ago this crown came into the possession of Kossuth, and in spite of the most diligent search nothing was seen of it for five years. At the end of that time it was discovered by a peasant in a hollow tree and restored to the emperor.

The oldest and most sacred of all the crowns of Europe is the famous iron crown of Lombardy, which is now treasured in an Italian cathedral. It is fashioned around a circle made from one of the nails with which Christ was pierced at the Crucifixion, and from its sacred character is held in the highest veneration. Although through

all these centuries the iron band has never been touched, it is said that it has never showed a mark of rust. One of the simplest but most beautiful crowns is that of Denmark. It consists of a gold circlet, wreathed in leaves of the most delicate and exquisite art. Each leaf is traced in precious stones, and bears one gem of almost priceless value. The German crown, which is appropriately militant in design, contains eight shields bearing alternate black eagles and jeweled crosses, while poised on four arches blazing with diamonds is a globe crowned with a cross of gold. The lightest of European crowns is the state crown of Great Britain, which was made for Queen Victoria 66 years ago. Although it weighs only two pounds seven ounces, its value is \$1,600,000. One enormous sapphire came from the signet of Edward the Confessor. One of the rubies has a sad history. It was at one time in the possession of one of the great kings of Granada, whom Pedro the Cruel invited to his palace and basely murdered through greed of this gem. In the pope's treasure house are two crowns which are valued at \$2,500,000. One of

them was the gift of Napoleon to Plus VII, and contains the largest emerald in the world. The other (the gift of Queen Isabella of Spain to Plus IX.) weighs three pounds and is worth \$1,000,000.

Gives Health, Vigor and Tone.

Hobbs is a boon for sufferers from anemia. By its use the blood is quickly regenerated and the color becomes normal. The drooping strength is revived. The languor is dispelled. Health, vigor and tone predominate. New life and happy activity results. "Mrs. Belle H. Shirl, Middleborough, Mass. writes: 'I have been troubled with liver complaint and poor blood, and have found nothing to benefit me like Hobbs. I hope never to be without it. I have wished that I had known of it in my husband's lifetime.' Sold by Z. C. M. I. Drug Dept."

THE CANDID HUSBAND.

Exchange—A farmer in Scotland had been unfortunate and was crippled in money matters. In his extremity he thought him of marrying a wife with thought, and accordingly looked about

him for one who would bring some with her. After some negotiating this was accomplished, and the wedding took place. Being now in an improved position, he bought a horse for the farm work. On leading it home he called to his newly made wife to come out and inspect the bargain. This she did, and after the horse had been duly admired she said, "Ah, well, Jamie, if it hadna been for my money that horse wadna been standing there." "Deed, woman," coolly replied the fond husband, "if it hadna been for your money ye wadna been standing there yourself."

DISAPPOINTMENT OF SUCCESS.

"You see that man over there?" said Senator Burrows pointing to a man who was sitting disconsolate and alone in the house corridor at Washington. "Well, that's the most unhappy man in Congress, and you would think he would be one of the most pleased. Only a short time ago he occupied a very humble station in life and then suddenly

and unexpectedly came elevation and political preferment. But success disappointed him, as it does everybody. It wasn't near as fine as he imagined, and he was never so unhappy in his life as he is now, after having reached a position he never even dreamed of obtaining.

"It is a singular thing that elevation of station in life is nearly always accompanied by depression of spirits. I suppose he now is longing for a few hours in the little grocery where he used to be a clerk. It is said that Mrs. Mainstone when looking into a beautiful marble fish pond at Marley said to her companion: 'See how languid the carp are! They are like me—they regret their mud.'"

"I imagine that's what troubling this new congressman. He regrets his dirt."

Invaluable for Rheumatism.

I have been suffering for the past few years with a severe attack of rheumatism and found that Ballard's Snow Liniment was the only thing that gave me satisfaction and tended to alleviate my pains. March 25th, 1902. John C. Deegan, Kingston, Ill. Sold by Z. C. M. I. Drug Dept.

Painkiller CURES COUGHS, COLDS, SORE THROAT.

Don't Be An Old Young Woman. No matter how gray, streaked or badly bleached your hair may be, it can be restored to its natural color. **Imperial Hair Regenerator** will restore it to any natural color. It is a purely natural product, and is not a dye. It is sold by all druggists and hairdressers. **Imperial Chemical Mfg. Co., U.S. 234 St. N.Y.**

Monday, ^{The Formal} Welcome To Spring!

Like The Spring Blossoms, This Store, Too, Unfolds Its Petals in The Three Formal Show Days Next Week.

Monday,

After Months of planning, with the Store in Holiday Attire, Spring Winds have never unfolded more Charm and Beauty than the present Season brings in the World of Fashion. The Millinery Skill of Paris and America are Shown here. In our Department of Women's Wear Apparel—Fashion is represented by hundreds of charming refined Modes that are the height of Style Elegance. The New Garments combine the best of European Expressions with the more practical Ideas of our own Country. Our Wash Goods Section has been transformed into a Dreamland of Splendor. The prestige of Silk and Dress Goods Counters will become more firmly established through the Excellence of the present Stocks—Every Department in the Store is teeming with the latest style thought—More fascinating than we have ever shown—We will be glad to have you present.

All The NEW SILKS

ARE HERE IN TIME FOR EASTER GOWNS.

And Silks are to play a more important part in gowning womanhood this season than ever before. So Dame Fashion says, we've ramracked practically every Silk Center to make sure that our showing of silks would outrank every other; we're quoting only a few, all we have room for. The rest, the best perhaps for your needs, are unmentioned, but they'll be waiting for you this week.

Louisine Silk. Louisine Silk, 19 inches wide, a beautiful soft silk fabric, suitable for all purposes, an entire dress, a shirt waist suit, and if needs be you require nothing but a shirt waist you will find nothing more suitable or nicer, nothing more comfortable or cooler, nothing more economical, you can have almost any of the dark colors, such as brown, navy, green, red and many evening shades, among which will be found light blue, pink, lavender, champagne and gray also black and cream—this silk is usually sold at 65c per yard, but Monday and while they last we will sell them at, per yard **65c**

Cawnpore Crepes. Cawnpore Crepe is a Silk with few equals, 27 inches wide and plain in color, to those who require a good hard wearing silk, we say, here it is, and we can recommend it, as a silk for all round wear we think it without a peer, a silk that can be washed in soap and water (we know it) if you need such, come in and see it. Colors are grey, several shades of brown, navy, castor, light blue cream and white, and is well worth \$1.75. Monday **\$1.25** and while they last we will sell them at, per yard.....

Clifton Bond Taffeta. Clifton Bond Taffeta, a taffeta silk of which, with every purchase, we give you a bond in writing, guaranteeing to refund the money should it crack, split, tear or pull at the seams, this is not idle talk, but a fact, the manufacturer guarantees the silk, we will protect you against any loss. You take no chances, and the price is just the same as you pay for ordinary taffeta, this silk has gained great favor everywhere else and partly at request of many of our customers who heard of this silk we now carry and are, the SOLE AGENTS for it. 'Tis a beautiful, crisp and soft quality suitable for entire dresses, shirt waist suits, waists, and petticoats, considering the quality, the bond guarantee, and the wear, it will give it is well worth \$1.25, but our price will be, Monday and all week, **\$1.00** per yard

BEAUTIFUL NEW DRESS GOODS.

BOTH IMPORTED AND DOMESTIC FABRICS IN NEW SPRING EFFECTS.

These new cloths present exquisite combinations in colorings and designs and have been selected with much more than ordinary care. We've studied to procure every good pattern, clothing the inferior, and so it is we are confident that our representation will meet your highest expectations and receive the appreciation it so justly merits. We here call attention to 4 excellent lines:

LUPIN'S WOOL VOILES. crisp, lustrous, pure wool qualities in all the latest shades of tan, gray, green, blue, brown, red, also cream and black, 44 inches wide, OPENING PRICE (per yard)..... **95cts**

SHEPHERD CHECKS—all wool, imported goods, the latest fad for shirtwaist suits in blue, green, red, etc., 42 inches wide, OPENING PRICE (per yard)..... **\$1.00**

EXCEPTIONAL VALUES IN EOLIENNES AND CREPE-DE-PARIS—crisp, sheer, half silk qualities, the grade that is usually sold at \$1.75 a yard, a complete assortment of new colors, such as blue, green, tan, gray, brown, mahogany, chest, pappe, cream and black, 44 to 46 inches wide, OPENING PRICE, a yard..... **\$1.25**

MOHAIR NOVELTIES—For the up-to-date shirt waist suit, a choice assortment of new designs, effects in blue, brown, gray and green, 44 inches wide, OPENING PRICE (per yard)..... **\$1.25**



Boys' Spring CLOTHING

IN NOW READY FOR YOU AT AUERBACH'S.

Here you will find the Cream of the products of America's most renowned Boys' Tailors.—A display embellished with the most artistic novelties inventive genius can create. As to our Values, we know whereof we speak when we say that you can't match them in the city.

Boys' Sailor Wash Suits, ages 2 to 8 years, neatly made in Madras and percale, plain and fancy stripes of tan and blue, worth \$1.00. Our price for this week **65c**

Boys' Sailor Blouse Wash Suits, in very best quality of Madras and percale, ages 2 to 8 years, warranted fast colors, worth \$1.25. Our price this week..... **\$1.00**

Boys' Buster Brown Wash Suits, ages 3 to 8 years, a large assortment of the latest designs for summer 1905, worth \$1.50 and \$1.75. Our price this week..... **\$1.25**

Boys' Sailor Suits, in red, navy blue and tan flannel, neatly trimmed with fancy braid and pearl buttons, ages 3 to 8 years, worth \$5.00. Our price for this week..... **\$3.95**

ESTABLISHED 1864
Auerbach & Bro.
ONE PRICE TO ALL NEVER UNDERSOLD



Monday, Tuesday, Wednesday, March 13th-14th-15th.

We invite you to see a display that mirrors the ideas of the famed Fashion Authorities French Pattern Hats—New York Productions and Hats of our Own Creations in many and various styles. Hats that are refined, yet elaborate and artistic to a degree. Individuality, Utter-style, and withal REASONABLE PRICES.

SUCH are the dominant features of this the most superb assemblage of fashionable Headwear. It has ever been our pleasure to present—There are so many new models that the variety is almost bewildering, and among the hundreds of beautiful productions there are scarcely any two Hats alike. Every style is exclusive, and decidedly different from anything shown in previous seasons. Among the Beauties in Ladies' Dress Hats are the Charlotte Corday of white English Embroidery with trimmings of tiny pink roses and white marabout feathers. The Tricorne of Parsifal blue braid, a Hat of dark blue chip, with fluted brim, shaded roses, immense quills.

For Misses "The Mother Goose" Hats are the hit of the season. In all they're the most beautiful creations and you'll be sure to fall in love with them.

SPRING FASHIONS IN THE REALM OF WOMEN'S WEAR.

Special Display Days Monday, Tuesday, Wednesday. Glorious Styles, Fresh as Newly Blossomed Roses.

Splendidly varied gatherings of costumes, tailor-made suits, waists, separate skirts and coats for all occasions. The smartest ideas in artistic tailoring, and the newest fabrics in great diversity. In short, it is by far the smartest showing in Utah, as well as the most comprehensive, and the selection of your spring suit from this store insures you that you will not see a more admirable creation than yours. The prices asked are the lowest that can be named. It is an event that will appeal to women who want fashionable garments without having to pay extravagant prices.



NEW SPRING TAILORED SUITS and Silk Shirt Waist Suits. Have you thought of them; come Monday and see the new arrivals. Prices..... **\$8.75 to \$75.00**

NEW SPRING MODELS in Coats, short and three-quarter length, covert Coats, silk Coats, loose or tight fitting and blouse effects, cravennette Coats; new shirtwaists. Prices..... **\$5.00 to \$35.00**

NEW 1905 SKIRTS—Every woman will be interested in the new skirt styles. A great many new and original effects have been brought out this season. Prices..... **\$3.50 to \$75.00**

NEW STYLES IN WAISTS—We are showing a complete line of Waists, including many imported novelties, Persian lawns, mulls and fine silk Waists. Prices..... **\$2.75 to \$25.00**



New Wash Fabrics!

Showing the matchless elegance of foreign conception as well as the newest triumphs of American Textile Art.

A pronounced characteristic of our Display will be observed in our extensive control of special fabrics and styles, embracing many novel productions, exclusively confined to us, of a character that will appeal to patrons of price exclusiveness. The novel and engaging patterns so noticeable this year will serve to intensify the colored wash goods. It remains for us to super 1905 fabrics to increase this prestige, while we are sure they will do, for never have styles, weaves, and patterns been so fascinating, so beautiful in textures, so artistic in designs, closest possible profit margins, make these low quotations possible.

50 pieces BATISSE LAUNES, 30 inches wide in white and tinted grounds with fancy figures, dots and stripes. Value 25c our price per yard **15 cts**
30 pieces PAUETTAS, made in France, a soft material of fine finish, could fittingly be compared with the finest foulard, but in even newer designs. Value 27½c, here per yard **17½c**

New Spring Importation KID GLOVES.

THE GLOVE THAT HAS WON DISTINCTION AND HAS STOOD THE TEST OF TIME, THE GLOVE THAT'S UNSURPASSED FOR FIT AND ELEGANCE. THE GLOVES THAT AT OUR PRICES WILL GIVE YOU MORE GLOVE WEAR, BETTER GLOVE VALUE AND GREATER GLOVE SATISFACTION THAN ANY OTHER KID GLOVE MADE.

THE TREFPOISE DOROTHY, finest French 2-clap Kid Glove in black, white and every desirable shade. Sizes 5½ to 7½, nothing finer or prettier to be found, regular \$2.00 value, Our price **\$1.50**

THE TREFPOISE PIQUE SPECIAL is a fine 2-clap French Kid Glove, comes in black, white and all colors, will outwear any kid glove made no matter what the price, you'll never want any other style after giving these a trial. Sizes 5½ to 7½ best \$2.00 value. Our price **\$1.50**

The Trefpouse Suede, fine 3-clap undressed French Kid gloves in black, pearl, and champagne. Sizes 5½ to 7, for a real dressy glove this has no superior our price only **\$1.50**

At \$1.00 a Pair.

Ladies Black fine undressed Kid Glove, every pair warranted, 2-clap wrist; an excellent wearing quality you can't duplicate them anywhere for this price.

Advance Arrivals of New Spring Laces.

THE EARLY ARRIVALS IN THIS POPULAR SECTION ARE MORE BEAUTIFUL THAN EVER. THE NEWEST IDEAS—THE RICHEST EFFECTS ARE HERE IN GREAT VARIETY. THE NEW EMBROIDERED ENGLISH VALENCIENNES AND RICH NET FOUNDATION POMPADOUR DESIGNS, PRETTIEST VALENCIENNES AND NOBBY MECHLIN LACES. THE LACES TO TAKE THE LEAD FOR DRESS GARNITURE DURING THE COMING SEASON, ARE NOW ON DISPLAY AT PRICES LOW ENOUGH TO PROVE TEMPTING TO ALL. TWO GREAT LEADERS FOR THE SEASON'S OPENING SALE:

At 3 1-3c a Yard.

PRETTY VALENCIENNES, lace edgings, and insertions from 1½ to 14 inches wide, a great variety of designs, worth up to 7c a yard.

At 50c a Yard.

Beautiful Net Top Laces, Silk Laces, handsome Lace bands, rich St. Gall laces and Plauen galloons, endless variety, of new spring designs, qualities usually sold at 75c to \$1.00 a yard.



YOUR FAVORITE SHOES

THE FAMOUS DREW SELBA SHOES.

The most popular shoes in this or foreign countries for which we are Salt Lake's representatives. You can see them at their best—correct comfortable styles, and as for price—passions, see here:

LADIES' TAN RUSSIA CALF BLUCHER SHOE, the new shade and style, for street wear, for spring and summer EXTREMELY NEW. PRICE **\$3.50**

LADIES' TAN VASSAR TIE with extension sole and Cuban heel. THE NOBBY HALF SHOE FOR GENERAL WEAR. PRICE **\$3.50**

LADIES' THREE BUTTON LOW SHOE, made of the genuine pat. cow skin, with well sole and Cuban heel. THE SHOE WITH FIT AND STYLE. PRICE **\$3.50**

LADIES' PAT. KID OXFORD blucher cuts, well sole and military heel. THE SHOE THAT FITS EVERY FOOT. PRICE **\$3.50**

Send in your name and address and you'll receive OUR NEW CATALOGUE for Spring and Summer, 1905, which will be ready for Mailing March 25th. It is the most complete and comprehensive we have ever issued, and will be mailed free of charge to any address outside of Salt Lake.

OUR MAIL-ORDER DEPARTMENT is the largest and most completely equipped in the west. Your order will receive prompt attention, and satisfaction is guaranteed.