

15c SILKOLINE

In the Newest Colorings and Patterns, go in this sale per yard. 94c

The Regular 15c LAPPET CURTAIN SWISSES

full yard wide in the Newest Patterns, go in this sale, per yard. 94c

STAINED MADRAS DRAPERIES

In Cathedral Glass Effects, regular 25c, in this sale per yard. 19c

WHITE Poult d'Esprit Net

55-inches wide, regular 40c, in this sale per yard. 29c

FANCY FISH NET

For Sash Curtains in white or cream, value 15c in this sale, per yard. 94c

BAGDAD CLOTH DRAPERIES

The Newest Colorings and Designs, regular 35c in this sale, per yard. 24c

White Brussels Net

Regular 75c, in this sale per yard. 54c

The Paramount Curtain Bargain Event of a Decade

A Curtain Sale that will Doubtlessly Arouse the Most Extraordinary and Widespread Interest.

A Curtain Sale that is above Comparison with any Salt Lake has known in years, Begins here

MONDAY MORNING, MARCH 25TH.**10,000 Pair New Lace Curtains, Portieres and Couch Covers at Sale Prices that will cause Widespread Amazement in Salt Lake Retail Circles.**

Great as previous Curtain Sales have been, they none of them, are a circumstance to this one. Its a wonderful Curtain Sale. Its a marvelous Curtain Sale. Its a Curtain Sale that will set the town agog and competition by the ears. Beautiful hand-made Curtains from France. The handsomest Brussels Net Cur a'ns from Saxony. The richest Irish Point Applique Curtains from Switzerland. Beautiful Cluny Renaissance, Bonne Femme and the most novel Nottingham Curtains go on Sale at Savings ranging from 33 1/2 to 50 Per Cent. In point of variety and exclusiveness, in novelty of designs as well as wonderful Low Prices there is no collection anywhere to equal this. It is hard to find words forcible enough to impress upon economical buyers the importance of this Sale. The thousands who have deferred their purchases in anticipation of this Sale will be amply rewarded by the great values they will secure. We are alive to the situation—know the great crowds that will be here bright and early Monday morning, and have prepared accordingly, a large force of extra Salespeople will be here to assist you in making your selections.

These Reductions on the Newest Nottingham, Ruffled Swiss and Ruffled Bobbinet Curtains will keep and save you money

Nottingham Curtains which are copies of the richest Laces, so cleverly executed that you can scarcely tell them from the genuine. AT SALE PRICES that will not only appeal to every Housekeeper, but they'll strike close to the heart of Hotel and Boardinghouse Keepers, who buy in large quantities and look to get the best for the least. And Ruffled Curtains—Why, you couldn't begin to buy the bare muslin or net for the prices, to say nothing of the ruffling and making.

200 pairs new Nottingham Lace Curtains and Ruffled White Satin Striped Evening Curtains—regular price 60c, go in this sale. 29c

200 pair White Panel Effect Nottingham Lace Curtains—regular price 75c, go in this sale. 37c

Hemstitched Ruffled White Swiss Curtains, dainty and effective for window furnishings, 2 yards long, value 90c, go per. 58c

Lace Curtains with detached figured center designs and Grecian Borders, 3 1/2 yards in length, and ruffled Lapped Swiss Curtains, 2 yards long, regular price \$1.25 in this sale per. 88c

1 1/2 yards long Nottingham Lace Curtains in white or cream, plain center effect with diamond designed border, regular price \$1.50, go in this sale per. 97c

Jacquard Swiss Ruffled White Curtains, with Hemstitched Ruffle, in either diamond, geometrical or dotted patterns, size 2 1/2x30, regular \$1.75, go per. \$1.10

Ruffled White Bobbinet Curtains with Rattberg inserting and edging, and ruffled White Swiss Curtains with plaid Dimpity Border, reduced from \$2.00. \$1.29

The \$2.25 New Nottingham Curtains in white and cream, and the \$2.25 Ruffled White Rattberg Curtains, and the \$2.25 Colored Organza Curtains, all go in this sale at. \$1.48

Marie Antoinette Effect Nottingham Lace Curtains in white or cream, an extreme novelty pattern Ruffled Bobbinet and Ruffled Colored Organza Curtains, all worth \$2.50, reduced in this sale. \$1.69

Novelty Nottingham Curtains in white or ivory, and Hemstitched White Applique Swiss Curtains, regular price \$2.75 on sale. \$1.88

White Madras Value Scotch Curtains, size 3 1/2x30, value \$3.25, in this sale per. \$2.20

Two Toned Colonial Curtains, copies of the finest Imported Draperies, size 3 1/2x30, regular \$2.50, on sale at. \$2.45

Two Toned Point d'Esprit Effect, Lace Curtains an entirely new design, size 3 1/2x30, reduced from \$4.50 to. \$2.85

Two Toned Medallion Border Effect Lace Curtains, 3 1/2 yards long and 34 inches wide, worth \$3.50, on sale per. \$3.30

A Decidedly Unusual Sale of New Grenadine Madras and Bonne Femme CURTAINS

that should have your first attention Monday—and for every Bargain we advertise we have scores and scores of others just as good. Catch the "Auerbach" Idea.

160 pair Cross Striped Grenadine Curtains, regular price, \$1.50, while they last, in this Sale. 69c

English Cross Striped Etonne Curtains, in various tints, value \$2.00, go in this Sale. 88c

Pretty Colored Madras Curtains, all new styles, worth \$2.25, reduced in this Sale to. \$1.18

Mercerized Cross Striped Arabian Colored Madras Curtains, pretty for Dining Rooms, Libraries or Reception Rooms—usual price, \$2.50, on Sale, per. \$1.48

Champagne Colored Snow Flaked Madras Curtains and flaked Cross Striped Red Madras Curtains, that can be used in place of Portieres, reduced from \$3.00 to. \$1.69

Bayadere Striped Swiss Flaked Voile Curtains and Hamilton Lace Effect, Striped Cream Etonne Curtains, the prettiest summer Draperies for either window or door, value \$3.25, go in this Sale, per. \$1.98

The New Damascus Striped Portieres, for Den Draperies and Cozy Corners, worth \$1.25, go in this Sale, per. \$2.45

Silk Cross Striped Voile Curtains, regular \$4.00, on Sale. \$2.69

4.00 White Bonne Femme Curtains and Vestibule Curtains, Renaissance trimmed in this Sale, each. \$2.60

Arabian Colored Cable Net Bonne Femme Curtains, the \$3.50 kind go in this Sale. \$3.85

4.50 Reversible Bonne Femme Curtains, white and Arabian color, reduced in this Sale to. \$4.40

All \$7.50 Bonne Femme Curtains go at. \$5.30

All \$10.00 Bonne Femme Curtains have been marked down. \$7.20

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

A Remarkable Sale of New Renaissance Curtains, Battenberg Sash Curtains, Real Hand-Made Cluny Curtains, Battenberg Specialty Curtains, And Arabian Colored Marie Antoinette Curtains at Prices that seem almost impossible.

Charming Curtains that give excellent wear—Novelty designs that are decidedly smart—they will be quickly picked up at these reductions.

Battenberg White Sash Curtains, size 2 1/2x30, and Renaissance Curtains, size 2 1/2x30, value \$2.25, go in this Sale per. \$1.48

12.50 Renaissance Curtains, 3 yards in length, and Battenberg Sash Curtains with Real Battenberg Motif in Border—reduced in this Sale to per pair. \$1.69

Hand Made Cluny Curtains in White and Arabian Color—size 2 1/2x30—White Battenberg and Marie Antoinette Curtains, in 3 yard lengths—Regular \$3.00, on Sale. \$2.20

4.00 White and Arabian Colored Cluny Curtains, of French Bobbinet, size 2 1/2x30—and scalloped braided edge, White Battenberg Curtains 3 yards long worth \$4.50, all go in this Sale per pair. \$3.10

Arabian Colored Marie Antoinette Curtains—White Cluny lace Curtains and 3 1/2 yards long Battenberg Specialty Curtains, all \$5.50 values on Sale per pair. \$3.85

3.00 Arabian Colored Marie Antoinette Curtains, an unusually pretty design—showing the trend of the Newest Ideas. \$4.20

3.50 Scalloped Edge Imported White Battenberg Curtains, an exquisite pattern; and 3.50 Arabian Colored Marie Antoinette Curtains, reduced to, per pair. \$5.30

Imported Arabian Colored Marie Antoinette Curtains with two toned applique border, and White Battenberg Curtains in the most graceful designs, all worth \$5.50, in this Sale, per pair. \$6.40

The "Newest and Most Attractive Battenberg and Marie Antoinette Curtains—extremely showy yet tasteful—regular \$12.00 in White or Arabian Color, per pair. \$8.80

All 50c Door Panels in this sale, each—

24c

All 75c Door Panels in this sale, each—

38c

All 50c Door Panels in this sale, each—

44c

All 20c Door Panels in this sale, each—

47c

All \$1.25 Door Panels in this sale, each—

63c

All \$1.50 Door Panels in this Sale, each—

79c

In This Sale of New Irish Point Curtains And New Brussels Net Curtains

You'll find a variety equal to every taste and requirement. Artistic Designs made on the finest nets. Read the following items and figure for yourself, what this Sale can save you on this Spring's Furnishings.

\$3.00 White Irish Point Curtains, with pretty border design finely applied on good Bobbinet, size 3 1/2x48—go in this Sale, per pair. \$1.98

\$3.50 White Irish Point Curtains, the most novel design go in this Sale at. \$2.20

\$4.00 White Irish Point Curtains—with Bow Knot Pattern worked on extra quality Mull. Size 3 1/2x48—on Sale, per pair. \$2.60

\$4.50 White Irish Point Curtains, with geometrically designed Border—2 1/2 yards long and 48 inches wide—go, per. \$3.10

\$5.00 White Irish Point Curtains, with detached figured center—a most attractive design—go per pair. \$3.30

\$5.50 White Irish Point Curtains—two uncommon and artistic designs—size 2 1/2x48, reduced to a pair. \$6.40

\$10.00 Beautiful Hand Worked—White Brussels Net Curtains and 10.00 White Irish Point Curtains with a Brussels Border—extremely neat and dainty, marked in this Sale to per pair. \$7.20

The Prettiest \$12.00 White Brussels Net and Irish Point Curtains ever shown—\$8.80

The best \$15.00 Irish Point and Brussels Net Curtains in the Market reduced. \$10.70

\$17.50 Irish Point Curtains with Fillet Borders on Sale at. \$11.90

\$18.00 Brussels Net and Irish Point Curtains—on Sale per pair. \$12.80

All \$22.50 Curtains you'll find marked down to, per pair. \$15.60

All \$25.00 Curtains you'll find marked down to, per pair. \$16.40

All \$27.50 Curtains you'll find marked down to, per pair. \$18.90

A SALE OF Portieres

That is full of startling price surprises! Exact facts, magnetic prices—are the only arguments published. You will find the offerings irresistible.

Two-toned Brocaded Tapestry Portieres, value \$2.50, on sale, per pair. \$1.48

Beautiful Turkish Striped Portieres, usual price \$3.00, go in this sale at. \$2.10

Heavy Brocaded Ottoman Weave Portieres—worth \$4.00—go, reduced to, per pair. \$2.40

Reversible Bagdad Striped Portieres—worth \$4.00—go in this sale, per pair. \$2.85

New Styles Turkish Tapestry Curtains—the \$5.00 Portieres—marked down to, per. \$3.35

Mercerized Armure Portieres, with a brilliant lustre—value \$5.50—marked down to, per. \$3.85

Bagdad and Cross Striped Kashgari Portiere Curtains—none worth less than \$6.00—go in this sale, per pair. \$4.20

All \$7.50 Duplex and Mercerized Brocade Portieres go in this sale, per pair. \$5.30

\$8.00 Rep. and Ottoman Portieres reduced in this sale to. \$5.80

\$9.00 Mercerized Portieres—tassel fringed or silk-roped finished—go in this sale, per. \$6.40

Portian Portieres—silk-roped finished, mercerized Rep. Portieres and Corded Duplex Portieres—all \$10.00 Curtains marked down in this sale to, per pair. \$7.20

All \$12.00 Portieres—the newest effects—go in this Sale, per pair. \$8.20

\$14.00 Portiere Curtains—the most novel tapestries—reduced in this sale to, per. \$10.20

Handsome Tapestry Curtains, high class novelties, great values at \$17.50, on sale at, per. \$12.30

Tapestry Curtains that you can't match elsewhere at \$20.00 go in this sale at, per. \$13.65

The Most IMPORTANT Couch Cover Sale

Ever Announced by Any House in America.

Thousands of Couch Covers below weaver's cost. All high class goods, being principally copies of fine oriental tapestries. You cannot hope to secure such values at another time, therefore buy your Couch Covers in this sale.

Couch Covers bought to retail at \$1.25 go in this sale at. 55c

Persian Striped Couch Covers, worth \$1.50, marked down in this sale to. 88c

Roman striped Couch Covers, size 3x50, value \$1.75, go in this sale. 99c

Negus Couch Covers, 3 yards long and 60 inches wide, worth \$2.00, go in this sale. \$1.23

Reversible Turkish Striped Couch Covers, 60 inches wide and nine feet long, worth \$2.50, reduced to. \$1.48

60 inches wide Negus Couch Covers, worth \$3.00, go in this sale. \$1.98

Bagdad Couch Covers, size 3x50, usual price \$3.25, on sale. \$2.20

60 inches wide Bagdad Couch Covers reduced from \$4.00 to. \$2.60

Kiskellin and Bagdad Couch Covers, all 60 inches wide, \$4.50 values, go in this sale. \$2.85

\$5.00 Couch Covers—the best designs brought out this spring—60 inches wide and 9 feet long, go in this sale at. \$3.30

Duplex Couch Covers, 60 inches wide and 2 yards wide—Otouki Couch Covers; good \$5.50 Covers in this sale. \$3.85

\$5.50 Bakara Couch Covers, two yards wide, on sale. \$4.40

Real Goblin Couch Covers, worth \$5.00, on sale. \$5.30

Five styles of \$9.00 Couch Covers go in this sale. \$6.40

Four styles of \$10.00 Couch Covers—and they can't be matched at \$10.00 elsewhere—in this sale at. \$7.20

Easter Sales Of All Other Requisites!

Easter Silks and Easter Dress Goods You Want at the Right Price.

You will find in this column, the very best bargains you ever read about.

BLACK AND WHITE DRESS GOODS NOVELTIES, 25 to 56 inch, all wool, newest effects in black and white, satins, checks, box plaids, stripes and holly combinations, at 50c, 65c, 75c, 85c, 95c, 37c, 45c, 1.45 a yard.

NEW BLACK GOODS

PRIESTLEY'S CELEBRATED GUARANTEED BLACK DRESS GOODS, All the newest effects in plain and novelty weaves such as Mohairs, Wool, Taffetas, Panamas, Poplins, Emperors, Voiles, Mayfairs, Queen's Cloth, and many other new weaves—

From 65c up to \$2.00 a yard.

FANCY DOTTED PONCES, 50 pieces of fancy one dotted ponce, natural color, the dots being in red, blue, brown and black; large and small patterns; the regular value is 85c, on sale this week at. 65c

Fancy Silks for Waist and Suits, 100 pieces of Fancy Silks, Louisines and Taffetas, in plaids, checks and black patterns and stripes, in greys, blacks and white, some slightly colored, values up to \$1.25, on sale per yard. 85c

Long Kid Gloves For Easter.

THE GREATEST OF ALL SENSATIONAL GLOVE OFFERS WE HAVE MADE THIS SEASON COMES NOW, JUST IN TIME FOR THE GREAT EASTER DEMAND. THE ARRIVAL OF AN ENORMOUS SHIPMENT JUST RECEIVED FROM GRENOBLE, FRANCE, ENABLES US TO OFFER THESE EXTREMELY LOW PRICES ON THE HIGHEST, FINEST GRADE OF LONG KID GLOVES.

TREFOURSE FINEST QUALITY 12 1/2 length French Kid gloves, regular elbow length in Black, white, tan and brown, all sizes best \$4.00. \$3.25

Trefofourse finest quality 16 1/2 length kid gloves, come 4 inches above the elbow in black, white, tan and brown. BEST \$4.50 VALUE. \$3.75

EVERY PAIR WARRANTED AND FITTED.

WOMEN'S APPAREL SO CLOSE TO EASTER.

With the Great Easter Style parade just one week away, and while other houses are exacting the utmost tribute from those who observe the mandates of fashion, we offer better values than can be had at any other period of the year.

A POPULAR EASTER SUIT \$19.75, made of all wool worsted and new suiting, satin lined jacket, very effectively trimmed, worth not less than \$25.00, we offer them. \$19.75

SMART TAILOR MADE SUITS \$25.00, in plain or fancy check cloth, one is the Short Eton, the other the popular Eton Club Model. Skirts are the new pleated effects. \$25.00

ETON JUMPER SUIT \$22.50, made of finest quality taffeta, skirt made with clusters of box pleats, jumper artistically trimmed with silk braid and French knots, positively worth \$30.00, on sale at. \$22.50



OUR MONDAY SPECIAL!

Dainty Lingerie

Waist \$1.00

Beautiful designs in all-over embroidery, short sleeves, lace trimmed, collar and cuffs, button back, sizes 32 to 44, worth \$2.00 for Monday only, at each. \$1.00

Pleasing Easter Bargains in BOYS' CLOTHING!

Price does not express the qualities of these swaggar little suits. Fabrics very good and a merchant tailor's art in the cutting. Boys two-piece, double-breasted suits, \$3.50 and \$4.00 suits, special for this. \$2.15

Blue and black Cheviot, light and dark mixed tweeds and fancy novelties in stripes and plaids, a large assortment and quantity to select from. Values up to \$4.00. \$2.15

BOYS' NORFOLK SUITS, One of the prettiest styles we are showing this season in light grey stripes and light color plaids, and checks. Coat, double-breasted, with belt to match and bloomer-pants, special for this week, worth \$4.50. Our price for Easter SPECIAL. \$3.39

CHILDREN'S WASH SUIT, Peter Pan and kimono styles, little boys' wash suits in plain chambrays, ginghams, crash and pique in tan, grey, white, and pink and blue stripes, with large sailor collars and neatly trimmed sizes, 2 1/2 to 7 years, 9c cents and upwards.

We also have our new spring line of children caps and hats.

Pleasing Easter Bargains in LOW SHOES FOR WOMEN

Shoe values for Easter buyers that will long keep Auerbach's in their memory.

Ladies' patent kid Oxfords, well and turn soles, Cuban and military heels, plain or patent toes, large ribbon ties, worth up to \$4.00. All sizes. Our special price for Easter. \$3.45

Ladies' kid Oxfords, well and turn soles, blucher or regular cut, patent tip all sizes, worth \$3.50. Special price, per pair. \$2.95

Ladies' kid or patent Oxfords, with heavy or light soles, patent tip, military heel, sizes 2 1/2 to 8, worth \$3.50. Special Easter price. \$2.70

Ladies' kid Oxfords, patent tip blucher and regular cut, Cuban or military heels, sizes 2 1/2 to 8, regular \$2.75. Special, per pair. \$2.20

Ladies' house Oxford, military heel, patent tip, all sizes, E and EE widths, worth \$1.75. Special this week, per pair. \$1.45