

# PRELIMINARY SHOWING AND SALE OF THE CLEVER NEW CONCEITS FOR SPRING



VERY SECTION of this Progressive Establishment has Donned its Spring Attire, and the Displays of the New Goods are Truly Enchanting and Inviting. To induce the Largest Crowds that ever entered this Store to come and view these Preliminary Exhibits, and to make this the Banner Week of the Season, we have prepared a Store Full of Preliminary Opening Specials for This Week on just the Character of Merchandise Most in Demand Right Now. Unless you are Indifferent to Money Saving Opportunities you will be an active Participant in These Very UNUSUAL OFFERINGS THAT WILL BE IN WAITING WHEN THE DOORS OF THE AUERBACH STORE ARE SWUNG OPEN MONDAY MORNING.

## Beautiful New Neckwear!

All the new styles and fancies in Stocks, Turn Overs, Collar and Cuff Sets, long fronts, Lace Braid Etons, etc., are here in great variety of superb styles and priced surprisingly low. Here are two Souvenir Opening Specials for this week:

AT 10c EACH—Ladies new Lace Braid Stocks, with Tabs in all White or Cream, also many Tinsel Mixed. Novelties, not a single style in the lot worth less than 35c each, on sale at **19c**

AT 10c EACH—Pretty Embroidered Lawn Turn Overs, and a great variety of nobby Batiste Stocks, with curved front or tabs, worth up to 25c each on Sale at **10c**

ESTABLISHED 1864

# Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

## Opening of the Dressmaking Season Comes Again!

Madame Cawthorne has returned and Monday is the opening date of the Season of Dress Making, the most interesting time for My Lady in all the Spring. To be sure Easter is late this year, but that is no reason why you should delay the designing and execution of your new Gown. The Dressmaking Division will be the busiest place in the Store from now on.



### Showing of Exquisite Creations in Millinery.

Monday, Tuesday and Wednesday, March 19, March 20 and March 21. LET THIS BE YOUR INVITATION.

### Newest in Lovely Hats!

The accompanying picture, perfect as it is can give you but the faintest idea of our distinctly charming exclusive models—for all tastes and all purses will be exactly suited in our elegant lines of Spring Millinery.

### In Our Linen Section!

500 yards hand hem Table Linen half bleached, in dice checked pattern, 62 inches wide, regular price 65c—Monday, Tuesday and Wednesday at **37c**

### In Our Domestic Dept.

30 pieces White Cambric, Nottingham, 18c—Monday, Tuesday and Wednesday at **8c**

### Special in Our Shoe Department

For Monday, Tuesday, Wednesday Infants' Kid Shoes, wedge heels, lace or button, sizes 2 to 5, worth 75c—Monday, Tuesday and Wednesday at **55c**

### Another Shoe Special!

For Monday, Tuesday, Wednesday Misses' Kid or Box Calf Shoes, heavy or light soles, sizes 1 1/2 to 2, worth \$1.25—Monday, Tuesday and Wednesday at **1.35**

## The New White and Colored WASH FABRICS!

A world of Beauty is represented in our Stock of these Fabrics for Spring and Summer. 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 secure extraordinary assortments and values in this department. Come this week and see if you agree

### Two Opening Specials for Monday

Ten pieces New White Sheer Embroidered Dotted Swiss, which promises to be the rage this season. Scarce **16c** at 30c a yard, Monday at...

Another small lot of those 35c Poplinettes—about 300 yards—enough for 30 dresses. Judging from the way the last lot sold, these won't last long. This season's most popular colors. Value 35c. On sale Monday while they last per yard **18c**

We Are Continuing the

## GREAT CURTAIN SALE!

Tomorrow marks the continuance of that remarkably successful Curtain Sale of the week just passed. Nothing like this opportunity, has ever been afforded the Salt Lake public. There has never been held a Curtain Sale that can be compared with this one.

## WOMEN'S NEW SPRING COSTUMES

COATS, SKIRTS, WAISTS and SILK PETTICOATS THE FEATURE OF THE OPENING

EACH Season the master Artists of Fashion seem to surpass their previous efforts. A visit to our Cloak and Suit Section will convince you of the fact. You never beheld such an array of elegance as we have brought forward this Season. European as well as American artists have contributed their newest creations to this large stock—and all our Garments are stamped with the touch of correctness that will place them first, in the minds of those who appreciate ARTISTIC EXCLUSIVE STYLES.

### The Following Opening Specials for Monday, Tuesday, Wednesday, and New Additions Every Day.



**NEW ETON SUITS**, Collarless Styles. Elbow Sleeves, fancy tucked cuff, neatly plaited front and back. Skirt in extremely full cluster plaited model, all shades. Our Opening Sale Price **\$13.75**

**HANDSOME NOVELTY SUITS** of splendid quality Panama cloth, the short Etons, the popular Pony Suits and tailored light-fitting short Coat Styles. In all prevailing shades. Our Opening Sale Price **\$17.50**

**IMPORTED STREET SUITS**, every style and color in this collection, such as Alice Blue, Reseda Green, Tan, Light Gray, Dark Red, Blue and Black, worth up to \$38.75. Our Opening Sale Price **\$25.00**

**SILK SHIRT WAIST SUITS** very newest ideas. Black and all shades, every imaginable style. Our opening Sale Price **\$10.75**

**COVERT CLOTH COATS**, Strapped, or plain styles, new sleeves, lined with Satin. Our Opening Sale Price **\$5.95**

**COVERT COATS** of hard twisted covert, all seams strapped, lined with taffeta. Our Opening Sale Price **\$10.95**

**TAFFETA SILK COATS**, 27 inches long with loose back, new sleeves, neatly trimmed with braid. Our Opening Sale Price **\$7.50**

**NEW CHECKED WALKING SKIRTS** of all wool fancy checked cloth, new circular effects. Our Opening Sale Price **\$9.75**



**HEAVY TAFFETA SILK PETTICOATS** changeable, plain colors, and black, sectional flounce, regular \$8.50. Petticoats. Our Opening Sale Price **\$6.50**

**TAFFETA SILK PETTICOATS**, heavy quality, separate dust ruffle, light and dark shades, new 1906 styles. Our Opening Sale Price **\$8.75**

**BLACK SATENE PETTICOATS**, umbrella flounce, tucked and corded, with ruffle bottom, Elite make. Our Opening Sale Price **\$2.45**

**NOVELTIES IN DRESSING SACQUES and KIMONOS**, shown in white, also fancy colors, beautiful styles. Our Opening Sale Price **98c**

**NEW JAP SILK WAISTS** of very heavy quality silk, six different models in this group, worth \$5.00. Our Opening Sale Price **\$3.75**

**HANDSOME TAFFETA SILK WAISTS** in colors and black, entire front finished with tucks and lace insertion. Our Opening Sale Price **\$3.95**

**Extraordinary Opening Sale Special!**

**500 LADIES WAISTS**, all of them the newest 1906 styles, bought by our New York representative greatly below value for spot cash, enabling us to offer for this opening sale, waists worth up to \$2.00 for 75c. They are made of handsome white or black lawn, fancy gingham, brilliantines and medium weight suiting. Remember the cheapest waist in the lot worth \$1.25 and up to \$2.00 for **75c**

## The Season's Display of New Dress Goods For Spring and Easter!

Is on a scale vaster than ever. The choice products of the mills of Europe and America, the new weaves, textures and colorings answer the query of thousands this week, who are intent on finding out the season's correct fashions in dress fabrics. Columns of description would simply make a beginning in this tremendous collection. You must come and see for yourself what Dame Fashion has ordained the proper thing for spring and Easter. It's the largest and most complete showing of spring woollens ever gathered in Salt Lake, and every facility was exerted toward getting them for this opening week at prices lower than any ever quoted.

The appended opening special hints at the values, an inkling of what you may expect to find in our Dress Goods section this week.

### Special For Monday, Tuesday and Wednesday!

The newest in Silk and Wool Plaids in Broken Effects come in two and three shades of the same color in all the latest colorings for spring, 1906, marked to sell at \$2.50 a yard; as a millinery opening special for Monday, Tuesday and Wednesday at **\$1.65** a yard.

## Monday we Start the Second Week of the GREAT CURTAIN SALE!

The Curtain Department should be thronged Monday! You may never again see such buying chances. The sale prices are the smallest ever quoted on new curtains. Those who respond promptly will profit greatly.

### Toilet Soaps!

Auerbach's Special—Three Bars for 10c.

Asa's special Toilet Soap comes 3 bars, 1 each Glycerine, Honey and Oatmeal, to the box; it's a soap equal to the best; 10c a bar, 3 bars for 30c. Monday only at **37c**

### 75c Gold Tinsel Belts at 39c.

A Special for Monday Only!

The very newest spring style gold tinsel belts, with neat oval buckle, comes in all sizes, best the price on sale Monday only **39c**

### A Ribbon Sale!

Monday Only—Best 25c and 35c values at 15c.

### \$1.25 Corsets, Monday 69c.

On Sale Monday All Day.