

A REMARKABLE COMBINATION OF

Interest Compelling Pre-Easter Sale Events!

Our most comprehensive and complete display of authoritative styles in Easter apparel, yard-goods and accessories, assembled from the fashion centers of the world, opens Monday with a bulletin of Pre-Easter Bargains which for timeliness and money-saving features are without an equal in Salt Lake annals.

Rare Money-Savings

Glean from every nook and corner in our store. It's the boldest underpricing on newest Easter merchandise ever attempted in Salt Lake. A glance at the values we are offering leaves no alternative to you but to come and attend these rousing pre-Easter sales.

MONDAY!
Full yard wide Bleached Muslin
Finished soft for the needle, made especially for good service, value 10c, on sale Monday only at, a yard..... **7½c**

MONDAY!
One Thousand Dozen TOWELS
Huck and Turkish Towels, Hemmed and Hemstitched, regular 16-2-3c, on sale Monday at, each..... **9½c**

MONDAY!
1000 Hemmed Bleached Pillow Cases
Size 42x36 and 45x36, regular price 15c and 16-2-3c, on sale Monday, limit six to a customer, at each..... **9½c**

MONDAY!
100 pcs. White English Long Cloth
Full yard wide, 12 yards in each piece, regular \$2.00, on sale Monday at, a bolt..... **\$1.48**

MONDAY!
\$1.50 Scalloped White Linen Damask Lunch Cloths
With one row of drawn work in center, round or square, 20 inch size, on sale Monday at, each..... **79c**

MONDAY!
75c Bed Sheets
2 and 2½ yards wide, Bleached and Unbleached, limit 4 to a customer at, each..... **46c**

Irresistible Silk Values!

In Time For Easter Dresses,

Still time to take these Silks to the Dressmaker and have your Easter Dress made just as you want it—and these are surely the Silks you want, charming in every way—in style, in color.

The Spring Silks are prettier than ever. It's good judgment to come where most Silks are sold, and that's here—if you would be sure of new and stylish silks, and at lowest prices. Here are a few items for you to judge of:

NEW SPRING SILKS AT 44c A YARD

CONSISTING OF 19 TO 29 INCH FANCY POPLINS, ARMURES, ETC., IN CREAM, BLACK, AND COLORS, 24 INCH COLORED FOULARDS IN POLKA DOTS, COIN DOTS, ETC., 27 INCH NATURAL COLORED PONGEE SILK, REGULAR VALUES UP TO 85c A YARD, SPECIAL MONDAY AND WEEK, A YD. **44c**

NEW ROUGH SILK SUITINGS

24 TO 27-INCH SILK CRASH, SO STYLISH THIS SEASON FOR SKIRTS, COATS, WAISTS, OR FULL SUITS, IN BLACK, CREAM, NATURAL AND ALL COLORS, INCLUDING THE NEW SHADES OF BROWN, APRICOT, BLUE, RED, GREEN, ETC. REGULAR \$1.25 GRADE, SPECIAL MONDAY AND WEEK, YARD **89c**

NEW TAFFETA SILKS

2,500 YARDS, NEWEST STYLES AND EFFECTS IN STRIPES, CHECKS, PLAIDS, ETC., IN ASSORTED COLORS AND COMBINATIONS OF TWO OR THREE SHADES OF THE SAME COLORS, INCLUDING THE NEWEST SHADES OF RASBERRY, COPENHAGEN, LEATHER BROWN, RESIDA GREEN, ETC. SUITABLE FOR WAISTS OR SUITS, VALUES UP TO \$1.65 A YARD, SPECIAL MONDAY AND WEEK, YARD **98c**

Too Much New Spring Dress Goods

In our enthusiasm for the new Season's Business, we bought too much of the novelty Dress Goods. We have decided to give our patrons the benefit of necessary price reductions at once. The prices would have been cut sometime to enable us to sell them all—We do it now almost before the season is begun.

New Spring Dress Goods at 46c a Yard

Consisting of 36 to 42 inch plain and fancy Black and colored, newest Spring Dress Goods in Chevron stripes, fancy checks, Shepherd checks in all colors, fancy plaid combinations and plain all-wool Albatross, Storm Serges, Panamas, etc. Values 75c to 85c a yard, SPECIAL MONDAY AND WEEK, A YARD **46c**

\$1.60 Values Black Dress Goods for 90c a Yard

40 to 50-inch all wool Black Dress Goods, in plain and fancy weaves, including Priestleys, Standard Black Voles, Empires, Panamas, Taffetas, Brilliantines, etc. VALUES UP TO \$1.60 A YARD, MONDAY AND WEEK SPECIAL, YARD **90c**

\$1.75 Imported Dress Goods Novelties at 98c

THE NEWEST IN MIXED AND COLORED SUITINGS, CHALK LINE STRIPES, HATHLINE STRIPES, FANCY MOHAIRS, SERGES, PANAMAS, ETC., IN ALL COLORS, INCLUDING GREY, MIXED SUITINGS, VALUES UP TO \$1.75 A YARD, SPECIAL MONDAY AND WEEK, A YARD **98c**

Interesting Money-Saving Special Values in

HOSIERY

For Ladies' and Children



That will be appreciated by those who know grand values when they see them. Next week will be the time to lay in your summer supply.

Ladies' plain Gauze Cotton or Lisle Thread, and a variety of patterns in fine lace hose all full, regular made, in tan or fast black—qualities you'll never duplicate for less than 39c a pair on sale at **39c**

Ladies' finest Maco Cotton or Lisle Thread Hose in lace, plain or fancy embroidered styles—in fast black, tan and white, all our best 7c grades, the greatest variety of patterns to choose from **59c**

We are showing the best wearing full, regular made, fast black, tan or white Maco Cotton Hose, with double heels and toes, equal in fineness of texture, and superior in wear to any 3c hose in the market, all ladies' sizes at **25c**

Childrens Cotton Hose at 3 pair for 50c

Children's fine Cotton Hose with double heels and toes, seamless, in all black or white, all sizes, greatest 25c value, on sale at a pair **16½c**

To stop all further trouble about sock hose for your boys and girls, buy our 11½, 12½ and 13½ light, medium or heavy weight stockings. They are unsurpassed for wear, perfect in fit, look right and are fast colored, the price all sizes **25c**

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Popular Priced Millinery

So far as the Millinery is concerned, Easter might come right now.

We never were so busy in Millinery. Even the bad weather couldn't stop it, and the sales made a new high record. Why? Simply because our Millinery is the vogue, and so decidedly "the Best" that we are winning by far the largest slice of the business. Hundreds of absolutely correct styles, portraying the latest dictates of fashion, and representing values which have been unobtainable except at much higher prices.

Prices \$5.75, \$6.75 and \$7.75

THE BEST OF THE WORLD'S BEST WASH FABRICS

But Moderately Priced

We are showing the choicest, the best and the most moderately priced Wash Fabrics in the West. An assortment so comprehensive has never before been exhibited in Salt Lake. Here is an example of the values that has made this the largest department of its kind in Salt Lake.

HIGH ART FRENCH WASH GOODS NOVELTIES—The most beautiful Dress Fabrics of the Season—charming styles that all women admire—appropriate for Street and Evening Gowns—75c and \$1.00 values. Next week, per yard..... **59c and 46c**

Great Offerings in WOMEN'S EASTER SUITS



These extraordinary saving chances make it a substantial object for you to come direct to AUERBACH'S next week for your new New Easter Suit. The largest and most magnificent Suit Stock we have ever displayed is now ready for your choosing. Every Garment offered is strictly of this season's production and fashioned in accordance with this Spring's correct Style Ideas.

New Spring Suits at \$32.50

It's impossible for you to look at these handsome suits and not wish for one. Butterfly, Grecian effects and strictly tailor-made are here in large variety of materials and shades. Positively worth \$40.00, special next week at **\$32.50**

New Spring Suits at \$25.00

Spring suits in exclusive designs, handomely made, in the newest materials and all the leading shades, some trimmed with silk or satin, others strictly tailor-made. Positively worth \$32.50, special next week **\$25.00**

New Spring Suits at \$23.75

In this lot are serges and Panamas in light and dark shades in stripes and plain colors, suits that can be worn throughout the summer as they are medium and light weight. Positively worth \$30.00, special next week **\$23.75**

New Spring Suits at \$18.75

Plain Panamas, wool serges and striped Venetian cloth are the predominating materials in these handsome suits, cutaway, corset and semi-fitting coats, and new model skirts among these. Positively worth \$25.00, special next week at **\$18.75**

New Spring Suits at \$15.75

Handsome all wool worsted Panamas suits in either half or tight fitted coats, circular gored, or full pleated skirt with deep band above hem. In navy, brown and black. Positively worth \$18.00, special next week **\$12.75**

New Spring Silk Suits at \$18.50

Silk Jumper suits that are very stylish now and will be more so as the season progresses. They are here in almost any shade one could wish for, either in plain colors or stripes. Positively worth \$22.50, special next week **\$18.50**

New Spring Silk Suits at \$13.75

The prettiest and jauntiest silk jumper suits we have ever had the good fortune to show, good quality Taffeta, full gored circular skirt, very nicely made. Positively worth \$18.50, special next week at **\$13.75**

MONDAY

\$3.00 Jap Silk Waists at \$2.25

200 Handsome Jap Silk waists, long sleeves and open front, in black and white only, worth fully \$3.00, Monday as long as they last **\$2.25**

MONDAY!
Ladies' Belts up to \$1 values at 49c each
Nobby Elastic Belts, Tinsel and Leather combinations, Leather Belts, Silk Belts, every desirable kind and style including our best \$1.00 grades on sale Monday only, at..... **49c**

MONDAY!
Handkerchief Sale Special 10c Values at 5c each
Plain White fine hemstitched handkerchiefs, an excellent soft finished quality regular 10c seller, at..... **5c**

MONDAY!
Veiling Sale Special 25c Chiffon veiling at 10c a yard
18 inch wide fine Chiffon Veiling, plain or with chintille dots in navy, white, red and black, best 25c grade, on sale at..... **10c**

MONDAY!
19c a yd.
35c White French Lawn, 35c White Persian Lawn, 35c White India Linen, 35c White Victoria Lawn, 35c White English Netbook, and 35c White English Long Cloth, on sale Monday only..... **19c a yd.**

MONDAY!
75c Door Panels
In Irish Point designs, size 32x36, on sale Monday at, each..... **24c**

MONDAY!
Bleached, Silver Bleached and Half Bleached Table Linens
60, 62 and 70 inches wide, all new designs, with 75c and 90c, on sale Monday at, a yard..... **47c**

Special White Goods Values for Confirmation Dresses

Never before have we shown so complete an assortment, so many novelties, so many new fabrics—and these are big Bargains and will make Business turn at the White Goods Department.

25 Pieces White Persian Lawn, a soft silky white fabric, value 25c, next week a yard **14c**

46 inch wide Imported Persian Lawn, value 40c, next week per yard **27½c**

Imported White Embroidered Swisses, St. Gall Make, beautifully woven, sheer and crisp, with embroidered sprays, spirals and dots, value 60c, next week a yard..... **36c**

45-inch White French Lawn, very sheer and durable and will not crease easily. Value 65c next week a yard..... **47c**

The 75c White French Lawn, 48 inches wide, next week a yard **59c**

The 95c White Mercerized Chiffon, the 95c White Mercerized Linen, Batiste and the 85c White French Lawns, all 48 inches wide, go next week per yard **68c**

A REMARKABLE SALE OF Ladies' Gloves

Do not miss this opportunity to buy dependable warranted Gloves at prices away below regular value.

Long Lisle Thread Gloves, Best \$1 values 69c

Ladies' 12-B, length fast black fine Lisle Thread Gloves; all sizes; best \$1.00 value—at **69c**

Greatest \$1.25 values at 75c

Ladies' 16-B, length Lisle Thread Gloves in Black or White; all sizes; best \$1.25 values; this week's sale price..... **75c**

Long Kid Gloves, regular \$4.00 values at \$2.89

Ladies' 16-B, length Lisle Thread Gloves in black, white and all colors, a glove that's unsurpassed for fit or wear; greatest \$4.00 value; every pair warranted and fitted at..... **\$2.89**

Standard \$3.50 Grade at \$2.95

12-B, length French Kid Gloves in black, white and all colors; the popular elbow length; all sizes; reduced from \$3.50 to **\$2.95**

Best \$2.75 Grade at \$1.89

8-B, length French Kid Gloves—the season's popular length; all sizes and colors; reduced for this sale from \$2.75 to **\$1.89**

Long Silk Gloves

Kayser's dependable double finger tipped quality—12-B, length; regular \$1.75 grade, at **\$1.15**

16-B, length; regular \$2.00 grade, at **\$1.39**

Easter Suits for Boys Clothing Style and Clothing Economy

Influenced by the distinction that ours is the Most Popular Boys' Clothing Department in this city, we shall offer special next week that shall stand out as some of the most interesting items you have ever enjoyed.

\$3.50 Spring Suits Only \$2.49

Beautiful new patterns in light medium and dark shades of brown and grey also patterns with black predominating. Medium and light weight fabrics. A chance to make the boy happy at a saving of money. Special for one week, \$2.49 values **\$2.49**

\$5.00 Spring Suits Only \$3.95

Boys' stylish suits in the handsomest patterns, the best fabrics, the most perfect fitting of all popular lines in town. Nowhere can these values be excelled. See our new brown and grey patterns. All sizes are here. Special for one week, \$3.95 values **\$3.95**

\$6.25 Spring Suits Only \$4.95

The most popular brown shades in stripe and check effects, also the nattiest of gray patterns are here offered for one week at a great saving. These suits are particularly fine in point of make. There are none better fitting—every boy can be sure of being properly attired in one of them. The styles and patterns are up to the minute. Special for one week, \$4.95 values **\$4.95**

\$7.50 Spring Suits Only \$5.95

These are suits that appeal to the most fastidious. The excellence of make—the richness of pattern and the high standard of quality appeal alike to the boy and parents. Here you will get suits that wear well, look right and are perfect-fitting. Don't fail to see these extraordinary values in the season's newest and handsomest clothing for boys. Special for one week, \$5.95 values **\$5.95**

