

GREAT OPENING AND SALE OF FALL AND WINTER GOODS

IN ALL DEPARTMENTS. At no time have stocks been so large and representative. The variety is so extensive that every conceivable want can be gratified—from the standpoints of both taste and price. To make this 1900 Fall Opening Sale the greatest we ever held, we announce the BEST VALUES EVER OFFERED at the commencement of the season.

All Visitors to the City Invited to Inspect Our Mammoth Stock.

That we offer a lower price for same quality or a better quality for same money has been proven to the perfect satisfaction of the thousands who patronize us, and this valuable truth will bring its immense advantages to the thousands yet to learn it.

Silks and Dress Goods.

Extraordinary Pricing of Stylish Fall and Winter Dress Goods and Silks.

List of Money Savings that everybody may participate. Never will be a better illustration given of the Benefits accruing to the Public from Economical Buying than this week. For Fortunate Buying on our part always means proportionately increased Values for our customers.

BLACK DRESS GOODS.

Black all wool Henriettas, black French Serges, English Granites, American Crepons, Black Figured Brillantes, and large line of Fancy Black Weaves, that cannot be matched for less than 75c per yard..... **50c**

BLACK ENGLISH CREPONS.

Choice and New Designs, with a rich luster and best blacks. You cannot match these styles and quality, anywhere for less than \$1.25 a yard, at..... **80c**

PIROLAS IN BLACK.

20 pieces of 46 inch silk finish novelty Crepons and Pirolos. Choice material for suits and separate skirts. Especially priced for this week at—

\$1.35, \$1.50, \$1.75, \$1.90 yd.

SILKS.

Liberty Satin in Black Only. All silk lustrous black, and 24 in. wide, \$1.25 value, only, per yard..... **92c**

BLACK PEAU DE SOIE SILK

for wear, or richness in appearance. Peau de Soie Silk, is the handsomest material in the market, this week at this price; this is a regular \$1.50 quality, at per yd **95c**

Examine our Mammoth Stock

Of Fancy Silk, which we offer at this price. Hundreds of new fall styles in stripes and fancy weaves, worth up to \$2.00 a yard, at per yard..... **95c**

WASH SILKS

24 inch wide best Lyon Dye, 56 colors to select from, a line will worth 60c a yard, going to discount this number, closing out at, **45c** per yard.....

COLORED DRESS GOODS

Handsome Plaids in small and large effects. Choice new Bourette Suitings, large line of mixtures, worth up to 60c a yard, at, per **30c** yard.....

GRANITE SUITINGS

In solid colors and illuminated effects, new snowflake all wool suitings, camel's Hair Plaid goods in this section worth up to 55c a yard, at, per yard..... **50c**

LADIES' CLOTHS,

warranted all wool, 36 inches wide, 56 colors to select from in the newest fall colorings, best value ever shown, at, per yd..... **45c**

BROAD CLOTHS

52 inch wide, in every color that is worn this season—one of the finest cut cloths made, the price ought to be \$1.75 this week at \$1.25 a yard only, at, per yard..... **\$1.25**

F. Auerbach & Bro.

Ladies' Jackets.



Hundreds of new styles in Ladies' Jackets for Fall and Winter wear at our well known low prices, in Eton Coats, Automobiles, Box Coats, Double Breasted, Fly Front styles, etc. Prices from **\$2.50 to \$100.00**

Dress Skirts.

Large stock of new dress Skirts in Black or Colors; also immense variety of Golf Skirts; prices from **\$2.25 to \$15.00.**

Plush Capes.

Splendid assortment of Plush Capes, either plain or braided and beaded, from **\$2.50 to \$15.00.**

Golf Capes.

Large range of Colors and Styles; prices from— **From \$5.00 to \$20.00**

Ladies' Waists.

Immense variety in latest styles in Flannel, Cashmere, Brilliantine, Satene, etc., in all the new styles and colors; from—

\$1.00 to \$7.50

Ladies' Suits.

Elegant Variety of latest styles in Eton, Fly Front, Double Breasted, Shield Front, Russian, Blouse Suits, etc., Golf Suits in Brown, Grey or Navy Blue, from \$12.50 to— **\$27.50.**

Nobby Tailor-made Suits in newest styles and colorings, from \$30.00 to— **\$75.00.**

Children's Jackets.

Large assortment of all the new styles in Red, Castor, Tan, etc.; sizes, 2 to 18 years; prices from— **\$1.25 to \$12.50.**

Cloth Capes.

Hundreds of styles in Cloth Capes, in all Lengths and Qualities in Black, Colors, from— **50c to \$35.00.**



A New Wrapper Lining

The latest improvement in a Wrapper Lining, possesses the essential features of a Corset without discomfort to the wearer, buttons to wrapper lining on each side of the garment; in dark colored, striped Flannelette assorted colors; all sizes for— **\$1.50**

Wrappers.

Great variety of Flannelette and Pile lined Wrappers in assorted colors; from— **85c to \$3.00**

Flannel Offers—Great Savings.

Bargains Such as Were Never Offered at the Commencement of the Season.

We anticipate an extraordinary run on these special offerings this week.

1 case unbleached Canton flannel good width and well napped, per yard..... **5c**
1 case cream white cotton Shaker flannel, double faced and fleeced, per yard..... **5c**
1 case assorted outing flannels, dark or light colors, stripe effects, per yard..... **5c**

2 Bales extra heavy Bleached Canton Flannel, slightly soiled, but hardly noticeable—worth 18c this week, per yd..... **11c**
20 bolts Twilled Wash Flannels, in white or red, customary 20c, this week, per yd..... **20c**
200 yards all wool white flannel, full yard-wide—worth today 75c, for this week, per yard..... **49c**

CHANCES IN OUR DOMESTIC DEPARTMENT.

Here are offers unmatched. Just to boom the business this week. Don't hope to get them later.

50 bolts Bleached Muslin—Bleached and finished with pure spring coat via soft for the needle, this week, per yard..... **4c**
1 case Indigo Blue Dress Prints, assorted patterns, just for this week, per yard..... **4c**
60 dozen Bleached Hemstitched Bed Sheets, Genuine New York Mills. Every one branded, 24 yards long and 24 yards wide; worth today \$1.25, just for this week, each..... **79c**
100 Extra Heavy White Crochet Quilts, pearl hemmed, ready for use. The best \$2.25 white bed spread on the market. Just for this week, each..... **\$1.49**

NEW CURTAINS—PRICED LOW.

An occasion where the wise buyer will lay in a supply. Here are some prices, they are worth your attention.

150 pair New White Fish Net Effect Curtains, with double Roman Header, finished with patent overlock, stitched edges, size 24x50, value \$2.00; go this week, **\$1.25** per pair.....

ATTRACTIVE LINEN ITEMS FOR THIS WEEK.

Qualities are the world's best. Prices are unquestionably the lowest.

100 pieces Half Bleached Honeycomb Towelling, value 70c; this week, per yard..... **44c**
200 dozen Extra Size Marseilles Towels, worth fully 175c; this week, each..... **11c**
50 dozen Double Napped, Mammoth Size Turkish Bath Towels, size 11x50, usually sold at 18c; this week at, each..... **18c**
200 yards Turkey Red and White Table Damask, regular 30c; this week, per yard..... **22c**
10 bolts Heavy all Linen Cream Table Damask, excellent 40c quality; this week, per yard..... **27c**
Pure Linen Silver Bleached Satin Table Damask, 64 inches wide; worth today, 75c; yours this week, per yard..... **49c**
100 pair White Nottingham Lace Curtains, Mirror Effect, with imitation Renaissance Border, very dainty; size, 24x51, worth fully \$2.50; go this week, per yard..... **\$1.49**
1 dozen pairs White Irish Point Curtains, elegant, usually \$5.00; marked to sell this week, **\$3.45** per pair.....

Boys' Clothing and Gent's Furnishing Department.

Here Are Some Timely Bargains for Tomorrow. Special Selling in Just the Things in Greatest Demand at This Particular Time.

BOYS SUITS.

Boys' 3-piece Suits in Scotch Tweeds, double-breasted vests, extra fine, a suit usually sold at \$5.25, in sizes from 9 to 15 years, **\$4.50** special at.....
Boys' heavy double-breasted all-wool suits, extra well made, a garment well worth \$4.25, in sizes from 9 to 15, special **\$3.25** at.....
Boys' double-breasted worsted suits, in fancy mixtures, a suit that cannot be bought elsewhere for less than \$2.75, in sizes from 8 to 15 years, special at **\$1.98**
Boys' heavy worsted suits in fancy stripes and plaids, a splendid wearing garment, worth \$2. **\$1.59** Special at.....

Youths' Long Pants Suits.

We call your special attention to the reductions on these goods.
Youths' heavy worsted long pants suits, in plain and fancy mixtures, a suit well worth \$5.75, in sizes from 10 to 19 years, **\$2.25** special at.....
Youths' heavy worsted long pants suits, in fancy mixtures, a suit that cannot be bought elsewhere for less than \$6.00, in sizes from 10 to 19 years, Special at **\$2.50**
Youths' long pants Suits, in plain black and blue, a suit well worth \$5.50, in sizes from 10 to 20 years, Special at **\$1.95**

Boys' Shirts.

Boys' laundered Shirts, with stiff bosoms, fancy patterns, regular price 75c, in sizes from 12 to 14, Special at **59c**

Men's Underwear.

Men's heavy fleece-lined underwear, all sizes, worth 75c, **59c** special at.....
Men's medium weight fleece-lined underwear, worth 50c, **45c** Special at.....

Boys' Knee Pants.

Boys' worsted pants, in all sizes, worth from 25c to 40c, **18c** Special at.....

BOYS' VESTEE SUITS.

Boys' vestee suits, in Scotch mixtures, fancy trimmings, gold buttons, a suit worth \$2.50, in sizes from 3 to 8 years, **\$1.89** Special at.....
Boys' vestee suits, in chevrons and Scotch plaids, fancy trimmings, well made, worth \$2.25, in sizes from 3 to 8, Special **\$2.59** at.....

Big Reduction in Youths' Ulsters.

Youths' Ulsters, well made, a garment that cannot be bought elsewhere for less than \$6.00, in sizes from 16 to 20 years, **\$3.75** Special at.....
Youths' heavy chinchilla Ulsters, extra well made, **\$4.50**, worth \$5.50, Special at.....
Youths' extra fine top coats, satin linings, a coat that cannot be duplicated for less than \$12, in sizes from 16 to 20 years, Special **\$7.50** at.....
Boys' chinchilla Ulsters, fancy golf linings, well worth \$7.00, in sizes from 10 to 14 years, **\$4.98** Special at.....

BOYS' CAPS.

Boys' Golf Caps, in fancy patterns, worth 60c, Special **40c** at.....

MEN'S SHIRTS.

Men's white shirts, with colored bosoms, worth \$1.00, **49c** Special at.....
Men's laundered shirts, fancy patterns, worth from \$1.00 to \$1.50, Special at **88c**

BLANKETS.

Heavy wool 10-4 Blankets worth \$2.75, Special at **\$2.15**

Just arrived a full line of Boys' Fedora and Crush Hats. Prices 50c, 60c, and 90c

Great Conference Shoe Bargains.

Greatest Bargains Ever Offered in Salt Lake in Reliable Footwear. It Will Pay You to Investigate if in Need of Shoes of Any Kind.

Bargain No. 1.

Infants splendid Dongola Kid Button Shoe, straight put up, round toe. Worth fully 75c, Sizes 2 to 5. Conference Sale **50c** price.....

Bargain No. 3.

Ladies' Black warm lined Felt Shoe, lace only. Common Sense Style. Kid Foxed. Our Best Selling Winter Shoe. Sizes 2 to 8. Conference Sale **95c** price.....



Bargain No. 5.

Boys' Heavy Veal Calf Lace Shoe, Heavy Sole, Large Brass Eyelets, Standard 8-new nailed bottom. A Genuine "Wear Resister." Sizes 2 1/2 to 10, worth fully \$1.75. Our Conference sale **\$1.39** price.....

Bargain No. 2.

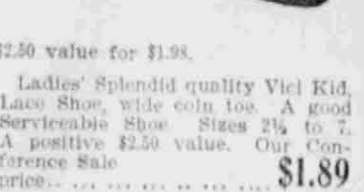
Child's "Kangaroo" Calf and Chrome Calf shoe, Button and Lace, Heavy Extension Sole. This Shoe is waterproof and warranted to wear. Size 5 1/2 to 11. Conference Sale price **\$1.10**

Bargain No. 4.

Ladies' warm lined Felt Mullifiers, black for trimmed. The Great House Shoe for Fall and Winter. Comes in Red, Brown, and Black. Size 2 1/2 to 8. Our Conference Sale price **95c**

Bargain No. 6.

Ladies' Splendid quality Vel Kid, Lace Shoe, wide coin toe. A good Serviceable Shoe. Sizes 2 1/2 to 7. A positive \$2.50 value. Our Conference Sale **\$1.89** price.....



Children's and Misses' Dresses.

Pretty Styles, up to date, perfect fitting little garments, at astonishingly low prices.

Children's Outing Flannel Dress, sizes 1 to 5 years, well sewed, special value, at..... **40c**

Misses' Dress of Good Quality Outing Flannel, in neat small checks, a serviceable dress for Misses, 6 to 14 years, at..... **\$1.00**

Misses' Dress of Fancy Plaid Suiting, in assorted colors, trimmed in plain Henrietta and Fancy Silk Soutache Braid, sizes 6 to 14; **\$1.75** special value at.....



Shopping Bags

with Satin Top and Leather Handles, regular price 35c each, for this week at— **25 cts.**



GOLF PURSES,

like cut, of good grain leather, 50c grade special at— **25 cts.**



LADIES' PURSES

and Card Case combined, in black or colors, in plain or with metal corners, 40c grades special at— **25 cts.**

Kid Gloves.

Most extraordinary Special BARGAIN VALUES, a saving on every pair.

At 90c Ladies' fine kid Gloves in all colors and sizes, a good, pliable grade, every pair warranted and fitted to the hand, at 100c

At \$1.00 We are selling this week the best \$1.25 Kid Glove value ever shown in this city; come in all colors and sizes. Every pair warranted and fitted, at a pair \$1.00.

THE STAR
At \$1.50 Ladies' extra quality fine sewed fine kid Gloves in black and colors, equal to the best \$2.00 glove in the city, our special leader, at \$1.50.

At \$1.75 We are offering this week French Kid Gloves, in all colors and sizes; there's not a prettier glove made. Quality and wear will surprise you. For this week at \$1.75.

Underwear Specials.

Ladies' 60c UNION SUITS, in gray or ecru, all sizes, a good heavy fleeced grade, at a suit..... **39c**

CHILDREN'S 40c UNION SUITS, in ecru, heavy fleeced, all sizes, at, a suit..... **25c**

3 Handkerchief Bargains.

The Greatest We've Ever Shown:

100 doz. Handkerchiefs, hem-stitched, in plain white or with colored border, a splendid 64c grade, at..... **34c**

100 doz. Ladies' Hdkfs. in plain hemstitched, lace edged or with embroidered corners good 125c grades, at..... **74c**

A magnificent assortment of Ladies' embroidered bordered Hdkfs., 40 patterns to choose from, in the 35c and 40c grades, for this week's special at..... **25c**