

Where Every Outdoor Sign Is Taxed.

To appreciate the situation as regards outdoor advertising in Rio de Janeiro and Brazilian cities generally, it is necessary to appreciate the tax situation in such municipalities. In general, it may be said that anything which can be made to produce a municipal revenue is employed to that end. In line with and supplemental to revenue-producing possibilities there are police and sanitary regulations of every sort. For instance, the municipal code of the municipality of Rio de

Janeiro for the current year includes revenues from a tax on salaries of officials, revision of house numbers, wagon-weighting tax, registration of cows, domestic servant tax, tax on unoccupied building sites, official dispatch tax, domicile charge of commercial houses tax, fines for infractions of contracts, etc. Among such estimates are those for rent and license of kiosks and advertisement and door-plate tax which concern outdoor advertising.

Every sign in Rio de Janeiro is taxed. A cafe having a special "sorte" or lot, to serve, makes a placard and hangs it to a door-post, to one of the palm trees in tubs which commonly decorate such establishments. The notice thus posted must have a revenue stamp attached. Permanent signs are taxed on a permanent basis; temporary signs on a stamp basis. A sign "house for rent" bears a revenue stamp. Under such circumstances the tax on signboards or billboards is the expected thing, but naturally there is much less general use of such forms of advertising. As in the cities of the United States, a vacant corner on a frequented street is very likely to have some sort of a billboard arrangement, and temporary inclosures about buildings in course of construction are generally covered with more or less

prominent signs, but these signs, being taxed, are regulated both in size as in preparation of boards, to erect such signs, there are few of them placed for short periods, and therefore little of bill or poster advertising. The outdoor signs as a rule are painted signs, and in general it may be said that they represent the best form of poster or billboard advertising. Theoretically, anyone can erect outdoor signs, subject to the approval of the perfect or mayor of the municipality and paying the tax, but practically the erection of such signs is almost altogether in the control of a company which has taken possession of the most available sites for such work and manages its business much as a similar business is managed in most cities of the United States.

In a large number of suitable locations in parks, pleasure resorts, vacant street corners and the like, kiosks have been erected for the sale of light drinks and similar goods. These structures are taken advantage of for outdoor advertising. As a general thing the kiosk privilege carries with it the advertising privilege. There are also on the streets and avenues small movable kiosks, often of no light a construction that the vendor carries it about with him, goods and all. These also are licensed by the municipality and generally carry advertising matter. From these several lines the city of Rio de Janeiro, or rather the Federal district, which corresponds to the District of Columbia in the United States, but is practically

the municipality of Rio de Janeiro, derives an income of something over \$10,000 a year—from the advertisement and door-plate tax \$11,228, and from kiosks \$2,600. There is no provision for any city or public service announcement in connection with either. Ordinary store or shop signs are charged for at the rate of \$2.32 a year for a sign of 50 centimeters square (centimeter—0.3937 of an inch or less, \$6.55 for 100 centimeters or less down to 30, and then lessening proportion of cost as the signs increase in size.—Harper's Weekly.

A delicious luncheon with prompt service at all hours at the Royal Cafe. A good place to eat.

AN OUNCE OF PREVENTION is worth a pound of cure. There are many poor sufferers. Consumptives, are hopeless of getting well—wilt, if they will. A cough is the foundation will cure that cough. Mrs. S. J. Falls, Montana, writes: "I have Ballard's Horehound Syrup in my home for years—my children never get a cough. Sold by Z. C. M. L. Dept. 123 and 124 South Main St."

PENS FOR MISSIONARIES

The right pen and the price is for them. Name engraved free charge on post. Ink in case to carry. **HELD CO., Pen Makers.**

MONDAY MORNING, SEPTEMBER 16th,

F. AUERBACH & BRO. WILL LAUNCH AN UNPARALLELED SALE OF

Lace Curtains, Portieres and Couch Covers!

We say "unparalleled" and we mean it. Such Curtain and Couch Cover Bargains were never offered in this or any other city in the west. It is hard to find words forceful enough to impress upon economical buyers the importance of this Autumn Curtain Sale. It's a sale of the broadest scope, and greatest importance ever conducted in High Class Draperies. It's a sale that will create the greatest interest ever evinced on a similar occasion. Auerbach's Curtain Sales are famous throughout Utah for the genuineness and value-giving surprises, but regardless of how great have been the values heretofore, every value will be surpassed in this sale. This is indeed and unparalleled curtain sale—larger assortments and greater economies are within the reach of Auerbach patrons this week—and every word and every letter of this "ad" should be read. Never have such curtain bargains been offered, and it is a chance that only comes once a year. Every sale price quoted will bring customers in throngs.

Make Good Use of Your Chance. Never has an Equally Great Opportunity Presented Itself.

15c SILKOLINES	The Regular 16c CURTAIN SWISSES	The 15c Fancy FISH NET	The 40c White Point d'Esprit NET
In the newest colorings and patterns go in this sale, per yard—	Full yard wide in the newest patterns, in this sale, per yard—	For such curtains—26 inches wide—in this sale, per yard—	36 inches wide—in this sale, per yd.—
9½c	11c	9½c	29c

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

The 60c White Brussels NET.	The 25c DRAPERY SATINES	\$6 Flounced Bobbinet Battenberg Bed Sets	\$12.50 Battenberg Bed Sets
54 inches wide—in this sale, per yd.—	In large flowered designs for comforters—go in this sale, per yard—	Go in this sale, per set—	Marked down in this sale, per set—
44c	16½c	\$4.20	\$8.40

THIS SALE OF Nottingham Lace Curtains, Ruffled Swiss Curtains, and Ruffled Bobinet Curtains

Demonstrates anew what "Bargain" means here. Housekeepers will be delighted with the Curtain Bargains we place at their disposal this week. You are fortunate in being able to take advantage of these savings at this opportune time.

100 pair Nottingham Lace Curtains in white and cream, regular price, 90c, go in this sale, per pair—**29c**

The 70c Ruffled Etamine and the 70c Nottingham Lace Curtains, all go in this sale, per pair—**37c**

Point d'Esprit effect Nottingham Lace Curtains, in white or cream, value, \$1.00, on sale, per pair—**69c**

The best \$1.25 Curtains, 5½ and 4 yard lengths, go in this sale, per pair—**88c**

Ruffled white gauze Curtains, with a dainty border, value \$2.00, go in this sale, per pair—**\$1.24**

Ruffled Bobinet Curtains, with Battenberg inserting and edging, value \$2.25, reduced, in this sale, per yard—**\$1.36**

\$2.50 White Nottingham Curtains, Marie Antoinette effect, 3½ yards long, and 50 inches wide, go in this sale, per pair—**\$1.48**

The \$2.50 Ruffled White Bobinet Curtains, size, 3x12, go in this sale, per pair—**\$1.48**

White Cash Net Curtains, size, 3x5½, value, \$2.75, in this sale, per pair—**\$1.88**

Three \$2.50 Curtains, with Net, 4 yards long and ruffled Battenberg Curtains, size, 3x4 and two toned Colonial Curtains, all go in this sale, per pair—**\$2.20**

\$4.50 two toned Cable Net Curtains, size 3x5½, go in this sale, per pair—**\$2.85**

Two toned Medallion Border effect Curtains, 3½ yards long and 54 inches wide, value \$5.00, go in this sale, per pair—**\$3.30**

THIS SALE OF Madras Curtains, Grenadine Curtains, and Bonne Femme Curtains

Will be remembered for many a long day to come for the extraordinary values it offers. Judge the savings by the following:

100 pair English cross striped Madras Curtains—in various sizes—value \$2.00—go in this sale, per pair—**79c**

The \$2.25 Madras Curtains—pretty colorings—all new styles—size 3x4—reduced in this sale, per pair—**99c**

Arabian colored and red mercerized cross striped Madras Curtains—pretty for dining room or library—worth \$2.50—reduced in this sale to, per pair—**\$1.36**

The \$3.00 Champagne colored snow flaked Madras Curtains and cream colored Etamine Curtains with satin colored cross stripes, go in this sale, per pair—**\$1.69**

Bayadere striped snowflaked voile curtains—the prettiest draperies for window or door—value \$2.25—go in this sale, per pair—**\$1.98**

The \$3.75 Damascene striped Curtains—for den draperies or cozy corners—go in this sale, per pair—**\$2.45**

\$4.50 White Bonne Femme Curtains in this sale, each—**\$2.60**

\$6.50 White and Arabian Colored Bonne Femme Curtains reduced in this sale, each—**\$3.88**

The \$7.50 Bonne Femme Curtains go in this sale, each—**\$4.95**

The unusually good bargains that

THIS SALE OF Renaissance Curtains, Marie Antoinette Curtains, Battenberg Curtains & Cluny Curtains brings

Are indeed a great help to the thrifty housewife. The thousands who always await this sale will find better values than ever.

Battenberg white cash curtains—size 2½x4—value \$2.25—go in this sale, per pair—**\$1.48**

\$2.50 White Renaissance Curtains—3 yards in length—reduced in this sale to, per pair—**\$1.69**

Arabian colored Marie Antoinette Curtains—size 2½x3—value \$2.50—go in this sale, per pair—**\$2.20**

\$4.50 Cluny Lace Curtains go in this sale, per pair—**\$3.10**

All \$5.50 Battenberg Curtains, all \$5.50 Cluny Curtains, and the \$5.50 Arabian colored Marie Antoinette curtains go in this sale, per pair—**\$3.85**

\$6.00 Marie Antoinette Curtains—reduced in this sale to, per pair—**\$4.20**

Two exquisite \$7.50 Curtains—white Battenberg and Arabian colored Marie Antoinette effects—reduced in this sale to, per pair—**\$5.30**

The \$5.50 Marie Antoinette Curtains—with two-toned applique borders—go in this sale, per pair—**\$6.40**

Extremely showy yet tasteful Marie Antoinette Curtains—regular \$12.00—go in this sale, per pair—**\$8.80**

\$15.00 Tambour Curtains—on sale, per pair—**\$9.60**

If you appreciate excellence and economy in draperies, do not miss

THIS SALE OF Irish Point & Brussels Net Curtains

Here's astonishing price reductions on the most varied and best selling styles—savings which make buying at this time worth while.

\$3.00 White Irish Point Curtains with a pretty border design firmly set in this sale, per pair—**\$1.98**

\$4.50 white Irish Point Curtains, with geometrically designed borders—size 3x4½—go in this sale, per pair—**\$3.10**

\$6.00 white Brussels Net Curtains—one of the daintiest patterns—go in this sale, per pair—**\$4.20**

\$4.50 White Irish Point Curtains—two novel designs with open worked borders—3½-yard lengths—go in this sale, per pair—**\$4.60**

\$7.50 white Brussels Net and Irish Point Curtains—two exquisite patterns—both 3½-yard lengths—go in this sale, per pair—**\$5.30**

Two \$6.00 Curtains—Brussels Net and Irish Point effects—two uncommon and artistic designs—size 3x4½—go in this sale, per pair—**\$5.80**

Beautiful hand-worked white Brussels Net Curtains, and extremely neat and dainty white Irish Point Curtains—regular price \$10.00—reduced down to, a pair—**\$6.90**

The \$12.00 white Brussels Net Curtains reduced to, a pair—**\$8.80**

\$17.50 white Irish Point Curtains with Fillet Borders go in this sale, per pair—**\$11.90**

The \$22.50 Curtains you'll find marked down to, a pair—**\$15.60**

THIS SALE OF Portieres and Couch Covers

Is putting a notable reduction on every portiere and couch cover in the house. We list here a number of sample priceings. Come in and investigate. You'll find irresistible economies.

Persian Striped Couch Covers, value \$1.50, go in this sale, each—**88c**

Roman Striped Couch Covers, size, 3x6; value, \$1.75, go in this sale, each—**99c**

60 inch wide reversible Turkish Couch Covers, worth \$2.00, go in this sale, each—**\$1.23**

Reversible Negus and Turkish Couch Covers, 50 and 60 inch widths, go in this sale, each—**\$1.48**

Heavy Negus Couch Covers, 60 inch wide; value, \$2.75, go in this sale, each—**\$1.69**

60 inches wide reversible Negus Couch Covers, extra heavy, worth \$3.00, on sale at, each—**\$1.98**

\$4.00 Bagdad Portieres, go on this sale, per pair—**\$2.85**

Cross striped Kashgus Couch Covers, value, \$6.50; reduced to each—**\$3.95**

All \$6.50 Portieres go in this sale, per pair—**\$4.20**

All \$7.50 Portieres go in this sale, per pair—**\$5.30**

\$7.50 Goblin Couch Covers reduced to, each—**\$5.30**

\$8.00 Rapp and Ottoman Portieres, go in this sale, per pair—**\$5.80**

All \$10.00 Portiere Curtains, go in this sale, per pair—**\$7.20**

The \$12.00 Portieres will be marked in this sale, per pair—**\$8.20**

\$14.00 Portiere Curtains, the most novel Tapestries, reduced in this sale to, a pair—**\$10.70**

Handsome Tapestry Curtains, high class novelties, great values at \$17.50, go in this sale, per pair—**\$12.30**

Tapestry Curtains, regular \$20.00, go in this sale, per pair—**\$13.65**

MONDAY! Great Trade Winners! LADIES' VESTS

Best 35c Grade at 19c

Ladies' white Jersey ribbed Vests with high neck and long sleeves, light weight for early fall wear, in all sizes, best value, the sale price, Monday, each—**19c**

CHILDREN'S UNION SUITS

Best 40c Value at 22c

Children's grey Jersey ribbed, flared Union suits, sizes for children 2 to 10 years, just the thing for early fall wear, a value hard to duplicate for 40c, a suit, Monday's sale price, each—**22c**

New Autumn Tailored Suits IN MOST EXCLUSIVE STYLES. NEW VALUES EVERY DAY!

A continuous stream of incoming suits—always new, styles—every day offers new bargains as a trade getter.

Fall Suit Sale at \$19.00

Fifty choice Tailor-made suits, in handsome striped cloth, plain broadcloth and chevrons in black and the new fall shades. There are fitted and semi-fitted and cutaway coat models. The suits are smart full patterned models, with bands of same material around the bottom. These suits are worth \$25.00 to \$30.00. Sale begins Monday morning.

New Fall Skirts at \$12.50

In new worsteds, velvets and taffeta silk. All are made in fashion's latest demand.

Handsome New Plaid Waists at \$3.95

Made in the very latest fall fashion—many pleats and tucks, long sleeves, button in front.

Extra Special for Monday

\$2.50 black mercerized Satens Petticoats, new models, made with extra full flounces—1½ lengths. You can buy them Monday for—**\$1.45**

A Phenomenal Millinery Business

A SPLENDID INCREASE IN THIS DEPARTMENT, BUSINESS IS CONCLUSIVE EVIDENCE OF COMPETENT AND PLEASING SERVICE.

The fact that this increase is confined neither to the higher nor to the less expensive grades, but is almost equally distributed throughout the various qualities, proves our Millinery popularity with people of every STATION. WE SHOW PARIS HATS—RICH AND EXCLUSIVE, and even more approved than these are the many examples of Paris art, Americanized by New York's best Millinery Artists.

Most popular and satisfactory of all are the numerous creations of our expert designers and milliners, than whom no more skilled, reliable, competent and painstaking can be found.

It is important that the ladies remember our positive guarantee of satisfaction. We do not want any patron to accept a hat that will create unpleasant thoughts of the Auerbach Store's Millinery Department.

The New Autumn Dress Goods and Silks ARE PLENTIFUL HERE.

More here to choose from than any other store in Salt Lake ever showed. Everything that's new and stylish, and prices are just as usual, lower than elsewhere.

NEW PLAIDS.

40 to 42-inch all-wool Scotch Plaids in a new and splendid variety of colors and styles at, a yard—**65c**

NEW PANAMAS.

44 to 46-inch all-wool Crisp Panama in a medium heavy weight, suitable for skirts or suits, comes in all the new and staple colors, including black, worth regular \$1.25, at, a yard—**90c**

NEW SUITING SERGE.

54-inch all wool serge suitings; comes in blue, brown, green, red, black, etc., with very neat, indefinite plaid effects, worth regular \$1.60; a yard, special, **\$1.25**

SPECIAL 50 PIECES 54 INCH BROADCLOTH.

A fine all-wool, splendid finish Chiffon Broad Cloth in a complete range of colors, including black, bought to retail at \$1.75 a yard—**\$1.19**

NEW PLAID SILKS.

We have received many new styles in Plaid Silks the past week and more are due to arrive—Plaid Taffeta, Plaid Surahs, Plaid Messalines, and in all colors, prices, per yard, \$20. 90c, \$1.35, \$1.50, \$1.60 and \$1.75.

New Plaid Crepe De Chine, Plaid Crepe De Chine, beautiful sheer quality suitable for entire dresses and waists in all the evening shades—Light Blue, Pink, Grey, Nile Tan, Leather Brown and Cream—regular value \$1.75, sale price, per yard—**\$1.35**

Black Peau De Soie and Taffeta Silk Specials—\$1.40 quality Black Peau de Soie, 22 inches wide, per yard—**\$1.15**

\$1.40 quality Black Taffeta, 32 inches wide, per yard—**\$1.15**

In the Boys' Section

Our new fall stock is now more thoroughly complete than EVER before. All the new smart productions of the season. THE PRICES ARE LOWER here than at any other store. These few hints from among many.

At this price we offer two exceptional values out of our new fall stock. A dark gray cheviot in neat plaid effect, and a dark green with just a slight mixture of brown. The kinds that usually sell at \$4.00. Our **\$3.25**

Two beautiful patterns in worsted a very hard and firm fabric of the season—dark blue and white, a mixture of black and brown with an invariable plaid effect, very neat. The other is black with broken plaid stripes of white, dark blue and red. The kinds that usually sell at \$4.50. Our **\$3.75**

One of the newest fancy worsteds of the season, with black ground and hair lines of white and olive green; also a splendid navy blue serge. Both are extraordinary values. The kinds that usually sell at \$6.00. Our **\$4.50**