

We'll Meet You at Auerbach's.

Tell this to your
Visiting Friends!
The
AUERBACH STORE
is at their service. Pack-
ages will be taken care
of until called for—and
we will be only too glad
if they will avail them-
selves of the invitation
to make themselves
perfectly at home here.

One Of The Conference Attractions

—IS THE GREAT DISPLAY OF—

New Fall AND Winter Goods

Which We Invite You to Inspect, And All At The Auerbach Low Prices, Which Have Made Ours the Most
Popular Store of Utah. JUST GLANCE OVER THE BARGAINS WE OFFER FOR THIS WEEK.

They Demonstrate our Leadership in the Making of The RIGHT PRICES on

THE RIGHT GOODS, AT THE RIGHT TIME, IN THE RIGHT WAY

Make Auer- bach's Your Rendezvous.

Register Your Name
at our
Exchange Desk
and in future you'll re-
ceive Our Economical
Shopping Guide twice
a year. It will pay you
to do so. All Visitors
are invited to make
our store their head-
quarters.

Modish Millinery.

Our millinery faction is fairly teeming with the smartest con-
ceptions of European modistes, as well as a liberal and choice
representation fresh from the hands of our own trimmers. Ad-
mirers of millinery loveliness will find hundreds of exquisite crea-
tions attractively priced for this week. Pay us a visit Monday
or any day this week—try on as many hats as you please—study
carefully the new fashions before definitely deciding on "what to
wear" this season.

ESTABLISHED 1864

**F. Auerbach
& Bro.**

ONE PRICE TO ALL NEVER UNDERSOLD

A Timely Announcement

We informed you last week of the return of our Modiste,
Madame Cawthorne, from the cities of the east, the same time
urging immediate consideration of your Fall Garments, that un-
hurried attention might be given them. The suggestion was in-
deed timely, for the demand upon this Department last week was
such as to justify us in again saying, "Do Not Delay," for the
highest satisfaction will result in choosing your materials Now
and having them made up At Once.

New Dress Trimmings.

A greater variety of up-to-date styles have never been
gathered into one stock, every conceivable production of Dress
Garniture is here. Pendant Ornaments, Fringes, Persian
Bands, fancy and plain Braids, Zibeline Trimmings, Appli-
ques, Fiber and Point De Gaze Laces, etc. there is no doubt
but that you will find exactly what you're looking for in this
broad array of Novelties. The lowness of prices forms a par-
ticular charm, for no matter what your selection may be,
there's a saving in the cost. Four special lots for the sea-
son's opening sale.

At 10c a Yard

Neat and pretty braids in
black and colors. Among
them many pretty novelties
well worth up to 25c a yard—

At 17c a Yard

Cream Lace Appliques, fan-
cy braids, black and colored
silk appliques in great vari-
ety of values, up to 35c a
yard.

At 29c a Yard

You can make your selec-
tion from a vast variety of
new and nobby Dress Trim-
mings in values worth fully
double that price.

At 39c a Yard

Spangled and beaded nov-
elty bands. Lace and Braid
Appliques and many novelties
in wool and silk Laces, they
are values up to 75c a yard.

LADIES' SPECIAL NECKWEAR BARGAINS

new fall stocks with tabs in the latest shapes
come in silk, velvet, and the new oxfords in al-
most endless variety, splendid 40c values, at, each. **22c**

MONDAY, TUESDAY AND WEDNESDAY

Attractions In Silks and Dress Goods

—BLACK AND COLORED.

BLACK TAFFETA SILK—20 inches wide of a
splendid quality, soft and durable, only 5 pieces to
offer, actual value 67½c at, per yard. **45c**

FANCY SILKS—A large assortment of nobby,
new, fancy silk, some plain Taffetas of excellent
quality, values up to \$1.25, grand offering at, a
yard. **66c**

BLACK PEAU DE SOIE—24 inch wide, values
\$1.20, special at, a yard. **78c**

IMPORTED NOVELTY DRESS PATTERNS—
in all the NEW MATERIALS and designs.
No two patterns alike, especially priced at (each
pattern) \$10.00, \$12.50, \$15.00, \$17.50, \$19.00, \$22.50, and
up to. **35.00**

FANCY VELVETTES—In choice, new designs,
for suits and waists, 22 inch wide at, a yard. **75c**

KNOB HOMESPUNS—In all the best colors.
All wool, one of the favorite cloths this season,
worth 67½c a yard, at, a yard. **48c**

CRAVENETTE ZIBELINES—Extra heavy
quality, suitable for unlined walking skirts, in
black, olive, greys and brown, rainproof, shrunk
and sponged. Values up to \$2.50 a yard, (a yard). **\$1.50**

POPLIN SUITINGS—33 inch wide, a very fine
quality, full range of street colors, manufactured
to sell at 48c. Special offer, a yard. **29c**

Choice New Kid Gloves.

Our new importations for Fall and Winter have arrived in
complete assortments. Our values this season are far superior
to any ever offered by us or any other house in the west, we
guarantee a saving of from 25c to 50c a pair on every glove
you buy.

THESE ARE SOME OF OUR LEADING NUMBERS

THE FAMOSA Ladies' fine 2 clasp kid gloves
in all colors and sizes; every pair fitted to the
hand and warranted there's 25c saved by buying
them at our price, a pair. **\$1.00**

THE TREFOUSSE Ladies' extra fine 3 clasp
French kid gloves, in a superb assortment of col-
ors, in all sizes, every pair warranted a standard
\$2.00 grade, our money saving price. **\$1.50**

THE SOROSIS Ladies' Suede 2 clasp, undressed
kid gloves in black and colors, all sizes, the best
1.25 gloves shown anywhere at. **\$1.00**

THE AUERBACH SPECIAL Ladies' 2 clasp,
fine French kid, pique sewed, gloves in black and
all colors, there's not a \$2.00 glove shown that will
equal them for wear or perfection in fit. Our
great trade winner at. **\$1.50**

SPECIAL CIRCULAR SHAWL BARGAIN.

50 Dozen handsome Shetland floss knitted circular
shawls in white, plain colors or white with
colored border, extra large size in a \$1.40 quality on
sale at. **89c**

SPECIAL SELLING OF THE MOST EXTRAORDINARY NATURE IN Ready-to-Wear Apparel

The Most Gorgeous Suits and Costumes Are Here—Irresistible Creations, You never found them in better quality. You never found them closer to fashion's highest conception. You never found them so low in price as you will Next Week in this Great Dept. Every price an exceptional special.



Our New Fall \$7.95 Suits.

Most wonderful values ever offered at
this price, made of extra quality ven-
etian, in popular colors, this is a \$10.00
value, our special price. **\$7.95**

LADIES' TAILOR-MADE all wool
Zibeline suits in Oxford greys, brown
and black, the coats are made in the
new Blouse effects, handsome flaring
skirts these \$13.00 values, Monday and
week, at. **10.00**

SWELL LONG SKIRTED COAT
SUITS, made of zibeline, coat lined
throughout with satin, handsome
trainless skirt to match, \$17.75 values,
Monday and week, at. **13.50**

ANY SUIT AT ABOVE PRICES, WILL BE
ALTERED FREE OF CHARGE.

Many New Styles in Walking Skirts

NEW FALL STYLES.

MELTON CLOTH
Walking Skirt made
with 7 gore flare, 5
rows of lable seams
forming flounce ef-
fect, in Oxford Gray
and Navy Blue, all
sizes, special—

\$2.98



NEW FALL STYLES.

New Fall Dress
and Walking Skirts
made of fine Cheviot
Broadcloth and fan-
cy Men's wear mix-
tures full flare, 7 or
9 gore, at—

\$3.98

—OUR FUR DEPARTMENT.

Bristles with special price inducements and our stock is amply large
to meet any further need.
EXTRA SPECIAL—200 near seal scarfs \$1.50 grade at. **98c**
GOOD BROWN Martin Scarfs with 4 tails at. **\$2.50**
FINE ISABELLA FOX Scarfs, two large brush tails on each end,
special at. **\$5.00**

A Striking Exhibit of Ladies' and Misses' Jackets.

New English Box-Coat, made of fine
Kersey, double breasted style, full
Bishop sleeves, with turn over cuffs, a
good \$7.50 value, our price. **\$4.95**

NEW COLLARLESS CAPE COAT,
made of fine Zibeline, a style that is
swell in every way, also a fine Eng-
lish Kersey Coat. Both these coats are
\$10.00 values, Monday and week at. **\$7.50**

LADIES' BOX COATS, 27 inches long,
collarless, box back style, made of fine
Kersey, lined throughout with satin,
in colors, tan, navy blue, red and
black, a \$15.00 value at. **11.00**



—SPECIAL WRAPPER SALE.

25 dozen flannelette Wrappers, brad
trimmed, deep flounce, fitted linings, the
usual \$1.15 grades, special at. **85c**

15 dozen heavy flannelette wrappers,
in navy blue, red and black ground,
with white polka dots, extra full flare,
Our Leader at. **\$1.25**

No End to The Blanket and Comfort Specials.

"How can you sell such beautiful
Blankets and Comforters so low?" Our
Customers ask. We could not, did we
buy small lots and ask large profits;
and then again, we have opportunities
that others never hear of. As a result
of one such, this week—

Full-size Hand knotted silkoline Com-
forters, filled with pure white cotton and
very fluffy and warm. Worth \$2.00.
On sale at each. **\$1.30**

Extra size Wool Mixed Gray Family
Blankets—Wool warp and filling,
regular price \$4.50
this week for, a
pair. **\$2.45**

Eleven quarter size All Wool Scar-
let Blankets—Wool warp and filling,
regular price \$4.50
this week for, a
pair. **\$4.65**

Our Shoe Dept.

GREAT SPECIAL SHOE SALE.
One Week Only.
UNMATCHABLE BARGAINS.

Child's Shoes, 75c values, **55c**
sizes 5 to 8
Child's Shoes, \$1.10 values, **90c**
sizes 8½ to 11
Misses' Shoes, \$1.35 values, **\$1.10**
sizes 11½ to 2
Ladies' Shoes, \$1.75 values, **\$1.40**
all sizes
Ladies' Shoes \$2.25 values, **\$1.75**
all sizes

Our Ladies' \$2.50 and \$3.00 Specials are
the best values ever offered for Rubbers.

Rubbers, Rubbers, Rubbers.

We are positively headquarters for Rubbers
of all kinds and warrant every pair to give
good wear.

Curtain and Linen Specials.

Continued activity here. Warrants
these prices. This Week's Items are of
the kind that have brought this section
into prominence.

100 dozen Towels—among them the
largest and heaviest Turkish Bath Tow-
els, Linen, Huck and Damask Towels—
worth up to 40c each (the early
folks will get the best bargains)
your pick this week, at each. **25c.**

48 inches wide German Table Linen,
every thread pure flax, silver bleached,
soft and silky finished, in tulip, tiger
lily and marguerite designs,
usually sold at \$1.15, for this
week, per yard. **87c**

Full double bed size, White Real Mar-
seilles Bed spreads, pearl hemmed, ar-
tistic designs, worth \$3.50,
on sale this week at. **\$2.40**

50 pair Coin dot and Point d'Esprit ef-
fect White Lace Curtains, 3½ yards
long and 50 inches wide,
worth \$3.00, on sale this
week, per yard. **\$2.10**

Boys' Clothing Dept.

Special Offerings This Week of Reliable, Up-to-
Date Goods at Phenomenally Low Prices.

A Brief Description of

—A FEW OF OUR VALUES.

Boys' two-piece Suits, in the Navy, Blue, Black
and fancy Chevots, for boys, ages 8 to 16 years. A
real good value, price. **\$2.50**

Knee Pants Suits with Vests, Fancy Worsted
and Tweeds in the latest dark and medium shades and
patterns, perfect fitting suits for boys, ages 9 to 16
years. Price. **\$3.50**

Youths' Long Pants Suits, Navy, Blue, Black and
various fancy striped patterns, Chevots and Tweeds,
latest fashions, well made and strictly up-to-date for
ages 12 to 19 years. Price. **\$4.00**

Youths and Boys' Overcoats, full length, cut extra
long, slash pockets and velvet collars, neat and styl-
ish, for ages 10 to 16 years, excellent value. Price. **\$3.50**

Flannel Specials Worth Seeing.

Facts and figures worth thinking over
—here are Bargains Decidedly Out of
the Usual.

1,000 yards Extra Heavy Unbleached
Canton Flannel, well napped
—none better at 12½c, just for
this week, per yard. **8½c**

50 pieces Solid Colored Wool Waist-
ings, every shade imaginable, also suit-
able for children's dresses, well
worth 25c, this week per
yard. **25c**

10 pieces, yard-wide, Wool Shaker
Flannels—the celebrated Rochester
make, non-shrinkable, nothing better
made for Ladies' and children's skirts—
in all shades of gray and brown
Value 50c, this week a
yard. **37½c**

75c White India Flannels—none better
for infants wear—non-shrink-
able sale this week at per
yard. **58c**