

# STARTING THE MARCH CAMPAIGN AT F. AUERBACH & BRO.'S WITH A

# BIG SALE OF HOUSEHOLD LINENS

## A Linen Sale Which Sets a New Standard of Bargain-Giving, It's the Greatest Sale of the Kind Ever Held!

### \$50,000 Worth of Really Fine, Dependable, Proud-to-Own Kinds of Table Linens, Table Sets, Napkins, Towels, Towelings, Bed Spreads, Bed Sheetings and Ready-Made Sheets and Pillow Cases at Reduced Prices!

For the Linen Sale that starts to-morrow we have a stock greater by many thousands of dollars than ever before—a Linen stock probably not rivaled by any Western store, and the values are wonderful. You'll get more for your money than in any previous Linen Sale. It's a Linen Sale that sets a new mark in unexampled lowness of prices, in beauty of designs, in quality of fabrics. WORDS CANNOT BE MARSHALLED THAT ARE STRONG ENOUGH TO DO FULL JUSTICE TO THE EXTRAORDINARY VALUES AND THE VAST ASSORTMENTS OF LINENS THAT ARE READY. IT IS A FACT, that we have outdone our greatest efforts in the past. IT IS A FACT, that we are better equipped to handle an immense business than ever before. IT IS A FACT, that the bargains are the greatest and the assortments the largest that have been offered in Salt Lake in years.

HERE IS A PAGE ALMOST SOLID WITH MATCHLESS LINEN VALUES. IT WILL PAY YOU TO MAKE A TRIP TO THIS STORE FROM ANY DISTANCE. BE ON HAND AS EARLY AS POSSIBLE. SALE BEGINS PROMPTLY AT 8 A. M.

**100 DOZEN HEMMED, BLEACHED Pillow Cases.**  
Ready for use; size 42x36 and 45x36; regular price 15c and 18 1/2-c; in this big cut price sale, each—

**11c**

**THE REGULAR 17 1/2c AND 18c Pillow Cases.**  
Size 42x36 and 45x36; in this big cut price sale, each—

**12c**

**ALL 20c and 22 1/2c Pillow Cases.**  
Both 42 and 45x36, go in this big cut price sale, each—

**14c**

**500 DOUBLE BED SIZE Hemmed Bed Sheets.**  
Unbleached, 24 yds long and 24 yards wide; regular 75c; in this big cut price sale, each—

**47c**

**1000 Bleached Bed Sheets.**  
All nicely hemmed, all 24 yards long, and either 2 or 2 1/2 yards wide, all worth 90c; in this big cut price sale, each—

**54c**

**2 LOTS OF 50c Bed Sheets.**  
Hemmed, bleached, both 24 yards long and 24 yards wide, go in this big cut price sale, each—

**62c**

## THIS BIG SALE OF NAPKINS

Will astonish the town. REAL, RADICAL and PARE Reductions—Bonafide Bargains of the Kind and Character That Demand Your Earliest Attention. Get a Year's Supply in This Sale.

100 doz. Fringed Doilies—regular 25c, reduced in this sale to, per dozen, **16c**

All 40c Damask doilies—go in this sale, per dozen, **24c**

All 50c Damask Doilies, white with colored borders, go in this sale, per dozen, **29c**

All 65c doilies, Damask and Glass Doilies—go in this sale, per dozen, **39c**

100 doz. Hemmed Napkins and Damask Doilies—17-inch size, regular 85c go in this sale, per dozen, **56c**

All 90c Napkins and Full Bleached Doilies go in this sale, per dozen, **69c**

All 1 1/2 Full Bleached Fringed Doilies—go in this sale, per dozen, **96c**

All 5 1/2 Napkins and Fringed Doilies—Dioe and Damask—go in this sale, per dozen, **\$1.18**

The 2 1/2 Doilies—go in this sale, per dozen, **\$1.48**

The 2 1/2 Napkins—go in this sale, per dozen, **\$1.69**

Regular 2 1/2 Napkins—go in this sale, per dozen, **\$1.98**

\$3.50 Napkins—go this week, per dozen, **\$2.60**

For Regular 4 1/2 Napkins, you'll pay, **\$2.85**

The 3 1/2 Napkins, go on sale, per dozen, **\$3.60**

Napkins worth 36.00, reduced to, per dozen, **\$4.60**

## This Big Sale of BED SPREADS

Commands the attention of every Housekeeper, Hotel Keeper and Rooming House Keeper within its call. Here are Sale Prices that laugh at the idea of competition. Did you ever see the like? Here is the way they will go:

\$1.00 Bed Spreads, full size and crib size; go in this Sale, each **.66c**

Hemmed White Crochet Spreads—and fringed colored Spreads—worth \$1.25; go in this Sale, each **.82c**

All \$1.50 Bed Spreads, white and colored, fringed and hemmed, go in this Sale, each **.98c**

Cut cornered fringed white Bed Spreads, hemmed white Bed Spreads and fringed colored Bed Spreads, all worth \$1.75; go in this Sale, each **\$1.15**

\$2.25 Bed Spreads, hemmed and fringed, square and cut corners, white and colored, all go in this Sale, each **\$1.48**

\$2.50 Bed Spreads, extra size, white and colored, fringed and hemmed, all go in this Sale, each **\$1.69**

2 lots of \$2.75 white Bed Spreads, hemmed and fringed, go in this Sale, each **\$1.98**

\$3.00 white Hemmed Crochet Quilts, \$3.00 white hemmed Marseilles Quilts and \$3.00 fringed white Quilts, square and with cut corners, all go in this Sale, each **\$2.20**

All \$3.50 Bed Spreads, white and colored, hemmed and fringed, square and with cut corners, in this Sale, each **\$2.40**

4 lots of the best \$4.00 Bed Spreads, all styles, go in this Sale, each **\$2.98**

\$4.50 white Marseilles Bed Spreads, hemmed and fringed, go in this Sale, each **\$3.20**

All \$5.00 fringed Marseilles Bed Spreads, white and colored, go in this Sale, each **\$3.68**

2 lots of \$5.50 fine Marseilles Bed Spreads, go in this Sale, each **\$3.85**

2 styles of the best \$6.00 Bed Spreads, white and colored, go in this Sale, each **\$4.20**

\$6.50 white fringed Marseilles Bed Spreads, square and cut corners, go in this Sale, each **\$4.60**

The best \$7.00 Bed Spreads, go in this Sale, each **\$4.85**

\$7.50 Bed Spreads go at **\$5.40**

## ESTABLISHED 1864 F. Auerbach & Bro.

### ONE PRICE TO ALL NEVER UNDERSOLD

## A Big Sale of Superior Table Linens

That will certainly attract thousands of eager customers from all parts of Salt Lake and vicinity. No need to emphasize quality. No need to speak of beauty. No need to force attention to prices. When Auerbach's great March sale of Linens begins, then begins enthusiasm, crowds and unreserved buying. None can afford to be left out—none will allow themselves to be left out.

50 pcs. Turkey Red Table Damask, 52 inches wide, all new designs, Regular 90c— in this sale, per yard **17c**

40c Royal Bleached Table Damask, in polka dot, fleur de lis and pansy pattern, in this sale, a yard **22c**

55-inch cream Table Damask—a solid wearing linen, 58 inches wide, in poppy, fleur de lis and striped designs and 68-inch Turkey Red Table Damask—that usually sells at 45c, go in this sale, per yard, **26c**

61-inch wide Full Bleached Table Damask, with open borders—swell designs—regular 50c, in this sale, per yard **29c**

German Homespun dice checked Silver Bleached Table Damask, 58 inches wide and Full Bleached Table Linen, 54 inches wide, in lily, bell flower and nasturtium patterns—and 60-inch wide Turkey Red Table Damask—usual price 65c, all go in this sale, per yard, **39c**

70-inch wide Heavy Cream Table Linen—in scroll, daisy, and polka dot patterns, and 60-inch wide silver bleached Table Linen in clover, leaf, fleur de lis and polka dot patterns, regular 70c—go in this sale, per yard **49c**

3 lots of 55c Table Linens, bleached, silver bleached and half bleached, 60 and 68-inch widths—German and Irish Damasks—in morning glory, fuchsia, oak leaf, clover, tulip, check and fleur de lis patterns— all go in this sale, a yd. **58c**

3 lots of the most substantial Irish and German Table Linens—either bleached, 64 inches wide in tulip, diamond, rock, fleur de lis, holly and polka dot patterns—or silver bleached 60-inches and 72 inches wide in newest designs—usual price 55c. All go in this sale, per yard, **67c**

10 pcs. of 2 yards wide heavy Full Bleached Irish Table Linen, pure flax—and 66 inches wide German Table Damask—pure linen—in polka dot, fleur de lis and other new designs, imported to retail at \$1.15, reduced in this sale to, per yard, **74c**

Full Bleached Golden Flax Irish Table Linens—66-inch and 2 yards wide—in blue bell, fuchsia, wild rose and dotted designs— linen you'd never think of buying, regular \$1.25—go in this sale, per yard **89c**

Grass Bleached Irish Table Linen, a satin damask—72 inches wide, in morning glory, snowdrop patterns—regular \$1.40, cut to per yard, **96c**

Napkins to match, value 85c, go, per dozen, **\$2.10**

All the new \$1.50 Irish and German Table Linens—bleached and silver bleached—3 yards wide—the best wearing damask made, in pin dot, pansy, American beauty rose, and scroll designs—cut to, per yard, **\$1.12 1/2**

Napkins to match, value \$3.50 go, per dozen, **\$2.60**

Napkins to match, value \$4.00, go, per dozen, **\$3.10**

Our new \$1.75 Table Linens—Belgian and German makes—all 2 yards wide—in American Beauty Rose, Pansy, Poppy, Tulip, Pond Lily, Blue Bell, and polka dot patterns, reduced in this sale to, per yard, **\$1.23**

Napkins to match—regular \$6.00; go, per dozen, **\$3.60**

The best \$2.00 Grass Bleached Irish and German Satin Damask Table Linens—Linen that will outwear any other make—2 yards wide, in stripe and scroll effects, Sunflower, Chrysanthemum and polka dot patterns, go in this sale, per yard, **\$1.48**

Napkins to match, value \$5.50, go, per dozen, **\$3.85**

WE HAVE MADE SUBSTANTIAL REDUCTIONS ON THOUSANDS OF SAMPLE PIECES OF Fancy Linens, Mexican Drawn Work, Tencrife and Battenberg Doilies, Squares and Scarfs to make it worth your while in dollars and cents to attend this Sale. Don't fail to take advantage of the low prices.

## This Big Sale of TOWELS

Will open a pathway of Bargain Chances never heard of before. Here are items of extraordinary interest to economical Housekeepers and to purchasing agents for Hotels, Restaurants, Boarding Houses and large institutions. Items that will appeal most forcibly to the best judges of Linens and Linen values.

Hemmed and fringed Towels that were 45c, go in this Sale, each **3 1/2c**

The 7c Turkish Bath Towels, go in this Sale, each **4 1/2c**

Hemmed Huck Towels and fringed Turkish Towels, value 10c, go in this Sale, each **7c**

12c hemmed Huck Towels and 12c Turkish Towels, all go at, each **8c**

All 15c bleached and unbleached Towels, all 15c knotted, fringed Damask Towels, all 15c hemstitched Huck Towels and all 15c hemmed Huck Towels, popular for Rooming Houses, go in this Sale, each **9 1/2c**

Hundreds of dozens of 20c Towels, hemmed and hemstitched Huck Towels, all 15c knotted, fringed Damask Towels, all 15c hemstitched Huck Towels and all 15c hemmed Huck Towels, popular for Rooming Houses, go in this Sale, each **9 1/2c**

All 22c hemstitched Damask Towels, hemmed Huck Towels and Turkish Bath Towels, go in this Sale, each **14c**

4 lots of 25c Towels, bleached Turkish Towels, unbleached Towels, hemmed Huck Towels and fringed Damask Towels, go in this Sale, each **16c**

The best kinds of 30c Towels, including hemmed unbleached Turkish Towels, size 24x38; knotted fringed Damask Towels, size 25x48; hemstitched Damask Towels, size 15x37; German Linen Huck Towels, size 19x28; hemstitched Huck Towels, size 15x32; all go in this Sale, each **21c**

All 32 1/2c Towels, Turkish, hemstitched Damask and hemstitched Huck Towels, go in this Sale, each **21c**

All 35c Damask Towels, all 25c Towels, all 55c bleached and unbleached Turkish Towels, fringed and hemmed, go in this Sale, each **23c**

The 40c qualities of Turkish, Damask and Huck Towels go in this Sale, each **29c**

45c Towels, go in this Sale, each **33c**

The best line of 60c Towels, marked down in this Sale to, **42c**

75c Towels, you'll buy in this Sale at **55c**

For 50c Towels you'll **62c**

The 1 1/2 Towels will go at **79c**

Towels worth \$1.25 go at, each **84c**

1000 YARDS THE 12c Bleached Cotton Toweling. A good absorbent crash; value 6c; in this big cut price sale, a yard—

**4 1/2c**

Heavy Linen Russia Crash. Exceptionally absorbent, ready for instant use; free from starch; 18 inches wide; goes in this sale, a yard—

**7 1/2c**

ALL 15c Linen Glass Towelings and Bleached Linen Crashes. In this big cut price sale, a yard—

**9c**

Table Felt or Silence Cloth. 54 inches wide; value 60c; in this big cut price sale, a yard—

**39c**

20 PIECES Bleached Pillow Casing. 42 inches wide; regular price 15c; in this cut price sale, a yard—

**12 1/2c**

Bleached Bed Sheeting. 72 yards wide; the most popular brand; value 37c; in this cut price sale, a yd

**29c**

## THIS BIG SALE OF LUNCH CLOTHS, Table Cloths and Table Sets

Will Hurry Every Lady in Salt Lake to "Auerbach's" tomorrow. This will be a week memorable for Linen Bargains. Wise women will not fail to take advantage of them.

All 60c Lunch Cloths in this sale, each **29c**

36-inch Square Hemstitched Lunch Cloths, go at **39c**

All 60c Lunch Cloths—go in this sale, each **48c**

5-4 Fringed Table Cloths, value 90c—on sale, at each **63c**

Scalloped Lunch Cloth—round and square—value \$1.25—go on this sale, each **84c**

\$1.50 Linen Breakfast Cloths—Fringed, Hemmed and Hemstitched, go in this sale, each **98c**

Spoke Stitched, Hemstitched, Hemmed and Fringed Table Cloths—value \$1.25—on sale, at each **\$1.23**

All \$2.25 Linen Table Cloths—Spoke stitched and Hemmed, 36x36—go in this sale, each **\$1.69**

Bleached and Silver Bleached Table Cloths—Hemstitched and Hemmed—value \$2.50, go in this sale, each **\$1.89**

Scalloped, Hemstitched and draw work Table Cloths, worth \$2.50—go in this sale, each **\$2.68**

All \$7.00 Table Sets—bordered and hemstitched—go in this sale, per set **\$4.60**

The \$9.00 Table Sets in this sale, per set **\$6.30**

The \$12.50 Table Sets in this sale, per set **\$8.90**

The \$17.50 Table Sets in this sale, per set **\$12.60**

The \$20.00 Table Sets in this sale, per set **\$14.20**

The \$22.50 Table Sets in this sale, per set **\$16.30**

The \$27.50 Table Sets in this sale, per set **\$21.40**

## Advance Spring WOMEN'S SUITS Models in . . . .

Spring Fashions, fresh, new, interesting, and you can count upon almost daily additions to the displays of the garments for immediate wear; there are no large collections—a rackful here, a few dozen there—not enough of a kind to warrant detailed mention. Some to see this week.

**New Spring Suits at \$19.00**

Extraordinary values in these pretty tailor-made suits of Panama, new dip front coats, pleated skirts, trimmed with self material. Style, quality and fit considered they are positively worth \$25.00. Our price **\$19.00**

**New Spring Suits at \$25.00**

Copies of newly imported models in butterfly, Grecian effects, and tailor made suits of Panama cloth, flannel and serges, in plain color, fancy mixtures and stripes. Suits that retail in New York for \$30.00. Our price **\$25.00**

**MONDAY SPECIAL—\$1.50 LAWN WAISTS, \$1.23**

500 beautiful white lawn waists, in dozens of designs, some open front, long sleeves, others open back, three-quarter sleeves. Worth \$1.23. Monday they'll go at **\$1.23**

## —GREAT SALE OF— New Spring Gloves

We are completely ready in all lines and to start the spring season with a rush we offer for this week's special selling the very greatest Glove Bargains in highest grade, dependable, warranted qualities.

**FINE LISLE THREAD LONG GLOVES. BEST \$1.00 GRADE FOR 60c.**

Ladies' fine fast black lisle thread Moss, Gloves, with 2-clasp wrist, all sizes; best \$1.00 values; advance sale price, a pair **.69c**

**BEST \$1.25 GLOVES FOR 75c.**

16-B length fine Moss, lisle thread Gloves in fast black or white; all sizes; advance sale price, a pair **.75c**

**MERCERIZED LISLE THREAD LONG GLOVES. BEST \$1.50 GRADE AT \$1.00.**

Ladies' 16-B length, fine mercerized Lisle Thread Gloves in fast black or white, equal in appearance to finest silk and far superior for wear; all sizes of this best \$1.00 number—on sale at **\$1.00**

**\$2.75 GRADE FRENCH KID GLOVES FOR \$1.95.**

Ladies' fine French kid, Moss, Gloves, 8-B length, the popular length for early spring wear, in black, white, brown and tan; all sizes; the best glove ever offered at \$2.75; on sale **\$1.95**

## Silks and Dress Goods New Spring Sorts

More and more of the New Spring Silks and Dress Goods arrive each day, and the more that come the more we believe that Silk and Wool Fabrics will be prettier, daintier than ever before. Just step in tomorrow, this week, and see

**Silk Department.**

New novelties in pin checks, chalk line stripes, plaid novelties, coin spots, plain and fancy crashes, Baga-stade, etc., in all the new spring colorings, including the more staple colors, such as navy blue, brown, green, gray, red, tan, black, cream, etc. Specially priced for this week at a **85c to \$1.65**

**Cream Jap. Silk.**

36-inch cream wash Jap silk, good, firm, smooth quality. Regular \$1.00 grade. Special, **.69c**

**Dress Goods Department.**

New 28-inch all wool Panama or heavy storm serge in all colors and black, at only a **58c**

**New Grey Novelties.**

45-inch all wool gray suitings in chalk line stripes, checks and plaid novelties, suitable for skirts or suits. Regular value \$1.50. Special a yard **\$1.23**

**SALE BEGINS MONDAY.**

1000 yards Foulard Silk in the new color spots, ring dots, polka dots, etc., in light and dark colors. Worth 85c a yard. Special, a yard **56c**

**85c Foulard Silks at a yard, 56c.**