

Thousands of People Have Read About, Heard About, Talked About and Have Benefitted by the

"AUERBACH" GREAT SELLING-OUT

SALE OF ALL WINTER STOCKS!

And The Far Reaching Result Of This Sale Cannot Be Measured In Mere Words.

We are well aware that in deluging the State with these tremendous Bargains we are demoralizing Business, but have tossed caution to the winds—let down the bars, so to speak and removed all restrictions to the people's requirements. THE SALE CONTINUES NEXT WEEK—AND WITHIN THOSE 6 DAYS ALL WINTER STOCKS MUST BE SOLD OUT. NOT A DOLLAR'S WORTH WILL BE CARRIED OVER. In today's advertisement every line is of Importance. Read on, you'll encounter facts that are stranger than fiction, you'll find the way to have things you thought beyond your reach. In the second week of this Sale one Dollar will do the work of two. Pennies, nickels, dimes and quarters will be mighty factors—they'll give you necessities and comforts and luxuries. Come! Don't let anything stop you.

MOIRE SKIRTING,
Suitable for skirt linings or under skirts, half value (per yard)—
5 cts.

PILLOW CASES!

Hemmed Bleached Pillow Cases, worth 15c, on sale at—
8½ cts.

Bed Sheets

Hemmed Bed Sheets, 24 yards long and 24 yards wide, value 70c, on sale at, each—
49 cts.

Our Mercerized Sateens,
36 inches wide 16 2-3 and 18c, go in this sale at, each—
19 cts.

PILLOW CASES!

Hemstitched pillow cases, worth 12c, on sale at, each—
12 cts.

Bed Sheets

125 Hemstitched Bed Sheets, reduced in this sale to, each—
84 cts.

THE VALUES IN OUR CLEAN-UP SALE OF

MILLINERY

Are unquestionably and unqualifiedly the best ever offered. Regular prices have been halved and quartered, profit sacrificed right and left; and costs utterly ignored in our determination to close out every trimmed hat—every untrimmed hat—all the Ribbons, all the Flowers, everything in Winter Millinery.

CUT PRICES

FLANNELS!

That Are Simply Out of Sight (no slang.)

They are so little and insignificant. Again the Price Cutter's Knife has been used mercilessly. Competition will wonder; but we have no apology to offer.

1,000 yards more, in 10 yard lengths of the double fleeced White Shaker Flannels, worth 64c, in this cut—
44c

1,000 yards more of the Outing Flannels in 10 yard lengths, plenty of pink and white, and blue and white, checks and stripes among them, worth 74c in this sale, per yard—
5c

1,000 yards more of the Baby Flannels in plain pink, light blue, cream, tan and gray—usual value 10c, will be sold once more in 10 yard lengths—
6c

100 pieces more of the 10c, 12c Outing Flannels, in beautiful colorings and patterns, go on sale—
74c

Cream or white Shaker and Outing Flannels, usually 11c, marked down to a yard—
74c

150 pieces more of the 12½c quality Printed Flannels and all 15c Fleeced Flannellets, no choicer patterns made for Kimonos, Children's Dresses, Ladies Waists and Wrappers, will be sacrificed this week—
74c

The best 15c bleached and unbleached Canton Flannels and all 15c Fleeced Flannellets, marked to go at, per yard—
10c

The balance of our French Challie effects and Printed Oxfords, worth 18c, 20c and 25c, go this week at—
11c

60 pieces more of the 10c, 12c and 15c White Wool Flannels, at just half, per yard—
25c

Non-shrinkable White Flannel, cheap at 50c, cut to—
37½c

All 75c yard wide Elderdawns, at just half, per yard—
48c

The 75c White Wool Flannels yard wide, marked down to per yard—
49c

The best 50c white All Wool Flannels, yard wide, slashed to—
55c

All silk warp white Flannels, all fancy Elderdawns, all red, navy blue, gray and black Twilled Flannels, and the balance of Waistings reduced in proportion.

Slashing Dress Goods and Silks!

PRICES GO TO PIECES TO GAIN ROOM.

The Entire Stock of a Big Sacrifice.

This is the Week We Shut Our Eyes to the Cost or Loss.

Next Week's Prices Show Big Saving Possibilities.

CREPE DE CHENE, 24 inches wide, in pink, rose, lavender, red, cream and black, value 79c, on sale at, each—
79c

FANCY VELVET WAISTINGS, all of imported makes in 20 colorings and designs, value up to \$2.00 a yard, grand clearance at per yard—
79c

TAFFETAS, 35 colors of excellent quality for dress linings, etc., value 90c a yard, clearance at per yard—
35c

JAPANESE WASH SILK—27 inches wide of excellent quality, in all colors including black and white, value 65c, for only—
48c

CORDED WASH SILK—Exquisite tints, elegant quality, 35 designs to select from, value 40c only, per yard—
25c

ENTIRE STOCK OF BLACK SILKS AND GRENADINES, the largest in the intermountain region at less than wholesale COST DURING THIS CLEARANCE SALE.

CAMEL HAIR ZIBELINES CRAVENETTES, including fancy weave, suitings all of high class makes assorted colors and blacks, value up to \$2.50, grand clearance at per yard—
\$1.19

LUPINS FRENCH VOILES, in evening and street colors, also blacks, our very best—
\$1.12½

ALBATROSS SUITINGS, 30 colors to select from, warranted all wool, value 60 and 65c—
37½c

FRENCH SERGES of excellent make, strictly all wool, 46 inches wide, 20 colors including black, to select from, value 55c and 60c, only per yard—
59c

Positively Ruinous Prices go on the balance of the Winter Stock of

Boys' Clothing and Gents' Furnishings.

Clever Buyers will snap up these wonderful Bargains at sight—see to it that you get your share if money saving has any charms for you.

GENT'S UNLAUNDERED WHITE SHIRTS—A flyer for this week, 40c values, for—
35c

GENT'S HEAVY FLEECE UNDERWEAR—All sizes, regular 60c values. SALE PRICE—
39c

MOTHER'S FRIEND BOYS' WAISTERS—All our 50c and 60c values in madras and percales. SALE PRICE—
35c

BOY'S KNEE PANT SUITS—Styles, double breasted and square cut; the pants are double knee and wool. All \$4.50 and 55c grades for—
\$2.99

BOY'S LONG PANT SUITS—Ages 12 to 20 years, the entire stock of our \$5 and \$6 suits must go at these prices. This week only for—
\$3.25

BOY'S OVERCOATS—Ages 10 to 16 years. We have only a few of these left. \$5.50 and \$6.00 values. SALE PRICE—
\$5.25

ESTABLISHED 1864

Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Havoc Among Suit Room Prices.

IN TRUTH THEY MUST MOVE OUT—NO MATTER WHAT THE LOSS. WE NEVER ALLOW STOCKS TO LAP. THAT'S THE STORY.

100 Ladies' and Misses' Coats, made of English Melton cloth, collarless, double cape with stole front, sold at \$10.00 and \$12.50. Clearance sale price—
\$2.50

27 inch Box Back Coats of fine Zibeline, come in black only, velvet collar, guaranteed lining, sizes 34 to 42. Sold at \$7.50. Clearance sale price—
\$3.25

200 fine Beaver Cloth Box Back Coats, new style sleeves, with turned up cuffs, castor, navy and black, sold at \$10.00 and \$12.50. Clearance sale price—
\$5.00

Ladies' Collarless fancy trimmed box coats, 30 inches long, made of fine Kersey, satin lined, sold at \$15.00. Clearance sale price—
\$7.50

Military Coats, fine Zibeline and Kersey, hip seams, shoulder capes, with fancy velvet trimming, sold at \$20.00. Clearance sale price—
\$10.00

Large assortment of ¾ length semi-fitting and box back coats, tan, castor, navy and black, sold at \$25. Clearance sale price—
\$14.95

Prices Speak For Themselves.



About 250 Walking Skirts, made of high grade English Melton cloth, some 7 and 9 gored, others tucked, plaited and flounced, sold at \$5.00 and \$6.00. Clearance sale price—
\$2.98

Very stylish walking skirts of fine Scotch tweeds and chevrot mixtures, dress skirts in fine quality broadcloth and chevrots, sold at \$10.00 and \$12.00. Clearance sale price—
\$6.75

A special feature of this clearance sale is a lot of 200 taffeta silk waists in colors and black, all sizes, sold at \$3.50 and \$4.00. Clearance sale price—
\$2.19

15 dozen Black Sateen Shirt Waists, tucked and boxplaited, broken lines, waists that sold at \$1.00 and \$1.25. Clearance sale price—
50c

House Wrappers, made of heavy flannelette, in pretty stripes and fancy designs, flaring flounce, sold at \$1.65 and \$1.85. Clearance sale price—
98c

3 dozen Dressing Sacques with French backs, sleeves and collar neatly bound, fancy color, sold at 75c. Clearance sale price—
47c

Many Big Hosiery Bargains

TO SHOW WHAT EXTRAORDINARY VALUES WE ARE OFFERING FOR THE SECOND WEEK OF THIS GREAT SALE.

Ladies' best black silk fleeced cotton Hosiery, full regular made, with double sole, all sizes, the best 40c stockings in the market, goes at—
25c

Ladies' extra quality cashmere Hosiery, with double sole, full regular made, fine ribbed leg, you've never bought a better grade at sale at—
39c

Ladies' finest quality cashmere Hosiery in fast black or with natural gray sole. They are unsurpassed for fineness of texture, or wearing qualities. Bought to retail at \$1.25 a pair, on sale this week at—
69c

Children's medium heavy ribbed extra quality fast black Cashmere Hosiery, all sizes, the standard 50c quality, goes for—
35c

Our Children's best 40c grade Cashmere Stockings in wide or narrow ribbed; in all sizes; in marked down in this great sale to—
25c

Amazing and Stunning Prices in Linens and Curtains

The Greatest Clearing Bargains ever known—offers to go with a rush—that's the idea—that's the way we want them to go and the way you will surely make them go.

100 dozen Turkish Bath Towels, value 1-30c, at, each—
5c

All 10c Linen Roller Crashers and Glass Towelings, per yard—
7½c

All 25c Huck Towels and all 25c Bleached and unbleached Turkish Bath Towels, in this sale—
16½c

All 40c red and white Table Linens marked down to, each—
22c

All 45c Table Linens marked down to, per yard—
42c

All \$1.00 white Bedspreads, reduced to, each—
68c

All 50c Bleached and Red Table Linens, this week at—
59c

All \$1.25 Lace Curtains on sale per pair—
89c

All \$2.00 Curtains go out this week at—
\$1.25

All \$2.25 Bedspreads will be marked down to, each—
\$1.45

The best \$1.50 Irish Full Bleached Table Linens, on sale at—
\$1.08

All \$2.50 white Marseilles Quilts go this week at—
\$1.67

The \$3.00 fringed and Pearl Hemmed White Quilts, in this sale at—
\$2.10

Bedspreads worth \$4.00 in this slashing sale at—
\$2.60

Portieres usually sold at \$5.50 marked down to—
\$3.45

Couch Covers well worth \$5.00 reduced to—
\$3.45

All finer Curtains, Portieres, Table Linens and Towels reduced in proportion.

Ladies' Kid and Golf Gloves.

BARGAINS THAT WILL MAKE YOU LONG REMEMBER THE SECOND AND LAST WEEK OF THIS GREAT JANUARY SELLING OUT SALE.

60 dozen Ladies' Golf Gloves, comprising all styles in our best 75c and \$1.00 grades; in all wool silk and wool mixed or silk finished, for this week's rapid selling at—
45c

25 dozen more splendid all wool Golf Gloves in plains and fancies; that excellent 50c grade; on sale at—
25c

You can buy this week any size or color of THE FAMOUS fine Kid Gloves, THE BOROSIS, an excellent quality Suede, or The Warwick, a mannish Glove for Ladies; all splendid \$1.25 values, at a pair—
85c

THE MELROSE or THE TREFOUSSE finest French Kid Gloves in all sizes and colors, excellent \$2.00 values, are on sale this week at a pair—
\$1.35

A UNITY OF QUALITY AND LOW PRICES

In Ladies' Winter Underwear.

YOUR MONEY NEVER WENT SO FAR AS IT WILL GO HERE IN UNDERWEAR BUYING. ALL THE GOOD THINGS OF LAST WEEK CONTINUED. AND MANY NEW ONES ADDED.

Ladies' heavy weight, fast black Tights in open or closed; that excellent 75c quality—
45c

Ladies' medium heavy fleeced gray or ecru Union Suits; all sizes in the 75c grades—
43c

Ladies' Knitted Corset Covers, with long sleeves, in the heavy or medium weight; made to retail for 60c each; on sale, all sizes, for—
39c

Ladies' cream, long sleeve, Silk Vests in all sizes; the best \$2.00 quality ever shown in—
\$1.60

Ladies' extra fine Cashmere Union Suits, warranted non-shrinkable; the best \$2.75 grade ever shown; goes—
\$1.95

Ladies' finest quality Silk and Wool mixed, long sleeve Vests in cream, blue or pink; fast colors and non-shrinkable; regular prices, according to size, \$1.30, \$1.50 and \$2.00, on sale this week, all sizes, at—
\$1.45

Slashing Blanket

... And ...

Comfort Values.

CLEARING THE DECKS.

Every Blanket and Comfort must be closed out NOW. Under no circumstances will we carry them over from one season till the next, and the subjoined reduced prices prove our earnestness and sincerity. Neither you nor any other person in Salt Lake can afford to close their eyes to such Wonderful Money-Saving Opportunities.

100 more Sheet Blankets—white, gray or tan; value 75c and 85c; go in this slashing sale at—
48c

Three more Bales quilted Comforters, usual prices \$1.25, marked down to (each)—
74c

All \$1.50 Comforters will be closed out (each)—
88c

All \$1.75 Gray Sheet Blankets, 11-4 size, reduced in this sale to (each)—
\$1.10

The balance of our \$2.00 quilted Comforters go this week at (each)—
1.25

Extra heavy wool mixed, 11-4 size, Gray Blankets, that would readily fetch \$2.75, closing out price—
\$1.95

The usual \$5.50 Gray and White Wool Blankets, steam shrunk, with a fraction of cotton mixture to prevent shrinkage—as long as they last at—
\$3.65

200 California Blankets, gray and mottled, extra good value at \$6.50, will be closed out this week (per pair)—
\$4.60

11-4 size finest quality, all wool Scarlet Blankets, extra heavy, that you could not buy at the factory for less than \$7.50; in this selling out sale at, a pair—
\$4.98

All \$11.00 White California Blankets will be cleaned out (per pair)—
\$7.98

The largest, heaviest and finest \$14.50 White California Blankets go in this sale (per pair)—
\$9.48

Ladies' Handkerfs

The 15c quality at 7c each.

These are with embroidered scalloped border, are out of folds having been used for window display, not one in the lot worth less than 15c, on sale at—

7 cts.

WITCH HAZEL.

Kirk's Isle of Violet, Witch Hazel large 25c bottle sells this week at—

12 cts.

Our Shoe Department.

Rubbers (all kinds) largest variety, prices lower than elsewhere. Every pair warranted.

59 cts.

LINEN NAPKINS

All 85c Linen Napkins and Doilies this week, per dozen—

59 cts.

Just As We Expected.

ORDERS UPON ORDERS FOR STREET AND PARTY GOWNS WERE TAKEN BY MADAME CATHORN, in charge of our Popular DRESS MAKING DEPARTMENT AT LAST WEEK'S SPECIALLY REDUCED PRICE SCHEDULE.

The same Reductions are in effect for 6 days more on all gowns to be made at once AND IN ADDITION it's no exaggeration to say that never in the history of this store were such desirable, beautiful, fashionable Dress Fabrics and trimmings sacrificed so pitilessly before.

So act at once, say we.

Our Shoe Department

Deeper and Deeper the Cut. Greater and Greater the Bargains.

Positively the Greatest chance ever offered to buy reliable, warranted footwear at such low prices.

LADIES' STORM RUBBERS, (worth 55c)—

39 cts.

CHILD'S KID SHOES, sizes 5 to 8—

48 cts.

LADIES' FELT SLIPPERS, worth \$1.25—

75 cts.

MISSIE'S SCHOOL SHOES, sizes 11 1-2 to 2, worth \$1.35—

98 cts.

BE SURE AND VISIT OUR SHOE DEPT. THIS WEEK.