

At It Again!

The Signal Given!

TOWERING HIGH ABOVE ALL SALES, THE AUERBACH GREAT

# SELLING OUT SALE ENTIRE WINTER STOCKS

Begins MONDAY MORNING at 9 o'clock Sharp

This is Not a Clearance of Odds and Ends: WE MEAN JUST WHAT WE SAY. THE SELLING OUT OF OUR ENTIRE WINTER STOCKS.

THIS MEANS the most astounding sacrifice of Silks, Dress Goods, Trimmings, Flannels, Linens, Draperies, Domestic, Shoes, Ready-to-wear Clothing, Furnishings, Underwear, Hosiery, Children's Dresses, Infants' Wear, and Millinery at unheard of prices. THIS MEANS that every article in our establishment is included in this great slaughter of values. THIS MEANS that not a single item has escaped the pruning knife. THIS MEANS that prices on everything are shattered to the core. THIS MEANS that all profits and losses are utterly disregarded. THIS MEANS that we intend to empty our warehouses and counters of Winter Goods quickly. THIS MEANS that every vestige of Winter Stock now on hand must go. THIS MEANS that a sale of giant proportions and money-saving chances that's almost beyond belief starts here Monday morning. Our advice is: Attend the selling out of the Auerbach Winter stock. Get in line Monday morning quick and secure your share.

Hundreds of  
Thousands of  
Dollars' Worth

Of the Earth's Best  
is put within your  
reach—Stretch forth  
your hands and lay  
hold. Previous sales  
have been mighty, but  
not to be compared  
with this one. It starts  
Monday, Jan. 4th, at  
9 o'clock.

Like A Thunder  
Bolt From A  
Clear Sky

Comes this Chance!  
What former sales have  
been you already know;  
What this one will be  
under the pressure of  
present conditions  
YOU WILL READ  
AND SEE. Delivery  
and sale force doubled  
to grapple with the  
emergency. Sale starts  
Monday, Jan. 4th, at  
9 o'clock.

Silesias and  
Percalines.15c qualities; all col-  
ors, per yard—8<sup>1</sup>/<sub>3</sub>c7c ROBE  
PRINTSFor Comforter Cov-  
ering; all colors and  
patterns; in this sale,  
per yard—4<sup>1</sup>/<sub>2</sub> cts.All \$2.00 Blankets  
and Comforters in  
this sale at—

\$1.27

Ladies'  
Back CombsGreat variety of  
styles in ladies' shell  
back combs, regular  
35c and 40c grades,  
go in this sale at  
(each)—

15c

ESTABLISHED 1864

## Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Closing-Out sale of

SOAPS.

Three bars for the  
price of one. Kirk's  
best Glycerine and  
Honey Toilet Soap.  
Standard 10c bars on  
sale at—

10c

a box of three bars.

Blankets.

75c and \$2.50 Sheet  
Blankets, white, gray  
or tan, go in this sale  
per pair—

48 cts.

\$1.45.

FINE

LININGS.

Fine Linings, 36 in.  
wide near silk finish,  
regular 20c. All col-  
ors (per yard)—

10c

Bed Spreads.

\$2.25 white and tinted  
bed spreads, mark-  
ed down to (each)—

The Entire Dress Goods

AND SILK STOCK Sacrificed in This Sale.  
We must and will make a clean sweep of the  
winter stocks. Prices are knifed to the very core  
—the might of such reductions must make out Bar-  
gains ring in the ears of the people as never be-  
fore.

NOVELTY WEAVE DRESS GOODS.  
SCOTCH PLAID SUITINGS.Handsome qualities in medium colors, 3 dis-  
tinct lines, values up to 30c, only, per  
yard—

13c

ARMURES, POLINS.  
FANCY WEAVES.All this season's materials and weaves, choice  
line of colors and excellent qualities for house and  
street wear, values up to 50c a yard,  
only—

25c

PEBBLED CHEVIOT WHIP CORDS.

Medium weights, a desirable material for school  
wear, red and blue only, values up to 60c  
a yard, only, per yard—27<sup>1</sup>/<sub>2</sub>cGRANITE CLOTH.  
SILK FINISHED HENRIETTA.  
FRENCH SERGE.These materials are all wool and come in a  
full line of colors, including black.  
Values up to 90c, only, per yard—

44c

BROAD CLOTHS.

Full line of colors also black, of 50 inch finely  
finished Broadcloth, value \$1.25,  
only—

85c

ENTIRE STOCK OF BLACK AND  
COLORED DRESS GOODS.Such as Voiles, Etamines, Silk and Wool Nov-  
elties, including all staple Dress Materials, at sac-  
rifice prices.A SACRIFICE SALE OF ALL LININGS, cut  
and slash in the order of the day. Cost or former  
price of no consequence now. We've made prices  
to effect a clean sweep and at once.

SILKS! SILKS!

Our mammoth stock of black and colored Silk  
Materials, also entire assortment of fancy silk,  
included in this slaughter. Cost in most instances  
not considered.CORDED WASH SILKS—100 pieces new Wash  
Silks, in all the lovely tints, value 40c, only  
per yard—

25c

BLACK TAFFETA SILK, a soft, lustrous qual-  
ity, only 9 pieces of it. Value 65c, only, per  
yard—

42c

CHINA SILKS, in all the evening and  
street colors, black, only, per yard—

24c

FANCY SILKS—nearly 3,000 yards of High  
Class novelty Silks, values up to \$2.00 a yard,  
your selection for only, per yard—

89c

TAFFETA SILKS—nearly 100 colors to select  
from, our entire stock of 75c, 85c and \$1.00  
qualities, goes at, per yard—

55c

Terrific  
Price-Cutting  
on Every  
Shoe, Slipper,  
and Rubbers,  
Etc., in  
OUR  
SHOE  
DEPT.

A Few of Our  
Many Bargains.LADIES' STORM RUB-  
BERS, worth 55c, at—

39c

CHILD'S KID SHOES, sizes  
5-12 to 8, worth 75c, at—

48c

GIRLS' KID SHOES, sizes  
11-12 to 2, worth \$1.35, at—

98c

BOYS' CALF SHOES, sizes  
9 to 13, worth \$1.50, at—

\$1.15

LADIES' KID SHOES, all  
sizes, worth \$2.00, at—

\$1.58

LADIES' OVERGAITERS,  
(35c quality) at—

18c

BEST GRADES 25c SHOE  
POLISH, at—

19c

Balance of Our Felt Shoes and Slippers  
at almost Half Regular Prices.

Cutting the Life Out of Cloak and Suit Prices.

We're Loaded to the Guards, and Must Sell Out the Entire Winter Stocks. Such price-cutting is now—even here.

LADIES' TAILORED SUITS

Every Ladies' and Misses' Suit  
in the house, from the cheapest to  
the highest, in this selling out sale  
at—HALF PRICE.  
Prices Run From \$10.00 up.  
Now Just Half.50 dozen of regular \$1.25 adjust-  
able band petticoats in black sat-  
teen, every seam tailor strapped, in  
this selling out sale—

84c

Every Petticoat in the House  
Marked Down.95 Children's box and military  
coats made of alibellies, regular  
price \$1.00, in this selling out  
out Sale—

\$1.98

LADIES' &amp; MISSES' SKIRTS

200 Ladies' walking skirts, made of  
good quality melton cloth in Oxford  
gray, skirts that sold at \$2.50, in  
this selling out sale—

\$1.45

200 Ladies' and Misses' dress and  
walking skirts in plain and fancy  
mixtures, skirts that sold at \$6.50,  
\$5.00 and \$4.75, in this selling out  
out Sale—

\$2.98

Every Skirt in the House  
Marked Down.200 Ladies' all wool knitted blouse  
sweaters, in colors navy, cardinal,  
gray, green and black, \$3.00 kind,  
in this selling out sale—

\$1.78

LADIES' SHIRT WAISTS.

400 Ladies' flannel shirt waists, in  
cardinal, navy, green and black,  
broken sizes, regular prices \$1.35 to  
\$2.00, in this selling out sale,  
your choice at—

88c

150 taffeta silk waists, in colors  
and black, sizes 32 to 44, waists that  
sold at \$5.00, \$4.50 and \$3.95, in  
this selling out sale—

\$2.55

Every Waist in the House  
Marked Down.100 Children's Elderdown Coats,  
with fancy braid and angora fur  
trimmings, sold at \$1.25, in this  
selling out sale—

73c

WOMEN'S BOX COATS.

Every 27 inch woman's box coat  
in black and colors, from the cheap-  
est to the highest, in this  
selling out sale—HALF PRICE.  
Prices That Run From \$5.00  
up, Now Just Half.100 flannelette house wrappers, in  
dark and fancy colors, made extra  
full, regular price \$1.00, in this  
selling out sale—

57c

Every Wrapper in the House  
Marked Down.15 dozen flannelette dressing sacks  
and kimonas that sold at \$1.00, in  
this selling out sale—

53c

Black

Mercerized

Satin

Half Value. Per  
yard—

11 cts.

White Wool

Blankets.

11-4 size White  
Wool Blankets steam  
shrunk with a frac-  
tion of cotton mix-  
ture, to prevent  
shrinkage—cheap at  
\$5.50—on sale at  
(per pair)—

\$3.65

## Millinery Prices Collapse.

RIBBON PRICES COMPLETELY SHATTERED.

A quick, a decisive clearing sale begins Monday morning  
and includes every trimmed and untrimmed Hat—all Flowers and  
Ribbons in the house. Following our usual custom, clearing  
prices are cut to the lowest figure at once—The High Tide of  
Bargaining is at hand! If you miss this sale—you miss your  
best buying opportunity.

## INFANTS' FURNISHINGS and Children's Dresses and Aprons.

THEY MUST BE SOLD—AND NOW—OUR REDUCED PRICES ARE  
SURE TO MAKE THEM MOVE QUICKLY—FOR EXAMPLE:100 Dresses for Children 6 to 14 years, well made of splendid  
quality flannelette and good Outing Flannels, neatly  
trimmed, regular \$1.50 values, go in this sale at—

85 cts

30 Dresses for Children 6 to 14 years, made of finest plain or  
fancy all wool flannel or extra quality storm serge, most of  
them with drop skirt, made in one piece or Sailor Suits trimmed  
in the latest fashion, all \$6.00 and \$7.00 grades go in this closing  
out sale at—

\$3.95

35 dozen infants' long and short White Dresses, lace or em-  
broidered trimmed, here's a great variety. Values ranging up to  
\$2.00 for this closing Sale at—

95 cts

Infants' pretty long and short Dresses, made of fine soft fin-  
ished Nainsook, neatly trimmed, regular 75c and 85c grades, for  
this sale at—

50 cts

25 dozen Infants' Bibs in Silk or very fine quilted soft Nain-  
sook, a great variety of styles to choose from up to \$1.00 values  
at this sale at—

39 cts

25 dozen Infants' Honey-comb Bibs, regular 75c grades, on  
Sale at, each—

3 cts

Infants' fine Baby Flannel Wrappers, a very fine grade, regu-  
lar 60c quality, goes in this closing out Sale at—

39 cts

A Merciless Mutilation of Prices on the Entire  
Stock of

## BLANKETS, COMFORTERS, BED SHEETINGS, BED SPREADS, READY-MADE SHEETINGS AND PILLOW CASES AND ALL DOMESTICS.

The knife has been put deeply into the prices in  
this department, although manufacturers are advanc-  
ing prices every day, but we have promised sale prices  
in every department and this section shall bear its  
brunt of the battle.2,000 Pillow Cases made from Standard Muslin—  
ready for use—small or large sizes, worth  
15c, on sale at, each—8<sup>1</sup>/<sub>2</sub>c24 yards wide Bleached Bed Sheet, worth  
30c, on sale at, a yard—

20c

600 ready-made, full size Bed Sheets, size 24x32 1/2  
yards, worth 70c, go in this sale at,  
each—

49c

Pearl hemmed White Crochet Bed Spreads, 10-4  
size, pretty designs, worth \$1.00, marked down  
to, each—

68c

Three bales of \$1.50 Comforters, in this  
clearing sale, at, each—

88c

Hand knotted or quilted, heavy weight, large  
double bed Comforters—Silkline or china covered  
and 25-25 sellers in this sale at—

\$1.35

11-4 size California White Wool Blankets, usually  
sold at \$8.00, marked to (per  
pair)—

\$5.45

The most terrific reduction on all finer Bed-  
Spreads, on the better grades of Sheets and Pillow  
Cases, on all the best Blankets and Comforters, on  
all Sheetings, on every yard of Cotton Goods in the  
department.

## All Curtains And Portieres

At a Loss in This Sale.

Here are prices on curtains that will  
ever make this sale an eventful one.  
Prices that will put words of praise  
for E. Auerbach & Bro. in the mouth  
of every purchaser. Out They Go by  
the Thousands!

TO CLOSE OUT.

75c Ruffled Curtains at (per  
pair)—

48c

\$1.00 Lace Curtains at (per  
pair)—

69c

\$1.25 Lace Curtains at (per  
pair)—

89c

\$2.00 Lace Curtains at (per  
pair)—

\$1.25

\$2.25 Lace Curtains at (per  
pair)—

\$1.44

\$3.00 Lace Curtains at (per  
pair)—

\$1.95

\$3.50 Lace Curtains at (per  
pair)—

\$2.30

All Irish Point Curtains—all Bussels  
Net Curtains—all Battenberg and Arab-  
ian Curtains—all Tapestry Portieres,  
Couch Covers and Table Covers suffer  
like the rest.  
Every price reduced. Prices all cut  
too small to print.

## TABLE LINENS, NAPKINS and TOWELS.

Is placed on the sacrificial altar of expediency—noth-  
ing excepted or reserved. Clearance sale prices spread  
throughout the entire department. Cost goes no figure.  
Loss is the guest of honor here during this sale. The  
greatest bargains of the age are here:

Linen Roller Crash—usually sold at \$1.50—

in this sale, per yard—

5c

All the Linen Glass Towelings and Hotel  
Crashes marked down to, per yard—7<sup>1</sup>/<sub>2</sub>cThe 16-2-3c Turkish Bath Towels—the 16-2-3c heavy  
and absorbent hemstitched Marseilles Towels—all  
go in this sale at—

10c

22<sup>1</sup>/<sub>2</sub>c hemmed Linen Huck Towels and 22<sup>1</sup>/<sub>2</sub>c Turk-  
ish Bath Towels, fringed and hemmed, marked  
down to—

14c

60-inch wide Turkey Red Table Damask and  
white Damask 54 inches wide—qualities that you've  
always considered cheap at 25c and 40c—reduced  
in this sale to, per yard—

22c

66-inch wide full bleached Table Linen and 62-inch  
German Hotel Linen, everyday price 60c,  
on sale, per yard—

42c

Eight Bolts of German all Linen Silver Bleached  
Table Damask—choice patterns, 2 yards wide, abso-  
lutely worth and regularly sold at \$1.50—will be  
sold in this sale at, per yard—

98c

Every piece of our Fine Bleached Table Linen,  
all our fine Napkins, the entire stock of fine Towels,  
all Table Sets and Table Covers, all the best Towel-  
ings, marked down to figures almost ridiculous, in or-  
der to effect a clean sweep and at once

## Flannel Department.

The most serious sacrifices this section has ever  
known are now being made to reduce our  
heavy stock. Prices that will be the worry of Main  
street. Manufacturers would not duplicate these  
sale quotations.White Shaker Flannel, double fleeced,  
worth 64c in this sacrifice sale at (per yard)—

44c

3,500 yards Outing Flannel, in 10-yard lengths,  
among them pink and white, blue and white, stripes  
and checks, worth regularly 75c, go in this  
sacrifice sale at (per yard)—

5c

1,000 yards Baby Flannels, in plain pink, light  
blue and cream, worth 10c, sold in 10-yard  
lengths at a yard—

6c

The prettiest assortment of Outing Flannels in  
beautiful colorings and patterns, 30 pieces, extra  
heavy white Shaker Flannels, and two cases  
bleached and unbleached Canton Flannels, worth  
10c, 11c and 12 1/2c, all go in this sale per  
yard—7<sup>1</sup>/<sub>2</sub>c200 pieces Printed Fleece Twilled Flannelettes  
in the latest patterns for dressing gowns, kim-  
onas, children's dresses, ladies' waists and wrap-  
pers, sold everywhere at 12 1/2c, sacrificed in  
this sale, per yard—7<sup>1</sup>/<sub>2</sub>c15c Fleece Zibeline Flannel  
for—

10c

Fleece Rosetta Cloths and Printed Oxford, in  
French Challie patterns, Dresden effects, fancy  
stripes and figures, same qualities you're accus-  
tomed to paying 15c, 20c and 25c for, in this  
sale, per yard—

11c

Velvet finished Velour and swansdown Flann-  
els, catchy patterns for waists, dressing gowns,  
gown and bath robes, 20c and 25c  
grades, to be closed out, per yard—12<sup>1</sup>/<sub>2</sub>c35c Fancy Woven Worsted Granite waist-  
ings for, a yard—

19c

37 1/2c quality white Wool Flannel, on  
sale at, per yard—

24c

50c quality, red, all Wool twilled Flannel  
marked down to, per yard—33<sup>1</sup>/<sub>2</sub>cThe best 85c white all Wool Flannels, full  
yard wide, on sale at, (per yard)—

55c

Reckless reduction on all Twilled Skirting Flann-  
els, red Flannels, navy blue Flannels, black Cor-  
nells, Scotch Flannels, wool elderdowns, and all  
white Wool Flannels. They all must go in  
this saleThe Most Startling Clearance Sale Price Re-  
ductions on all

Trimmings and Laces.

TO MAKE SURE OF AN ABSOLUTE CLEAN  
SWEEP OF ALL TRIMMINGS AND LACES  
WE'VE CUT PRICES CLEAN TO THE CORE.  
NOTHING HAS ESCAPED. TAKE ADVANTAGE  
OF THIS CHANCE TO SHARE IN THIS  
GREAT SACRIFICE SALE.EVERY PIECE OF LACE APPLIQUE  
SPANGLED WITH FANCY ALL OVER AND  
TRIMMINGS OF EVERY DESCRIPTION ARE  
GREATLY REDUCED FOR THIS CLOSING OUT  
SALE IN MANY INSTANCES YOU CAN BUY  
THEM FOR LESS THAN