

A MONSTER PRICE-WRECKING CLEARING SALE

The **SECOND WEEK**—BARGAINS THAT STARTLE!

GRAND January Clearance Reductions

Even More Daring than the First Week!

All Women's Eyes are Centered on the Great Auerbach Clearing Sale.
Old and Young, Rich and Poor, all After the Tidal Wave of Bargains

We are fulfilling the promise we made at the start, but this Sale will be the biggest Bargain treat Salt Lake People ever had. Thousands of dollars worth of Earth's Best Products have been sold for a song. Tens of thousands of people have responded to the extraordinary offers being made.

NOW FOR ANOTHER WEEK!

Hundreds of Items have been FURTHER REDUCED to effect an Immediate Clearance of all Winter Goods.

Now is your one best opportunity for saving. Now your dollars will do more than ever before. The selections are just as desirable as ever. The merchandise is all fresh and stylish—but all winter goods must go—and here are the extreme Price Reductions that will make them go.

If you haven't been here yet COME MONDAY—or even if you have, come again.

79c a yard
For \$1.25 Best
Quality
Taffeta Silk
INCLUDING
Clifton Bond Taffeta
Black and Colors

**Children's
Mittens**
8c a pair
Black or colored,
wool Mittens, best
20c values, all
sizes, go at—
8c

**Golf
Gloves**
25c a pair
Ladies' and
Children's sizes,
all colors of the
best 50c values,
sell at—
25c

ESTABLISHED 1864
F. Auerbach & Bro.
ONE PRICE TO ALL NEVER UNDER SOLD

Another 1,000
yards
**Apron
Ginghams**
In this
Slaughter at
4½c
a yard

All 2½c White
India Linens, All
22½c white Check-
ed Nainsooks, All
22½c white Striped
Dimities, and
Persian Lawns,
go in this sale at
a yard—
12c
a Yard

Second Week of the most
Startling Sacrifice Sale of
MILLINERY!
At the opening of this sale the
Hats began going so fast, that it
was evident more Hats would have
to be procured or the Millinery
section would have to drop out of
it. To say "We have no more
Hats," would certainly be a dis-
appointment.
TO MEET THE EMERGENCY,
WE PLACE OUT THE ENTIRE
WHOLESALE STOCK OF HATS
ON SALE NEXT WEEK AT LESS
THAN HALF PRICE.

FURTHER GREAT REDUCTIONS ON

All Silks and Dress Goods

For Second week of the monster Price-Wrecking Clearing Sale

We have gone further than to eliminate all semblance of profit. We have even sacrificed a large portion of the original cost of these fabrics. This means that you can now buy Silks and Dress Goods at less than they cost in open market. No other Silk and Dress goods Bargains of equal importance can be found in Salt Lake:

20 INCH JAP SILKS 22½c
black and colors, a yard
10 TO 27 INCH PLAIN AND
FANCY SILKS, suitable for dress-
es, waists, drop skirts, etc.; val-
ues up to \$1.00 a yard, at, a yard
39c
98c A YARD FOR \$2.25 VAL-
UES. New plaids, checks, stripes
and Persian novelty Silks; values
up to \$2.25 a yard, at, a yard
98c
\$1.35 BLACK TAFFETA SILK
FOR 98c A YARD. 36-inch fine
Swiss Taffeta; black only; value
\$1.25 a yard, at, a yard
93c

26c a yard for Dress Goods;
values up to 45c a yard.
39c a yard for Dress Goods;
values up to 85c a yard.
79c a yard for Dress Goods;
values up to \$1.50 a yard.
39c a yard for 60c quality 36
to 38-in. h. all wool Alaba-
stros; black and colors.
50c a yard for Dress Goods; values
up to \$2.25 a yard, consisting of plain
and fancy voiles, shadow novelties,
crepes, fancy Eolienies, etc., street
and evening shades; values up to
\$2.25, a yard, at, a yard
95c

500 yds Dress Prints
in all colors, go in
this sale at a yard
5c

NOTION PRICES WRECKED

YOU BUY THEM HERE THIS
WEEK AT BUT A FRACTION
OF STANDARD SELLING PRICES.

10c Pearl Buttons on sale
at a dozen **3c**
35c shell Black Combs,
dozens of styles
to choose from go at **19c**
2 doz. Black Spring
Hooks & Eyes sell for **1c**
25c Dressing Combs
go at **10c**
Steel Hair Brushes, wire or bristle,
go in this sale **10c**
Warren Silk Feather Bone, 15c
quality, in this sale, a
yard **8c**
Steel Thimbles
each **1c**
Cute Pins, in black, white or as-
sorted, go in this
sale at **3c**
Cotton Tape, four widths,
black or white, a
yard **1c**

LADIE'S UNION SUITS
Best \$1.00 Grade for 69c.
Ladies' fine white Cashmere
ribbed heavy fleeced Union Suits
all sizes, the best standard \$1.00
grade, clearing sale
price **69c**

Second Week of the Most Stupendous Clearance Sale of Women's Ready-to-Wear Apparel

Down Go Prices Again—Even Lower Than Before

ONE FINAL SQUEEZE TO PRICES—ONE LAST HEARTLESS SLASH AT THE ALREADY AN-
NIHILATED REMNANT OF PROFITS. IT'S THE GREATEST MONEY-SAVING CARNI-
VAL EVER HELD IN SALT LAKE—AN EVENT BROUGHT WITH THE GREATEST INTER-
EST ANY SIMILAR HAPPENING HAS EVER ELICITED.

SUIT PRICES CUT AGAIN
Suits that were formerly \$20.00, **\$9.75**
now marked
Suits that were formerly \$17.00, **\$8.19**
now marked
Suits that were formerly \$12.00, **\$6.75**
now marked
Imported suits and gowns at half price and less.

COAT PRICES CUT AGAIN
Coats that were formerly \$25.00, **\$12.95**
now marked
Coats that were formerly \$15.00, **\$8.55**
now marked
Coats that were formerly \$10.00, **\$4.95**
now marked
Coats that were formerly \$7.50, **\$3.95**
now marked

SKIRT PRICES CUT AGAIN
Skirts that were formerly \$15.00, **\$8.60**
now marked
Skirts that were formerly \$12.00, **\$6.20**
now marked
Skirts that were formerly \$9.75, **\$4.75**
now marked
Skirts that were formerly \$6.00, **\$3.35**
now marked

FUR PRICES CUT AGAIN
Furs that were formerly \$15.00, **\$6.98**
now marked
Furs that were formerly \$10.00, **\$3.77**
now marked

CHILDREN'S COATS CUT AGAIN
Children's coats that were formerly \$4.19
now marked
Children's coats that were formerly \$3.55
now marked
Children's coats that were formerly \$2.69
now marked
Children's coats that were formerly \$1.87
now marked
Children's coats that were formerly \$1.23
now marked

PETTICOAT PRICES CUT AGAIN
Silk Petticoats that were formerly \$4.63
now marked
Sateen Petticoats that were formerly 99c
now marked
Nearsilk Petticoats that were formerly 53c
now marked

**KIMONO AND BATH ROBE PRICES
CUT AGAIN**
Long kimonos that were formerly \$2.00
now marked **99c**
Long kimonos that were formerly \$1.50
now marked **59c**
Short kimonos that were formerly 41c
now marked
Blanket Bath robes that were for-
merly \$5.00, now marked **\$2.87**
Elderdown bath robes that were for-
merly \$6.00, now marked **\$3.15**

Now for another week of Clearance Sale Bargains in FLANNELS such as you never saw before.

This week our Flannel Sales were something enormous—doubling and
trebling our sales of one year ago. Its our intention to make next week
still greater in volume of sales—hence these phenomenal bargains.

All 7½c OUTING FLANNELS go
in this sale at, a yard **4½c**
a yard
All 10c OUTING FLANNELS go
in this sale at, a yard **7½c**
a yard
All 12½c OUTING FLANNELS go
in this sale at, a yard **8½c**
a yard
All 15c OUTING FLANNELS go
in this sale at, a yard **10½c**
a yard
WHITE SHAKER FLANNELS
Worth 12c, go at, a yard **5c**
a yard
Worth 9c go at, a yard **6½c**
a yard
Worth 12½c go at, a yard **8½c**
a yard
Worth 15c go at, a yard **10½c**
a yard
All Silk Embroidered White Skirting
Flannels go at less than the cost
of plain Flannels.

MARVELOUSLY LOW SALE PRICES ON

HOSIERY

For Ladies and Children

Be prompt! The second week's
clearing sale bargains are even
greater and better than last week's.
Don't miss them.

Ladies' extra quality Cashmere
hose with double soles and high
spliced heels and toes, full regu-
lar, made best grade, for the
second week of the
great sale at **43c**
Boys' heavy extra good quality
Cashmere Wool Hose, 2½ ribbed
all sizes, the best wearing cool
weather stocking, cut
from 50c a pair to **35c**
Children's fleeced fast black cot-
ton stockings, all sizes, good heavy
20c quality, on sale **10c**
at each
Ladies' fast black Worsted Stock-
ings, a fine durable quality, in all
sizes, our best standard
50c grade, for **25c**

Children's Sleeping Garments

Best 40c Grade at 23c

Children's natural gray, Jersey
ribbed, fleeced Sleeping Garments,
with feet sizes for children up to
6 years, the best 40c
value on sale at **23c**

Utica Bleached
Pillow Cases, 45
inches wide, Regu-
lar 25c, in this
sale at a yard—
16c
32 inches wide
in this sale, a
yard—
7½c

LADIES' UNION SUITS

75c Grades on Sale at 39c

Ladies Short Skirts of best
white or striped Outing Flannel,
greatest 75c values go for the
final clearing
at **39c**

All Boy's Clothing

Must be Cleared
in a Hurry.

To make sure of doing it, we
have forgotten cost and put on
prices that will make quick selling
a surety. Here's the most radical
price-cutting, intense ac-
tion.
\$2.50 to \$3.00 Boys' Suits and
Overcoats, will sell at **\$1.48**
at
\$3.50 Boys' Suits and
Overcoats will sell at **\$1.84**
at
\$4.00 Boys' Suits and
Overcoats will sell at **\$1.95**
at
\$4.50 Boys' Suits and
Overcoats will sell at **\$2.33**
at
\$5.00 Boys' Suits and
Overcoats will sell at **\$2.79**
at
\$5.50 Boys' Suits and
Overcoats will sell at **\$3.45**
at
\$7.50 Boys' and Youths' Suits
and Overcoats will
sell at **\$3.98**
at
\$8.00 Boys' and Youths' Suits
and Overcoats will
sell at **\$4.79**
at
\$10.00 Boys' and Youths' Suits
and Overcoats will
sell at **\$5.48**
at

STUPENDOUS Gent's Furnishings

More enthusiasm than ever
when the prices become
effective Monday.

25c Gent's ½ Hose **12½c**
25c Gent's ¾ Hose **19c**
50c Neckwear will
go at **35c**
Or 2 for \$1.00
50c to 75c Men's Work
Shirts all go at **43c**
75c and \$1.00 Neck-
wear will go at **49c**
\$1.25 Gent's Dress Shirts
and Flannel Work Shirts
at **69c**
\$1.50 Gent's Underwear, includ-
ing Union Suits, will go
at **98c**
\$1.50 Gent's Dress Shirts and
Flannel Work Shirts **98c**
\$2.00 Gent's Underwear **\$1.34**
EVERYTHING IN THE DE-
PARTMENT AT A CUT PRICE!

All Blankets, Comforts, and Bed Spreads

PRICED TO MOVE AT ONCE!

We are determined that every one shall go next
week. Our very heavy reductions testify to the earnest-
ness of our purpose.

ALL BLANKETS.
Worth 75c marked
down **47c**
Worth \$1.00, marked
down **59c**
Worth \$1.50, marked
down **88c**
Worth \$1.75, marked
down **98c**
Worth \$2.00, marked
down **\$1.19**
Worth \$2.25, marked
down **\$1.39**
Worth \$2.50, marked
down **\$1.68**
Worth \$3.00, marked
down **\$1.89**
Worth \$4.00, marked
down **\$2.30**
Worth \$6.00, marked
down **\$3.40**
Worth \$7.50, marked
down **\$4.60**
Worth \$8.50, marked
down **\$5.30**
Worth \$12.00, marked
down **\$7.30**
Worth \$15.00, marked
down **\$8.85**
ALL BED SPREADS.
Value \$1.00, go
at each **66c**
Value \$1.50, go
at each **98c**
Value \$1.75, go
at each **\$1.16**
Value \$2.00, go
at each **\$1.28**
Value \$2.50, go
at each **\$1.68**
Value \$3.00, go
at each **\$1.89**
Value \$4.00, go
at each **\$2.30**
Value \$6.00, go
at each **\$3.40**
Value \$7.50, go
at each **\$4.20**
Value \$10.00, go
at each **\$5.30**
ALL COMFORTERS.
Regular \$1.25, on sale
at **79c**
Regular \$1.50, on sale
at **88c**
Regular \$1.75, on sale
at **\$1.16**
Regular \$2.00, on sale
at **\$1.28**
Regular \$2.25, on sale
at **\$1.39**
Regular \$2.50, on sale
at **\$1.68**
Regular \$3.00, on sale
at **\$1.89**



The Second Week of Price Wrecking Clearing Sale of LINENS

Will be memorable on account of
the excessive price reductions.
Consult your own interests and
you'll find it impossible to pass
these:

All \$1-2c Towels **4½c**
go at each
All 10c Towels **7c**
go at each
All 12½c Towels **8c**
go at each
All 15c Towels **9½c**
go at each
All 20c Towels **11c**
go at each
All 25c Towels **16c**
go at each
All 30c Towels **19c**
go at each
All 35c Towels **23c**
go at each
All 40c Towels **28c**
go at each
All 45c Towels **31c**
go at each
All 50c Towels **34c**
go at each
All 55c Towels **37c**
go at each
All 60c Towels **40c**
go at each
All 65c Towels **43c**
go at each
All 70c Towels **46c**
go at each
All 75c Towels **49c**
go at each
All 80c Towels **52c**
go at each
All 85c Towels **55c**
go at each
All 90c Towels **58c**
go at each
All 95c Towels **61c**
go at each
All 1.00 Towels **64c**
go at each
All 1.05 Towels **67c**
go at each
All 1.10 Towels **70c**
go at each
All 1.15 Towels **73c**
go at each
All 1.20 Towels **76c**
go at each
All 1.25 Towels **79c**
go at each
All 1.30 Towels **82c**
go at each
All 1.35 Towels **85c**
go at each
All 1.40 Towels **88c**
go at each
All 1.45 Towels **91c**
go at each
All 1.50 Towels **94c**
go at each
All 1.55 Towels **97c**
go at each
All 1.60 Towels **1.00**
go at each
All 1.65 Towels **1.03**
go at each
All 1.70 Towels **1.06**
go at each
All 1.75 Towels **1.09**
go at each
All 1.80 Towels **1.12**
go at each
All 1.85 Towels **1.15**
go at each
All 1.90 Towels **1.18**
go at each
All 1.95 Towels **1.21**
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All 2.00 Towels **1.24**
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All 2.05 Towels **1.27**
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All 2.10 Towels **1.30**
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All 2.15 Towels **1.33**
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All 2.20 Towels **1.36**
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All 2.25 Towels **1.39**
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All 2.30 Towels **1.42**
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All 2.35 Towels **1.45**
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All 2.40 Towels **1.48**
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All 2.45 Towels **1.51**
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All 2.50 Towels **1.54**
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All 2.55 Towels **1.57**
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All 2.60 Towels **1.60**
go at each
All 2.65 Towels **1.63**
go at each
All 2.70 Towels **1.66**
go at each
All 2.75 Towels **1.69**
go at each
All 2.80 Towels **1.72**
go at each
All 2.85 Towels **1.75**
go at each
All 2.90 Towels **1.78**
go at each
All 2.95 Towels **1.81**
go at each
All 3.00 Towels **1.84**
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All 3.05 Towels **1.87**
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All 3.10 Towels **1.90**
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All 3.15 Towels **1.93**
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All 3.20 Towels **1.96**
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All 3.25 Towels **1.99**
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All 3.30 Towels **2.02**
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All 3.35 Towels **2.05**
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All 3.40 Towels **2.08**
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All 3.45 Towels **2.11**
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All 3.50 Towels **2.14**
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All 3.55 Towels **2.17**
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All 3.60 Towels **2.20**
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All 3.65 Towels **2.23**
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All 3.70 Towels **2.26**
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All 3.75 Towels **2.29**
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All 3.80 Towels **2.32**
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All 3.85 Towels **2.35**
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All 3.90 Towels **2.38**
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All 3.95 Towels **2.41**
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All 4.00 Towels **2.44**
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All 4.05 Towels **2.47**
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All 4.10 Towels **2.50**
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All 4.40 Towels **2.68**
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All 4.45 Towels **2.71**
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All 4.55 Towels **2.77**
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All 4.60 Towels **2.80**
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All 4.70 Towels **2.86**
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All 4.75 Towels **2.89**
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All 4.80 Towels **2.92**
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All 4.85 Towels **2.95**
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All 4.90 Towels **2.98**
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All 4.95 Towels **3.01**
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All 5.00 Towels **3.04**
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All 5.85 Towels **3.55**
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All 9.95 Towels **6.01**
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All 10.00 Towels **6.04**
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