

At
F. Auerbach
and Bro.
Of Course.

THE MOST
TREMENDOUS

WINTER CLEARING SALE

Will Be Launched Next Monday Morning on the Expectant Public at Auerbach's of Course.

At
F. Auerbach
and Bro.
Of Course.

It Starts Monday Morning!

do things by halves. Down deep into the vitals of the original cost we have cut with unerring aim and nerves of steel, sweeping away at one stroke the bulk of profits of the entire season, and we are giving them to the people people dance with joy.

Speed on the Glad Tidings until they reach every city, town, hamlet, ranch and mining camp throughout the state. Proclaim them on the highways and tell them in the market places where the people most do congregate. It is the joyful news the people have been waiting for. It is the Unconditional Sacrifice of thousands and thousands of dollars worth of Dry Goods, Suits and Cloaks, Furnishings and Footwear—wherein profits have become but a memory—The original cost cut to the core, and loss, down sight loss, yields the sceptre that rules this store for the time being. We never

Sale Force And Delivery Facilities

Equal to the Emergency.

No Approvals. No Exchanges.
No Samples Cut.

Doors open Monday Morning at 10 o'clock.
25 Extra Salespeople Wanted. Apply at 8 a.m.

ESTABLISHED 1864

F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

Nothing Escapes the Sacrifice!

Everything is Included in this Slaughter
of Prices.

Past Sale Events Eclipsed.

Doors Open Monday Morning at 10 o'clock.

Everything in
our Lining Depart-
ment has been re-
duced. Note the
following Specials

Glove
Cambric

(limit 10 yards to a
customer) per yard—
4c

SILESIA.

an elegant quality
(limit 10 yards to a
customer) per yard—
9c

Fine
Percalines.

Moire finish (limit 20
yards to a customer)
per yard—
11c

The Silk Department

Suffers sweeping reductions. We
make a supreme offer for this sale.

COLORED TAFFETAS, entire stock
our 5c and 8c quantities, 20 inches
wide Taffetas,
closing at, per
yard..... 58c

WASH SILKS—Only 40 pes. soft fin-
ished wash silks, in all the leading
evening and street colors,
clearing at, per
yard..... 24c

BLACK SATIN DUCHESSE 20 in.
wide very fine finished,
\$1.00 quality at per
yard..... 66c

COLORED TAFFETAS—Our best 27
in. wide imported colored Taffetas (note
the width) worth \$1.50—30 colors to se-
lect from, clearing
at, per
yard..... 98c

BLACK PEAU DE SOIE—Very fine
all silk quality, \$1.50 value
closing at, per
yard..... 97c

EVERY YARD OF PLAIN OR FANCY
SILK UNIFORMLY REDUCED
DURING THIS SALE.

Tremendous
Annihilation
Of Our

Cloak AND Suit Stocks

EVERY Garment Must Be Cleared Regardless of Cost or Value. Comprising Jackets, "Monte Carlos," Coats, Raglans, Plush
and Cloth Cases, Misses' and Children's Three-Quarter and Reeler Coats, Tailor-Made Suits, Ladies' Cloth and Silk Dress Skirts,
Misses' Gown and Dress Skirts, Wool Waists, Alpaca Waists, Silk Waists, White Oxford Waists, Wappers and Tea Gowns,
Sateen and Silk Petticoats, Kimonos, Dressing Sacques and Furs.
It would take pages of this paper to enumerate all of our great Bargains. Each and every one a peer of the other. Suffice
here to note a few. See our windows. See our stocks. See and judge for yourselves.

CLEARING SKIRTS, Black and Navy Wool
Repellent, only a few that sold for
\$2.25 and \$3.25, Clearing Sale Price \$1.65

CLEARING GOLF SKIRTS, Grey, Blue,
Tans, Brown Skirts, strapped, corded and pleated, all
mixed wool Meltons, about 75 only, that sold at \$3.75,
\$4.50 and \$5.00, clearing sale
price \$2.65

A DOZEN faced lined Dressing Sacques, that
sold at 95 cents and \$1.00, clearing
50c

CLEARING LADIES JACKETS Monte
Colors, only a few left to come quick. The prices
were \$8.75, \$12.00, \$12.50 and \$15.00, now,
\$5.98, \$6.98, \$7.98, \$9.98

ONE HUNDRED AND SEVENTY Tan,
Caster, Red, Navy and Black Jersey 27 in. jacket
that sold from \$8.75 to \$12.50, clearing
sale price \$5.00



CLEARING SUITS, only about One Hundred
left, that comprises every style of the season's mode,
Blouses and Norfolk, all materials, all colors, at
One Half Original Price.

HALF PRICE on all col-
ored Suits.

CLEARING SILK WAISTS, Just about One
Hundred in all, the last of our Season's Successful Sell-
ing, all shades, prices ranged from \$5.00 to
\$8.75, all on Sale, no Reserve, for, each \$3.75

CLEARING WOOL WAISTS, 1000 All-Wool
Flannel Waists that sold at \$1.25 and \$1.50,
Tucked and Pleated all over, Clearing at \$1.00

A GREAT WRAPPER CLEARANCE.
Was 75c Was \$1.00 Was \$1.50 Was \$2.00 Was \$2.50
Now 50c Now 60c Now 75c Now \$1.00 Now \$1.50

Dress Goods

Great Sale of black and colored Dress
Goods—Cutting the prices down below
the lowest bargain level to create the
greatest excitement Salt Lake has ever
known. These prices are irresistible.

BLK. FANCY WEAVE DRESS
GOODS—Fast black, 36 in. wide—
Value 90c,
only per
yard..... 29c

ALL WOOL ALBATROSS—36 in.
wide in all leading street and evening
shades including black and cream—less
than manufacturer's
cost, per
yard..... 37½c

BLACK JAQUARD SUITING—Eleg-
ant English make, 10 different designs
to select from, 36 in. wide
half value only per
yard..... 22c

ALL WOOL GRANITES—A hard
twisted seeded effect weave 40 in. wide
in black and colors, a bar-
gain at 50c, for only, per
yard..... 57½c

PRIESTLEY & CO'S BEST BLACKS
—Large assortment of choice new de-
signs, also plain materials,
values up to \$1.50 for only
per yard..... 69c

EVERY PIECE OF BLK. & COL-
ORED DRESS GOODS HAS BEEN
KNIFED—NOTHING RESERVED.

Ladies' H'dkerchiefs.

50 Doz. LADIES'
HDKTS., slightly
mussed, up to 25c
grade at (each)—
12c

Ladies'
Kid Gloves.

Every pair warrant-
ed \$1.25 glove in the
city on sale at (a
pair)—
83c

CORSETS.

ALL CORSETS at
clearing sale prices.
Our best 75c grade
in black or drab, all
sizes on sale at (a
pair)—
49c

ALL TRIMMINGS AND LACES.

This means that our entire stock is marked down to but a fraction of
regular value every price is reduced to clear the shelves and make ready
for spring. See how we slash prices:

At 50c a Yard.
A variety of neat fancy Gimps,
Braid and Bead Trimmings, in black
and colors, sold regularly up to 15c
a yard, all go in this clearing sale at
5c.

At 25c a Yard.
Beautiful colored silk and Chiffon
appliques, as well as some of the
very newest applique braids, Trim-
mings that sold up to 65c a yard,
marked for this clearing sale at 25c
a yard.

At 10c a Yard.
Pretty Persian braid and fancy
Braid Gimp in great variety of col-
ors and black, here's a line that in-
cludes many of the newest effects
and values ranging up to 30c a yard,
all at 10c a yard.

At 50c a Yard.
You can buy this week some of the
prettiest creations in Dress Gar-
ments. You'll marvel at the values
shown here, but we must effect a
clearing, and these are the prices to
do it.

Infants' Wear & Children's Dresses

Buy liberally and consider future wants for these prices represent com-
modities less than cost of manufacture. Nothing reserved. Everything in this
department at such reductions as these:

Children's Winter Dresses, sizes
1 to 5 years, all well made.
Note these price reductions:

40c Dresses..... 19c
60c and 70c Dresses..... 49c
on sale at.....
\$1.50 Dresses..... 95c
on sale at.....
\$2.50 Dresses..... \$1.50

Infants' hand knit Zephyr Jack-
ets in a great variety of the pret-
tiest styles, all our \$1.25 and \$1.50
grades, sale leader..... 75c

Infants' fine Outing Flannel
Wrappers, many pretty styles to
choose from, regular price 39c
each, on sale at..... 39c

All Infant's long and short Dresses and
Skirts go in this sale at reduc-
tions never before equaled.

ALL FLANNELS, BLANKETS AND COMFORTS

Marked Down to Prices Almost Ridiculous.

They must be forced out and at once. The selling shall be short and sharp. Prices are ruthlessly lowered and
cost lost sight of in this, a most determined and earnest effort to unload all surplus stock.

Our 64c white Shaker Flannels,
our 84c dark Outing Flannels and
our 64c unbleached Canton Flannel,
will go in this sale at..... 4c

Heavy fleece-lined Wrapper Flannels
in pretty patterns and colors,
heavy unbleached Canton
Flannels, and Light Colored Out-
ing Flannels, all worth 10c, go at
the give away price,..... 6½c

12½c Bleached Canton Flannel, yard
wide shaker flannel and pretty
light and medium colored Outing
Flannels, and our best 15c
bleached Canton Flannel.
In this sale, per yard..... 7½c

The prettiest assortment of Wrap-
pers and Kimono Flannels, beau-
tiful colorings and designs, retailed
everywhere at 12½c, reduced in this
sale to, per yard..... 8½c

100 pieces Daisy Flannels in pinks,
blues, cream or red. Our 15c fancy
figured, twilled and fleece Wrap-
per Flannels, and our best 15c
bleached Canton Flannel.
On sale, per yard..... 9½c

Panne Velvet Flannels, none pret-
tier for Kimonos, Lounging and
Bath Robes, in the popular reds
and blues, worth 20c, marked in
this sale, per yard..... 12½c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Children's extra fine silk bonnets
in all colors, many of the prettiest
styles to choose from, all our \$1.50
and \$1.75 Bonnets,..... 95c

Underwear and Hosiery.

Such values as these Salt Lake has never known, all winter goods must
be sold and clearing prices give you these wonderful bargains.

Children's fast black seamless
Wool Hose, all sizes, a splendid 20c
hose, clearing sale leader,..... 10c

Children's extra fine quality, heavy
fleece Vests and Pants, in sizes
24 to 34, size 24 regular,..... 12½c

Ladies Jersey Ribbed Union Spits
all sizes,
cut to,..... 40c

The 75c grade,
cut to,..... 55c

The 90c grade,
cut to,..... 75c

The \$1.25 grade,
cut to,..... \$1.15

The \$1.75 grade,
cut to,..... \$1.45

The \$2.00 grade,
cut to,..... \$1.90

The \$2.75 grade,
cut to,..... \$2.50

Ladies' extra fine black Cash-
mere Hose, in all black, natural,
gray or black with gray, double
sole, the best 75c grade, special
clearing sale bargain..... 50c

Children's Union Suits, in all
sizes, a splendid 35c quality,
special sale leader,..... 19c

Children's extra fine quality, heavy
fleece Vests and Pants, in sizes
24 to 34, size 24 regular,..... 12½c

Ladies Jersey Ribbed Union Spits
all sizes,
cut to,..... 40c

The 75c grade,
cut to,..... 55c

The 90c grade,
cut to,..... 75c

The \$1.25 grade,
cut to,..... \$1.15

The \$1.75 grade,
cut to,..... \$1.45

The \$2.00 grade,
cut to,..... \$1.90

The \$2.75 grade,
cut to,..... \$2.50

Ladies' extra fine black Cash-
mere Hose, in all black, natural,
gray or black with gray, double
sole, the best 75c grade, special
clearing sale bargain..... 50c

Children's Union Suits, in all
sizes, a splendid 35c quality,
special sale leader,..... 19c

White Crochet Bedspreads.

\$2.25 Extra Heavy
White CROCHET
Bedspreads, Mar-
celles patterns, re-
duced in this sale to
each—
\$1.39

White Crochet Quilts.

Fringed or hemmed
actual value \$2.75,
marked down to,
each—
\$1.78

White Marseilles Bedspreads.

\$1.50 White Mar-
selles Bedspreads,
extra fine—go in this
sale at, each—
\$2.48

Linen Dept.

Included in this most tremendous win-
ter clearing sale. Therefore, fair warn-
ing. Do not wait, if you wish to profit
by the greatest price reductions ever
known.

\$1.25 Turkish Towels go
at, each..... 5c

Heavy Linen Toweling—made of pure
flax yarn—instead of 10c, sale
price, per yd..... 6½c

Extra size, 23x46 heavy and absorbent
fringed white Marseilles Towels, re-
tained everywhere at
18c, on sale at each..... 10c

The 20c grade Turkish Towels, the
20c grade hemmed Linen Huck Towels,
all marked in this sale at..... 12½c

25c Hemmed linen Huck Towels and
extra heavy Turkish Bath Towels, size
23x50, reduced to..... 16½c

45c Bleached Table Damask—54 inches
wide, cut to, per
yard..... 29c

Silver Bleached German Hotel Linen—
in dice patterns—6c in. wide—and the
best 60c table linen you ever saw—in
this sale, per
yard..... 42c

68 in. wide all linen silver bleached,
soft finished German Table Linen—
choice patterns—absolutely worth \$1.00,
will be sold in this sale..... 69c

Every piece of our fine bleached Table
Linen, all our fine Napkins. The entire
stock of fine Towels, all Table Sets,
Table Covers, in fact everything in the
Linen line will be sold at the lowest
sale prices known in years.

Our Shoe Department.

This Greatest of All Great Shoe Sales!

Every item in this Department Marked
Down and at a Price That Will Sell Them.

Infant's soft sole Shoes and Moc-
casins, 40c grades..... 25 cts

Child's kid Shoes, 75c value, sizes 5
to 8..... 48 cts

Child's kid Shoes, \$1.00 grades, sizes
8½ to 11..... 75 cts

Misses' kid Shoes, good value at \$1.25,
sizes 11 to 2..... 95 cts

Boys' heavy Veil Calf Shoe, sizes 12
to 14..... \$1.15

Boys' Satin Calf Shoe, dressy and
durable, sizes 8 to 13..... \$1.25

Sizes 12 to 2..... \$1.45

Sizes 2½ to 6..... \$1.65

Sizes 6½ to 8..... \$1.85

Domestic And White Goods Dept's.

Must suffer like the rest. Everything
reduced. Come prepared to get the
bargains of your life. Prices all cut
too small to print.

A 5c quality unbleached Muslin, yard
wide, as long as 50 bolts will last—on
sale, per
yard..... 6½c

A regular 10c bleached Muslin—one
of the most reliable and best known
brands—will go in this sale,
per yard..... 7c

Genuine Berkeley White Cambric—
yard wide—instead of 15c, in
this sale, per yard..... 9c

100 doz. Hemmed Pillow Cases—an
extra quality, bleached, ironed and
hemmed—both sizes, 42x36 and 45x36—
worth 15c and 16½c, all go..... 10c

2½ yards wide unbleached Bed Sheet-
ing—the most popular brand in the
market, regularly sold at 24c, in
this sale, per yd..... 16½c

500 bleached hemmed Bed Sheets—2½
yards long and 24 yards wide—never
sold for less than 75c, in this clearing
sale they go at..... 55c

All India Linens, all Victoria Lawns,
all Dimities, all Nainsooks, every
Crochet and Marseilles Bedspread—and
all Bed Sheetings in the department
cut to the most insignificant prices in
this sale.

Grand Clearing Sale Boys' Clothing & Gents' Furnishing Section.

Prices Slashed
Regardless of Cost.

Boys' two-piece suits—a broken line
in many different patterns of tweeds
and chevrons—\$2.50 and \$3.00 value. Re-
duced to..... \$1.80

Youth's long pant Suits in medium
and dark patterns—this season's make
and styles—\$5.00 and \$6.00 values, re-
duced to..... \$3.90

Child's Reefers in a large assortment
of chinchillas and kerseys, \$3.50 to \$4.00
values, reduced to..... \$2.50

Men's Wool Underwear in plain or
ribbed natural gray or tan, \$1.25 values,
reduced to..... 85c

Men's Overshirts—a nice selection of
patterns in outing flannel, regular 50c
values, reduced to..... 35c

Men's Wool Hose in Oxford, extra
good values at 20c, reduced to..... 12½c

Curtains And Portieres Sacrificed!

Stupendous lowering of prices. It's
not a matter of value now—the imper-
ative necessity of cleaning up the
stock causes us to name the following
almost ridiculous prices. They're
bound to go.

65c Nottingham Curtains, on
sale, per pair..... 36c

\$1.75 white Lace Curtains re-
duced to, per pair..... \$1.10

\$2.25 Fish Net effect Curtains marked
down to, a
pair..... \$1.58

\$2.75 white Lace Curtains go
in this sale, per pair..... \$1.80

\$3.25 Point D'Esprit effect
Curtains will be sold, per pair..... \$2.10