

## Astonishing Money-Savings

IN Ladies' Tailored Suits, Ladies' Coats, Ladies' Waists, Ladies' Skirts, Ladies' Wrappers, Kimonos and Petticoats.

# THE GREAT "AUERBACH" SELLING-OUT SALE!

## OF ALL WINTER STOCKS.

THE GREATEST SELLING EVENT IN THE HISTORY OF UTAH RETAILING STARTED ANEW THIS MORNING at 9 o'clock with a Bargain Whirlwind that enlisted the enthusiasm of the Multitudes. Never before have such crowds been gathered at a sale of Merchandise in Salt Lake. Day after Day since its inauguration the jam has been so great that even with our Army of Salespeople and Brigade of Wrappers, Cashiers, Floor Walkers, etc., we have been unable to meet the demands of the public. Not an afternoon passed, but what "standing room" was at a premium. These facts speak for themselves. Money has never been spent so judiciously—Never before such Matchless Values as here at this Sale of Sales. THE GREATEST SALE SALT LAKE HAS EVER SEEN OR HEARD OF!

## WONDERFUL VALUES

IN Hosiery, Underwear, Gloves, Handkerchiefs, Ladies' Underwear, Corsets, Shoes, Boys' Clothing and Gent's Furnishings.

## It Starts Again

tomorrow morning at 9 o'clock, when the crowds will again be admitted to revel and pick from the ripest, juiciest and largest dollar's worth seen in this city's business in many a year.

ESTABLISHED 1864

**Auerbach & Bro.**  
ONE PRICE TO ALL NEVER UNDERSOLD

Come to The Feast Of Bargains Assortments and sizes Complete in Every Department.

## Prices and Values Wrecked

Dress Goods, Silks, Linings, Flannels, Linens, Curtains, White Goods, Domestic, Blankets, Comforters, and Bed Spreads.

All Ladies' Trimmed Hats. All Untrimmed Felts. All Flowers and Ribbons. All Trimmings and Neckwear. All Children's Dresses and Infants' wear almost given away.

Nothing can be carried over—all must go at some price.

## GOOD WORK OF COMMERCIAL CLUB

It is Recounted in the Annual Address of Prest. Edwin F. Holmes.

## NEW BOARD OF GOVERNORS.

It Will Meet Next Week and Elect a President for the Ensuing Year—Other Important Business.

The Commercial club of this city held its annual meeting Saturday evening, when the following six members of the board of governors were elected:

For three years—Gov. Heber M. Wells, Richard P. Morris, Louis H. Farnsworth, Joseph W. Houston, James G. McDonald. For one year—Charles A. Quigley. Next week the new board will meet and organize, electing a president of the club to succeed Col. Edwin F. Holmes, the incumbent.

## PRES. HOLMES ADDRESS.

The annual address of Colonel Holmes was then read, as follows: Salt Lake City, Jan. 9, 1904. Board of Governors, Commercial Club, Salt Lake City, Utah: Gentlemen—I am submitting for your approval my annual report as president of the Commercial club. It is my duty and pleasure to first of all, pay tribute to the able and earnest manner in which my place has been filled during the months of my absence abroad by the vice president, Mr. Jos. A. Silver. He has been diligent and active in season and out of season in the interests of the club, and has given much of his valuable time to the many public affairs which the club has, at different times, had under consideration. Special commendation is also due to the club's treasurer, Mr. Simon Bamberger, for his laudable and successful efforts in raising the large sum of money necessary for the continuance of the public schools for the full term. The club generally is to be congratulated upon its successful year just closed. The records show that, through its board of governors and its various standing and special committees, it has approved its annual report to almost every question of public importance within its province, and while its efforts have not always been successful as was, perhaps, desirable, it has, nevertheless, secured the attention of the public to the many questions which the club has, at different times, had under consideration. Special commendation is also due to the club's treasurer, Mr. Simon Bamberger, for his laudable and successful efforts in raising the large sum of money necessary for the continuance of the public schools for the full term. The club generally is to be congratulated upon its successful year just closed. The records show that, through its board of governors and its various standing and special committees, it has approved its annual report to almost every question of public importance within its province, and while its efforts have not always been successful as was, perhaps, desirable, it has, nevertheless, secured the attention of the public to the many questions which the club has, at different times, had under consideration.

## ORGANIZATION THE KEY.

Much has been accomplished by means of organized and continued effort that would have been impossible by individual and spasmodic work, and it can confidently be expected that, with the added experience of the past year and the increasing membership, which the organization has a right to anticipate, its sphere of usefulness and influence will be greatly broadened and strengthened.

When the club's record of effort and accomplishment is contrasted with its youth and comparative inexperience, the justification has every right to claim and receive the loyal support of its membership and of the public at large, and to promise without fear of failure that it will, in the future, justify the hopes of its most enthusiastic friends, and become a great power for good in the community.

## SHOULD NOT TAKE SIDES.

The club, representing all the people, should, in my opinion, not be expected to take sides between labor and capital, but should jealously guard its reputation for disinterestedness, so that in time of strife may successfully act as mediator between these interdependent, but frequently conflicting interests.

Corporations, enjoying valuable public franchises, are certainly legitimate subjects of criticism by this body when they fail to provide the people with proper service, but it is a serious question as to the extent to which their failure to do so should be advertised to the world. Unwise and injudicious advertising of our disadvantages in this regard is not the best advertising, and when too frequently indulged in is likely to drive away from us desirable home-seekers and capitalists seeking for investments, and to seriously retard the progress of the municipality. On the other hand, corporations, such as have been referred to, should learn to

know that the club is quick to resent any imposition upon the public, but that, in doing so, it will act with a firm determination to be fair to all the interests involved.

## MUST NOT TRESPASS.

Under no circumstances should the club attempt to indirectly usurp the functions of the city council, or other legislative body, but it should hold itself ready to assist and advise when called upon to do so, or to voluntarily proffer advice or assistance when existing circumstances would seem to justify or require the same.

It is neither the desire nor the province of the club to either interfere with or endeavor in any way to regulate, the conduct of private enterprises, and any attempt on its part to do so could only result in great harm. In short, the club is not intended to be a common school, but should, and doubtless will be so broadly and patriotically conducted that its actions will meet with the approval of all conservative and fair-minded people.

## AS TO ADVERTISING.

In advance of more specific mention of what the club has done during the year just closed, I desire to refer to the work continually being done in the office and club rooms, the results from which are difficult of determination. It is impossible to estimate certainly the ultimate result from the circulation of the club's literature, the correspondence in answer to inquiries concerning the city and state, the entertainment of visiting strangers and the exhibition of the works of our local artists. However uncertain the effect of the work referred to may be, there can be no doubt as to the good results that have already followed the mingling of the various classes of our citizenship in the club rooms every day and upon special occasions, such as the musicals, lectures and banquets which have been of frequent occurrence during the past. By means of these methods the business and professional men of our city and state are brought together under the pleasantest circumstances; they learn to know each other socially and to better appreciate the fact that the material interests of all the citizens of the state are identical and inseparable. In the club rooms religion and politics are properly barred, and neither creed nor party affiliation is considered in the public or private work of the organization. In my opinion the social feature of the club has played a most important part in its general success as a business organization.

## WHAT THE NEWSPAPERS DO.

The club has been most fortunate in having the friendship and commendation of the splendid newspapers of the city, and owes them a debt of gratitude for their support for its plans for the public good and for the great assistance they are continually and intelligently doing for the advancement of the state. It would hardly be profitable now to discuss the cable, which led to the defeat by the Legislature of 1903 of the club water commission bill. This bill was framed after much thought by the club's committee on laws and legislation. It was the culmination of the long and arduous labors of the committee on the "improvement of the city's water supply," and contemplated the appointment by the governor, with reputable confirmation of the senate, of a non-partisan commission of reputable resident citizens, who were to serve without pay, and whose duty it should be to begin and carry to completion a system of water works capable of providing for the water needs of a city of 150,000 people. There was also submitted a plan, which was only a suggestion for the accomplishment of this purpose. There was also a plan for a proposed bond issue for the financing of the enterprise. These plans had received the unanimous endorsement of the leading engineers and bankers of the state, and while not the only plans discussed by the committee, they were considered the wisest and most feasible. It is needless, however, to recapitulate the great work done by the club in this connection, for it is matter of common knowledge, but it is probably proper to state that the improved city's water supply will undoubtedly prove of much value in settling this most important question of the city's water supply, which increases in gravity with our development. I will add, however, that the question of providing the future city of Salt Lake with a satisfactory and comprehensive water supply stands as "unfinished business" on the club's records, and it has no intention of abandoning the fight.

## ABOUT THE SCHOOLS.

The club's successful effort to keep the public schools open for the full term after the board of education had declared its inability to continue them, was particularly commendable and directly in line with its duty as a public body. The great banquet given in the club rooms to Senator William A. Clark of Montana, as a token of appreciation of his work in opening a new line of communication between this city and the Pacific coast was a splendid gathering of the wealth and intelligence of the community, and cannot fail to result in material benefit.

The entertainment by the club of the Washington correspondents of the important newspapers of the United States, who were in attendance upon the eleventh session of the National Irrigation congress at Ogden, was a success from every standpoint, and not only gave great pleasure to those of our members who were present, but won the lasting friendship of the brilliant and able gentlemen who were the guests of honor.

The good feeling that now exists in intensified form between us and our sister city of Ogden is largely the result of the policy of the club, as shown by its work in obtaining from our public-spirited citizens material financial aid for the proper reception and entertainment of the irrigation congress which held in the latter city its greatest and most successful meeting.

## RECIPROCAL RELATIONS.

The establishment of reciprocal relations with the energetic and influential Weber club of Ogden was another step in the right direction, and was fittingly celebrated at the second annual banquet of the club, which occurred the evening of Dec. 14, 1903, and was attended by many citizens of both the commercial centers of the state.

The constitution of the club requires that it shall not only encourage the commercial, mining and agricultural interests of the commonwealth, but that it shall also foster the arts, and no better work has been done by any of its numerous committees than that done by the one on art and literature, under the able direction of Mr. H. L. A. Culmer, its chairman. It is a well recognized fact that a community is judged largely by the extent and character of its artistic and educational life. The exhibition of the works of our local artists given in the club rooms and open to the public, under

the direction of the Utah Art institute, indicated a development along the lines referred to that would have been eminently creditable to a much larger and wealthier community. In this connection it may be well to state that the club rooms have become the repository of the Alice art collection, the property of the state, consisting of the best examples of the genius of our local artists, and those of our members who may not have seen this collection have so far missed a rare opportunity for enjoyment.

## REDUCED PRICE OF COAL.

The recent advance in the price of coal, adversely affecting as it did every family in the city, furnished the club an excellent opportunity to demonstrate its usefulness. The promptness with which the price of this necessity was put back to the original level, upon the appointment of the club's committee of investigation, was extremely gratifying, as the lowered price of this necessity many hundreds of dollars each day.

Recognizing the vital importance to Salt Lake City as a jobbing and manufacturing center of the existence of a fair and impartial schedule of freight rates, the club has given much and serious attention to this important question, and I am glad to report that its labors are about to be rewarded by an equitable adjustment which will greatly benefit the trade of our wholesale merchants.

The organization of the successful, alert and active Real Estate association, which bids fair to accomplish so much for the realty interests of the city, was also the work of the club.

## AGRICULTURAL DEVELOPMENT.

Economists have been a unit in contending that the enduring prosperity of a city depends upon the agricultural development of the country surrounding and tributary to it. The club has not been unmindful of this fact, and consequently has devoted much time and effort in an effort to remove the difficulties that stand in the way of our securing government aid in reclaiming and making productive many thousands of acres of arid land by means of a reservoir of which Utah lake should be the center, thus adding to the population and wealth of the state and increasing the territory adjacent and tributary to our markets. It will be readily seen that the successful carrying out of this and similar plans in other parts of the state is grave moment, when we recall the fact that of our whole state only 4 per cent is now under cultivation, and that in any event only 11 per cent of the entire area can ever be brought into a condition of productiveness. This means that what is well described as "stagnant farming" and a careful and intelligent conservation of our resources of land and water is absolutely necessary in order that we may reach and retain money in our effort to remove the difficulties that stand in the way of our securing government aid in reclaiming and making productive many thousands of acres of arid land by means of a reservoir of which Utah lake should be the center, thus adding to the population and wealth of the state and increasing the territory adjacent and tributary to our markets. It will be readily seen that the successful carrying out of this and similar plans in other parts of the state is grave moment, when we recall the fact that of our whole state only 4 per cent is now under cultivation, and that in any event only 11 per cent of the entire area can ever be brought into a condition of productiveness. 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