

IT'S OUR UNCONDITIONAL CLEARING SALE

THE GREATEST CLEARING SALE WE EVER CONDUCTED, WITH THE Most Amazing Price Sacrifices Ever Made!

STARTS AT AUERBACH'S TOMORROW MORNING, JANUARY 3rd, AT 10 O'CLOCK.

The Price Bars Will Be Let Down ^{AND} THE Goods and Buyers Will Rush Together.

THIS SALE WILL BE MORE LIKE A FREE DISTRIBUTION OF MERCHANDISE for it's Mission is to Clear the Counters, the Shelves, the Racks of all Winter Stocks and the Prices have been pounded out of semblance of former figures—PRICE HAVOC REIGNS SUPREME—Prices once recognized as fair and equitable, cut to pieces and smashed to atoms. DEVASTATION OF PROFIT AND SACRIFICE OF COST ARE OF NO CONSIDERATION IN THIS CLEAN-UP SALE. Space limitations set a limit on small-priced Bargain Gems that would illumine an entire Newspaper—Every article in the store is a Trade Magnet—but we can paint only a few Money-Saving Pictures. You must come and see to fully understand the wide and matchless scope of this event. CLEARING is the Command and we mean to clear the stocks as they were never cleared before. Everything in the store will go at Fractional Prices. Join the line of march of the Busy Shoppers Tomorrow. Doors open at 10 o'clock.

GREATEST CLEARING SALE OF ENTIRE STOCK OF FLANNELS!

One short, sharp and decisive stroke, and prices bite the dust. It's a merciless mutilation of prices on the Entire Flannel Stock. It's a quick and complete clearance we want, and we're willing to lose money in order to obtain it.

100 pieces dark Outing Flannels, for quilting purposes, that other retailers charge 70 for, in this sale, per yard 4c
50 pieces white Shaker Flannel, double fleeced, in this sale, per yard 4c
3,500 yards light colored Outing Flannels, mill ends from 10 to 20 yards, plenty of pinks and blues, worth regularly 75c, in this sale, per yard 5c
The prettiest assortment of Outing Flannels, in beautiful colorings and patterns, and double fleeced Sanitary Flannels in pinks and gray, famous 12 1/2c quality the world over, go in this sale, per yard 7c
One case of our best 15c unbleached Canton Flannels, on sale, per yard 9c
50 pieces of yard-wide cream Shaker Flannel, retailed everywhere at 12 1/2c, you can buy here in this sale, per yard 8c
Fleeced Pique Flannels, in red, white or light blue, value 20c, in this sale, per yard 10c
Cream wool mixed Flannel, same as you always paid 22 1/2c for, in this sale, per yard 12c
Eiderdowns, worth 30c, cut to, per yard 17c
Red twilled, all wool Flannel, value 20c, marked down to, per yard 20c
The 50 quality white nonshrinkable Flannels, go in this sale, per yard 33c

GREATEST CLEARING SALE GLOVES and HANDKERCHIEFS!

Here are Bargains greater than you've ever conceived of. Be sure and gather in your share of these mighty offerings—not ordinary bargain prices, but at prices figures so low that a failure to attend this sale would be downright extravagance.

12c a pair for a fast black fleeced lined glove in all ladies' sizes, they are worth 25c a pair, the sale price 12c
13c a pair buys a splendid 2 clasp fleeced cashmere glove in ladies' size, they are worth 35c, but go 19c in this sale at 19c
40c takes any size in a very fine silk lined cashmere glove, that's worth 75c a pair, you'll certainly want these at 43c
30c a pair buys choice of a great variety of fancy golf gloves for ladies in the best grades worth up to 75c a pair, all sizes 39c
Children's fancy golf gloves, all sizes, the 40c grade go in this sale at a pair 25c
A fine, soft finished, hemstitched white handkerchief for ladies. They are worth 10c each, there are only 50 dozen of them.
Three for 25c.
A pure linen, fine, soft finished, hemstitched handkerchief for ladies. You never bought an equal quality for less than 17 1/2c each, they go while they last at 3 for 25c.
Four for 25c.
Fancy hemstitched and embroidered corner, white handkerchiefs for ladies, best 10c grade, great variety to choose from at 4 for 25c.
One for 25c.
But it's the prettiest and best you've ever bought at 40c each, and the variety is immense.

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

ALL BELTS

At Give-Away Prices.

For 39c each—Choice of Silk and Leather Belts that sell regularly 60c, 75c, and \$1, in any number of styles, go now at each—

39c

Percaline Lining!

value 15c, per yard—

8 1/2c

GREATEST CLEARING SALE Silks and Dress Goods

THE ENTIRE STOCK
SHARES IN THE PRICE SHATTERING

Even the hardened price cutter felt reluctance when he passed through the markings on the Beautiful Dress Fabrics. Couldn't be helped though, and every time he cut, nearly half the price fell.

FANCY WRESS GOODS, double width wool suitings for house dresses, and children's wear, value 12 1/2c, 20c, at, per yard 12c
HOMESPUN SUITINGS, plain and fancy Homespun Dress goods, extra heavy quality, value 19c, 35c, at, per yard 19c
CREPE ALBATROSS, 65 pieces colored all wool albatross, CLEARING OUT AT, per yard 37c
STORM SERGE, fine worsted hard twisted Storm Serge, value 70c, FOR, per yard 47c
JAPANESE WASH SILKS, solid colors, wash silk cream, white, black and all colors. Clearing sale 24c price, per yard 24c
BLACK AND COLORED TAFETTA SILKS, entire stock of 75c, 85c and 100c qualities. Clearing sale price, per yard 55c
BLACK PEAU DE SOIE, extra heavy qualities, all pure silk, value \$1.50. Clearing Sale price, 79c per yard 79c
CREPE DE CHENE, Three distinct lines, our \$1.00, \$1.25 and \$1.50 qualities, in black and colors. Clearing Sale price, at, per yard, 97c 97c

Toilet Soaps

At Notable Savings at 3 Bars for 10c

Choice of a number of excellent 10c grade Toilet Soap, among them Dusky Diamond, Glycerine and Honey Soap, all selling regularly at 10c a bar, the sale price, 3 bars for—

10c

Bik. Mercerized Sateen

value 20c for—

10c

GREATEST CLEARING SALE UNDERWEAR and HOSIERY.

This department will be full of economical buyers during this sale, you'll help to swell the crowd if you but take the time to read these items, they are but a fair sample of the general price reductions, it's your opportunity to supply reasonable needs at prices that stamp this sale as the most auspicious Bargain Occasion.

Ladies' good quality Outing Flannel Gowns, liberally cut, full length and widths, all sizes, the best gowns you ever bought at 90c, sale price 49c
LADIES' VESTS AND PANTS, extra heavy fleeced ribbed Vests and Pants, all ladies' sizes, in cream or natural gray, the best 40c 25c quality at 25c
LADIES' WOOLEN HOSE. At 15c a pair, Fast black seamless Wool Hose, all sizes, worth 22 1/2c, on sale at 15c.
At 19c a pair, Best 25c grade fast black wool Hose, with merino heel and toes, seamless, sale price, 19c.
At 33 1/2c a pair, Plain or ribbed fine cashmere Hose in all sizes, the best 50c values.
At 50c a pair, Four lines of the best 75c Hosiery values in all sizes, finest cashmere grades.
LADIES' UNION SUITS, Finest quality Eiderdown fleeced cream Cotton Union Suits, and a splendid quality natural gray wool mixed Union Suit in all sizes, the best 1 1/2 grades, in the city on sale 99c at 99c
LADIES' BLACK TIGHTS, Ladies black Wool Tights, open or closed, all sizes, our 1 1/2 grade and the best you ever bought at that price, goes in this sale 95c
CHILDREN'S WOOLEN HOSE. At 12 1/2c a pair, All sizes seamless Woolen Hose, the quality is the best you ever bought, at 20c a pair.
At 35c a pair, There are only 40 dozens of these extra heavy cashmere Hose. They are best 50c values, get in line early.
At 25c a pair, Wide or narrow seamless fine black Cashmere Hose in the best 40c grade, all sizes.

GREATEST CLEARING SALE OF BLANKETS and COMFORTERS

And all kinds of BEDSPREADS. Hair-raising Offers. Prices to amaze all. A sale that will dumbfound competitors and astound even the most experienced retail buyers! The whole department now one mass of bargains.

75c and 85c Blankets, white or gray, go in this sale, per pair 49c
Pearl hemmed white Crochet Bed Spreads, 10-4 size, pretty designs, worth 80c, marked down in this sale to, each 58c
300 Sheet Blankets, white, gray or tan, worth \$1.00, go in this sale 64c at, per pair 64c
One case Extra Size Knotted Fringed White Bed Spreads, value \$1.50, in this sale at, each 90c
All \$1.75 Blankets, white and colored, and all \$1.75 Comforters, go in this sale \$1.10
Hand Knotted or Quilted heavy weight, large double bed size Comforters, 11-4 Blankets and Fringed and hemmed Bed Spreads, all the best 2.00 sellers will go \$1.27
\$3.00 white Marseilles Quilts, go at, each \$1.98
All the best \$5.00 Oregon Wool Blankets, mottled, grey, scarlet, violet and 7 pound Kerseys marked down to, per pair \$3.45

ALL CORSETS

At Less Than Manufacturers' Cost TWO BIG SPECIALS!

At 30c Each, SHORT EMPIRE CORSETS SYLPH HIP CORSETS, GIRDLE CORSETS, good 75c values, on sale 39c
At \$1.00 Each, Beautiful broadened C. B. Corsets, straight front, long hip, come in pink, blue or pearl all sizes, regular value \$2.50, on sale \$1.90

Here's How We'll Sell Children's Dresses

In This Clearing Sale.
\$1.00 to \$1.25 Dresses 75c
Our best \$1.50 to \$2.00 \$1.25
Dresses at \$1.95
All our \$2.50 to \$3.00 \$1.95
The newest \$3.50 and \$4.00 \$2.75
Dresses worth up to \$7.00 \$3.75
each at \$3.75
All above dresses in sizes 6 to 14 years.

Prices Precipitated, In Women's Ready-to-Wear Garment Values!

Fearful Havoc Wrought

LADIES' TAILORED SUITS!
\$10.00 Misses' Tailor made suits, cut to \$4.95
\$13.75 Ladies' tailor made suits, cut to \$6.85
\$18.50 Ladies' tailor made suits, cut to \$9.25
\$25.00 Ladies' tailor made suits, cut to \$12.50
\$30.00 Ladies' tailor made suits, cut to \$15.00
ALTERATIONS FREE OF CHARGE.
Flannel and Silk Waists!
20c Flannel and Sateen waists, reduced to 59c
\$1.25 all wool Flannel waists reduced to 83c
\$3.00 fancy colored, fine all wool Flannel waists, reduced to \$1.87
\$4.00 Taffeta Silk waists, good quality, reduced to \$2.50
\$5.00 and \$7.50 Peau de Soie Silk waists, colors and black, reduced to \$3.75

Dress and Walking Skirts.

\$3.00 runabout walking skirts, slashed to \$1.25
\$1.50 all wool walking skirts, slashed to \$1.98
\$5.00 great variety walking skirts, slashed to \$2.75
\$8.50 dress and walking skirts, slashed to \$5.00
\$15.00 granite cloth, round length skirts, slashed to \$8.75
DRESSING SACQUES!
\$1.00 heavy Eiderdown Dressing Sacques, during this great sale 55c
\$1.40 heavy fleeced flannelette Dressing Sacques, during this great sale 88c
\$1.85 heavy outing Flannel Dressing Sacques, during this great sale \$1.00
\$5.00 Japanese Silk Dressing Sacques, prettily trimmed, during this great sale \$3.95
\$8.75 fine Cashmere Dressing Sacques, lace trimmed, during this great sale \$5.75

Unseasonable

Weather has produced an appalling condition in the Garment Business. The penalty must be paid. Whatever losses the effort entails, stock must be removed. Every garment given a mighty shove out of the store.

TUESDAY MORNING the ONSLAUGHT BEGINS!

Silk and Sateen Petticoats

\$1.25 Black Sateen Petticoats, (Elite style) now at 85c
\$2.00 black Sateen Petticoats, Elite style, now at \$1.30
\$3.50 black and colored Sateen petticoats, now at \$2.00
\$6.75 Taffeta Silk Petticoats, good quality, now at \$4.50
\$10.00 Taffeta Silk Petticoats, colors and black, now at \$6.75
JACKETS and COATS.
\$3.50 Ladies' 27-inch Kersey coats, marked to \$3.25
\$9.75 Ladies' 30 inch Kersey coats, marked to \$5.00
\$10.95 Ladies' three-quarter length tourist coats, marked \$9.95
\$20.00 Ladies' three-quarter length tourist coats, marked \$12.50
\$28.50 Ladies' finest quality tourist coats, marked \$16.35

Wrappers and Lounging Robes

85c heavy Flannelette house Wrappers, clearance sale 50c
\$1.25 heavy Flannelette house Wrappers, clearance sale 79c
\$5.00 Eiderdown lounging robes, three shades, clearance sale \$2.85
\$7.50 ripple Eiderdown lounging robes, clearance sale \$3.98
Short and Long Kimonos!
75c fleeced Flannelette, short Kimonos, in this sale 39c
\$1.35 crepe Kimonos all colors, Persian border, in this sale 86c
\$2.00 heavy fleeced long Kimonos, in this sale \$1.25
\$2.95 heavy fleeced long Kimonos, in this sale \$1.88
\$3.75 heavy fleeced long Kimonos, in this sale \$2.20

Unprecedented Millinery Reductions

Millinery that has remained with us until clearance time, loses all its prestige here and suffers heavier at the hands of the clearance price man. TRIMMED and UNTRIMMED HATS (and the variety is great) MUST GO. We are bound to have the department swept clean before spring, and the reductions in this sale will create the biggest kind of scramble here in this sale.

ALL WHITE GOODS!

All Muslins, Bed Sheetings, Ready-Made Sheets and Pillow Cases Are Entered in this Unconditional Clearing Sale. All must and will be sold, regardless of the original cost. THE MOST SERIOUS SACRIFICES THIS SECTION HAS EVER KNOWN ARE BEING MADE IN THIS SALE. IT WOULD REQUIRE A MICROSCOPE TO SEE OUR PRICES ON THESE GOODS. THEY WERE MUCH GREATER. DON'T HESITATE. DELAY WILL COST YOU DEARLY. GET ALL YOU CAN OUT OF THIS SALE. YOU'LL BE GLAD YOU DID.

GREATEST CLEARING SALE Boys' Clothing and Gents' Furnishings

The Underpricing Knife has been applied without regard to cost or loss. We've cut and slashed to a point that will provoke unprecedented buying. It's not hard to predict a big rush for them.

GENTS' FINE CASHMERE HOSE in plain black, natural grey and fancy stripes; sizes 9 1/2 to 11; all 35c grades; reduced below cost 21c
GENTS' FINE SUSPENDERS, made with extra heavy elastic web and kid fasteners, all the 60c and 65c grades, below the actual cost, price, per pair 29c
GENTS' HEAVY ALL-WOOL UNDERWEAR in natural grey and salmon color; all sizes; worth from \$1.25 to \$2.00, will go for less than manufacturer's cost, 89c
GENTS' FINE STIFF BOBOM SHIRTS, sizes 14 1/2 to 17; all grades from \$1.25 to \$2.00, will go for less than manufacturer's cost, 89c

A Positive Bargain Sensation in CURTAINS, PORTIERES, COUCH COVERS, AND DRAPERY MATERIALS.

All 15c Silkaines go 8 1/2c
Yard wide curtain swisses, worth 14-20c, in this sale, per yard 9 1/2c
75c Nottingham Curtains, on sale, per pair 36c
\$1.00 Curtains, ruffled and net, go at, a pair 69c
\$2.00 Couch Covers, in this sale at \$1.10
\$2.25 Nottingham ruffled Curtains on sale at \$1.25
\$2.50 Curtains, go at \$1.44
\$3.00 Irish Point Curtains, go at, per pair \$2.00
\$5.00 Oriental Portieres in this sale, per pair \$2.98
All \$4.00 Portieres go at, per pair \$3.60
All Irish Point, all Brussels Net, all Battenberg, Bonnie Femme and Arabian Curtains and all the finest Portieres and table covers suffer like the rest. Prices all cut too small to print.

GREAT Lace Selling!

For genuine Bargains you have never had an opportunity that would compare with this. Every place goes at tremendous reductions. Two sample items of the great saving chances:

TORCHON LACES.
100 different patterns of insertions and edgings, widths and qualities ranging in value up to 10c a yard, the sale price—
2 1/2 cts.
And 299 more patterns including all the best and most popular designs of Torchon lace edging and insertions, the values ranging up to 20c a yard, go in this sale at—
5 cts.
ALL TRIMMING LACES, ALL OVERS, APPLIQUES, LACES OF EVERY KIND AND DESCRIPTION MUST GO NOW. NOTHING HAS ESCAPED THE TERRIFIC PRICE CUTTING.

The Clearing Sale of Linens Involves All Sorts of TABLE LINENS, NAPKINS, TOWELS, TOWELING, ETC.

1,000 yards Huck toweling, in this sale, per yard 33c
100 dozen Fringed Towels, Turkish and cotton Huck, usually sold at 75c, go at, each 4c
All 10c checked linen Glass Towels and hotel crashes, marked 7c
\$2.00 Ladies' three-quarter length Turkish Bath Towels, the 18c Union Linen Huck Towels and the 18c Marseilles Towels, all go on this sale at, each 11c
100 dozen Fringed Napkins, worth 35c, in this sale, per dozen 17c
All Linen and Turkish Towels usually sold at 30c, go 18c
Bleached and half bleached table Linen, 54 and 56 inches wide, considered cheap at 45c, sale 27c
10 bolts of full bleached Irish Table Linen, 62 inches wide, value 66c, go, per yard 39c
All finer Table Linens, all Napkins, fine Towels, Table Sets and Table Covers marked down to figures almost ridiculous, to make a clean sweep and at once.

GREATEST CLEARING SALE OF SHOES!

GREATEST SLAUGHTER SALE Ever Attempted in Salt Lake. All Ladies', Boys', Misses' and Children's

SHOES, SLIPPERS and RUBBERS AT REDUCED PRICES.

Ladies' \$4.00, \$4.50 and \$5.00 Shoes at \$3.65
Ladies' \$3.50 and \$3.75 Shoes at \$2.85
Ladies' \$2.75 and \$3.00 Shoes at \$2.35
Ladies' \$1.75 and \$2.00 Shoes at \$1.35
Ladies' \$1.25 Slippers 89c
Ladies' \$1.50 Slippers \$1.15
Boys' \$1.25 Shoes 98c
Boys' \$1.75 Shoes \$1.35
Girls' \$1.65 Shoes \$1.25
Girls' \$1.85 Shoes \$1.45
Ladies' Storm Rubbers 40c
Girls' Storm Rubbers 40c
Boys' Heavy Rubbers 40c
Men's Heavy Rubbers (best) at 60c