



Auerbach's Price-Wrecking Clearing Sale



STARTS
Monday, Jan. 4th, At 9 o'clock sharp

This Daring Sale, like a Bugle Call, Summons the Thrifty from all over the State. It's an event to electrify all Lovers of Bona Fide Bargains, and this sale shall be, must be, will be pronounced

THE GREATEST IN THE HISTORY OF THE STORE

No matter what the loss, the command has gone forth to force out our entire stock and LET THE PROFITS GO TO THE WINDS. THEREFORE, MONDAY MORNING A GIGANTIC DOWNFALL OF PRICES STARTS THE MOVEMENT, which must be swift, certain and complete. THE PLUMB-LINE OF SACRIFICE HAS BEEN SUNK AWAY BELOW THE COST MARK IN EVERY DEPARTMENT OF THE STORE. IT'S A BARGAIN UPHEAVAL THAT OVERSHADOWS ALL FORMER EFFORTS

IT'S THE WORLD'S GREATEST PRICE-WRECKING CATASTROPHE.

Nothing less than our determination not to carry over a dollar's worth of winter goods could induce so great a sacrifice. No other cause could impel so strenuous an effort. There is no parallel to the opportunities this Clearance Sale offers to buyers who will be on the spot. You get the Biggest Bargains of your life. Monday Morning at 9 o'clock is your time to act. The selling begins promptly.

A CLEARANCE SALE OF SILKS AND DRESS GOODS.

To interest everybody. Never in our business career have we made such reductions. On no line has the price-wrecking been carried on more ruthlessly than in this department.

Here is Evidence:
SCOTCH PLAIDS.
32 inch Wool Plaids, worth 25c a yard. Sale price, a yard **14c**

CREPE ALBATROSS.
26 to 28 inch strictly all-wool albatross, worth 60c a yard. Sale price, a yard **35c**

DRESS GOODS.
36 to 48 inch all wool plain and fancy dress goods, worth up to \$1.00 a yard, sale price, a yard **43c**

DRESS GOODS.
44 to 54 inch all wool plain and fancy dress goods, broadcloths included, worth up to \$1.75 a yard, sale price a yard **73c**

1,200 yards of
MESSALINE AND PEAU DE CYGNE SILK

In all the leading colors, the 75c quality, our cut price special at, per yard, **46c**
1,000 yards of 10 inch DRESS TAFFETA SILK, the best 75c quality, in all the leading colors, including black, cream and white. Our cut price special at, per yard **50c**

5,000 yards of 27 inch
BLACK SILK TAFFETA
the 1.25 quality, our cut price, special at, per yard **69c**

Clearance Sale Reductions on Blankets, Comforts & Bedspreads

Such as we have made in this sale are entirely unknown to this community. The entire stock will be sold at a loss.

These are the prices:
75c BLANKETS, white and colored, go per pair **44c**
All 1.00 BLANKETS, white and grey, go per pair **66c**
All 1.25 BED SPREADS and BLANKETS, in this sale **77c**
All 1.50 COMFORTS and BLANKETS, in this sale **98c**
All the 1.50 Bed Spreads, Comforters and Blankets, go in this sale at **\$1.19**
All 2.00 Blankets, Comforts and Bed Spreads, go in this sale at **\$1.28**
All 2.50 White Bed Spreads, go at **\$1.39**
2.75 Blankets, Comforts and Bed Spreads, go **\$1.58**
All 3.00 Bed Spreads, Comforters and Blankets, in this sale at **\$1.89**
The best 4.00 Blankets and Comforts go at **\$2.60**
All 4.00 Blankets, white and colored, go at **\$3.40**
All 5.00 Blankets, white and colored, go **\$5.60**
All 6.00 white and colored Wool Blankets, in this sale, per pair **\$6.98**

ESTABLISHED 1864

J. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

This Clearance Sale of Ready-to-Wear Garments IS ABSOLUTELY WITHOUT A PARALLEL

BE QUICK AND YOU WILL FIND THE GREATEST GARMENT BARGAINS EVER KNOWN. THE ENTIRE STOCK GOES AT PRICES TO SELL THEM AT SIGHT. ALL THE NEWEST, BEST STYLES WILL BE SACRIFICED AT NEXT TO GIVE-AWAY PRICES.

| | | |
|---|--|---|
| ALL KIMONOS SACRIFICED 90c Short Kimonos, in this sale 39c 1.50 Long Kimonos, in this sale 73c | ALL PETTICOATS SACRIFICED 2.00 Feathered Petticoats, in this sale 93c 7.50 silk Petticoats in this sale at \$3.95 | ALL COATS SACRIFICED 12.00 Coats in this sale \$5.75 22.50 Coats in this sale \$11.75 |
| ALL WAISTS SACRIFICED 1.00 Flannellette Waists in this sale 49c 1.00 Silk and Net Waists in this sale \$4.37 | ALL SKIRTS SACRIFICED 4.00 Skirts in this sale \$1.89 7.00 Skirts in this sale \$3.29 | ALL SUITS SACRIFICED 30.00 Suits in this sale \$15.95 45.00 Suits in this sale \$19.95 |

Everything in this department marked down in proportion.

A Price-Wrecking Clearance Sale of ALL FLANNELS!

A DYNAMITE SHELL COULD NOT MAKE A MORE FEARFUL SLAUGHTER. COME EXPECTING TWO OR THREE TIMES YOUR MONEY'S WORTH. YOU'LL GET IT

Thousands of yards of Outing Flannel, light and dark colorings, go in this sale, per yard **4c**
Canton Flannel, worth 7c, in this sale, per yard **4c**
8-10c Shaker Flannel and Canton Flannel, in this sale, per yard **5c**
10c Outing Flannel, 10c Bleached Canton Flannel, and 12c Red Outing Flannels, in this sale, per yard **6c**
12c Cream Shaker Flannel and 12c Outing Flannels, all go in this sale, per yard **7c**
All the 15c Flannellette, single and double fold—the 15c yard wide Cream Shaker Flannel and the 15c Twilled Baby Flannels, in cream or white, all go in this sale, per yard **8c**
20c White Wool Mixed Flannel, in this sale, per yard **11c**
White Wool Flannel, worth 25c, in this sale, per yard **14c**
30c White Wool Flannel, goes at a yard **17c**
35c Colored Pajama Flannels, go, per yard **22c**
60c White Non-Shrinkable Japanese Flannel, at **36c**
All finer Flannels marked down in proportion.

ALL UNDERWEAR AND HOSIERY!

RADICALLY REDUCED

For Peremptory Clearing. Wise Buyers will take advantage of the Golden Buying Opportunity Hereby Created.

LADIES' UNION SUITS, COTTON FLEECE.

Our 50c Grades, on Sale at **43c**
Our 75c grades, extra large sizes, on sale **49c**
Our \$1.00 Grade, all sizes, clearing Sale **69c**
Our \$1.25 Grades, all Sizes, on Sale at **85c**
Harvard make \$1.25 Quality on Sale at **99c**

LADIES' UNION SUITS, WOOL AND WOOL MIXED.

Our \$1.75 Grade, all Sizes on Sale at **\$1.35**
All \$2.00 Grades, on Sale at, all sizes **\$1.50**
Our \$2.50 Grades, all Sizes, on Sale at **\$1.90**
Our \$3.50 Grades, Silk mixed, Harvard Make, On Sale at **\$2.95**

ALL LADIES AND CHILDREN'S PANTS AND VESTS, AND ALL CHILDREN'S UNION SUITS AT CLEARING SALE PRICES.

LADIES' WOOL AND CASHMERE HOSE.

Our 25c grade, in this Clearing Sale at **19c**
Our 35c Grade in this Clearing Sale at **25c**
Our 50c Grades in this Clearing Sale at **35c**
Our 75c Grades in this Clearing Sale at **50c**
Our 90c Grades in this Clearing Sale at **60c**
Our \$1.00 Grades in this Clearing Sale at **75c**

ALL CHILDREN'S WOOL AND COTTON FLEECE AND ALL LADIES' HOSIERY, GO AT LESS THAN COST IN THIS CLEARING SALE.

A PRICE-WRECKING CLEARANCE SALE

CORSET BARGAINS

Which No One Can Afford to Let Pass. Every style, every make, every number in our entire stock at less than manufacturers' prices. 3 Special Extraordinary Sale Lots.

TAPE GIRL CORSETS, 50c grade, to close out **25c**
LADIES' GOOD QUALITY COTTON CORSETS, regular 75c to \$1.00 grades, to close out **50c**
LADIES' EXTRA GOOD QUALITY STANDARD BRAND CORSETS, discontinued numbers nearly all sizes in this lot, up to \$2.50 grade, on sale **\$1.00**

This Slashing Sale of MILLINERY

MEANS POSITIVELY THE GREATEST SLAUGHTER SAIT LAKE HAS EVER KNOWN. A CLEAN SWEEP OF HUNDREDS OF HATS IS TO BE MADE AT ONCE AND THE TIME HAS COME TO CLEAR AT ANY SACRIFICE!

The Price-Wrecking Clearance Sale of BED SHEETING, READY-MADE SHEETS AND PILLOW CASES, ALL WHITE GOODS AND DOMESTICS

MEANS GIGANTIC REDUCTIONS. VALUES THAT SEND OUT DOLLAR-SAVING CHANCES WITH EVERY SALE.

Thousands of yards of Unbleached MUSLIN go at a yard **3c**
Thousands of yards of DRESS PRINTS, go at a yard **4c**
8-10c APRON GINGHAM, go at a yard **5c**
10c WHITE INDIA LINONS go at a yard **5c**
10c WHITE CAMBRIC, yard wide, in this sale **5c**
30c HEMSTITCHED PILLOW CASES, go at a yard **12c**
60c HEMMED BED SHEETS, go at a yard **36c**

In This Price-Wrecking Clearance Sale of Boys' Clothing and Gents' Furnishings

PRICE AFTER PRICE IS CUT TO SELL ALL WINTER STOCKS. POINTERS FOR THOSE WHO CARE TO SAVE:

Suits and Overcoats
The stock divided into lots embracing the most wonderful values at irrevocable selling prices.
\$2.50, \$2.75 and \$3.00 suits all **\$1.45**
\$3.50, \$4.00 and \$4.50 suits all **\$1.90**
Overcoats in this sale **\$2.90**
\$7.00, \$7.50, \$8.00 and \$8.50 Suits and Overcoats in this sale **\$3.95**
Gents' Furnishings
35c Cashmere Half Hose in this sale **23c**
75c, \$1.00 and \$1.25 shirts, many patterns, in this sale **55c**
\$1.50 Underwear in this sale **89c**

CHILDREN'S DRESSES!

At a Fraction of Regular Prices. Sheer Force of Values will Make You Buy These.

CHILDREN'S DRESSES, choice of a variety of excellent 75c styles, sizes, 2 to 5 years, on sale at **39c**
MISSES' DRESSES, sizes 6 to 14 years, a great line to choose from, all \$2.00, \$2.25 and \$2.50 grades, on sale **\$1.50**
MISSES' DRESSES of best quality, all Wool Serge, several styles to choose from, sizes 6 to 14 years, the season's best \$7.50 values. Go in this clearing sale at **\$4.95**
CHILDREN'S DRESSES, sizes 2 to 5 years, neat and pretty styles. Our regular \$1.50 to \$1.75 grades, on sale **95c**

A Price-Wrecking Clearance Sale of TABLE LINENS, NAPKINS, TOWELS AND CRASHES.

The Entire Stock Goes at less than manufacturers' prices. Weavers and Spinners Would Be Seared at such Prices, but they are only samples of Auerbach's Clearance Sale Reductions.
Thousands of fringed Damask Napkins, go in this sale at, each **2c**
Thousands of Crash Towels, fringed and hemmed, in this sale at, each **3c**
Twelve, in this sale at, a yard **3c**
Thousands of Turkish bath towels, in this sale **4c**
at, each **4c**
The 16c Hemmed Huck Towels, for roominghouses, go in this sale at, each **7c**
80c Turkey Red Table Damask, in this sale, per yard **17c**
50c Heavy Cream Table Linen, in this sale, a yard **29c**
50c Bleached Table Linen, in this sale, per yard **55c**
The values on all these LINENS are correspondingly great.

A TREMENDOUS SLAUGHTER of ALL LACE CURTAINS, PORTIERES AND COUCH COVERS.

CLEARANCE SALE BARGAINS NEVER HEARD OF BEFORE—NOT EVEN DREAMED OF. NO NEED FOR "HOT AIR" THESE PRICES SPEAK FOR THEMSELVES:
60c Lace Curtains, go at a pair **25c**
80c Lace Curtains, go at a pair **46c**
12.00 colored Madras Curtains, at a pair **89c**
12.25 Buffed Net Curtains, go at a pair **\$1.10**
4.00 Battenberg Curtains, go at a pair **\$2.30**
10.00 Cluny Curtains, go at a pair **\$2.90**
16.00 Portieres and Irish Point Curtains at **\$3.48**
10.00 Couch Covers and Brussels Net Curtains, at **\$5.60**
12.00 Genoa Point Curtains, at a pair **\$6.30**

GLOVES Must Go!

All Prices Slashed and Ripped as Never Before.

Ladies' Black and colored fancy knitted Golf Gloves. Extra good 50c grades, on sale **20c**
Ladies' best 65c and 75c grades fine all-wool or mercerized Golf Gloves, in black, white and colors. All on sale **43c**
Ladies' fine fast black Cashmere Wool Gloves, all sizes. Best 40c grade in this clearing sale at **25c**
LADIES' MITTENS, 15c quality on sale **8c**
25c quality on sale **12c**
30c quality on sale **19c**
\$2.50 16 B. LENGTH KID GLOVES, clearing sale **\$2.49**
16.00 grade 12 B. LENGTH KID GLOVES, clearing sale **\$2.10**

This Price-Wrecking Clearance Sale of SHOES

GIVES YOU THE BEST SORTS FOR NEXT TO NOTHING. THE ENTIRE STOCK GOES AT ALMOST INCREDIBLE REDUCTIONS.
INFANTS' KID SHOES, sizes 2 to 5, at a pair **60c**
LITTLE BOYS' CALF SHOES, sizes 6 to 12, at a pair **90c**
BOYS' LEATHER LINED SCHOOL SHOES, sizes 12 to 14, at a pair **\$1.85**
MISSES' KID OR CALF SHOES, sizes 11 to 14, at a pair **\$1.35**
LADIES' FINE KID BLECHER SHOES, value \$2.75, at a pair **\$2.15**
Any LADIES' SHOES in the entire stock, value up to \$5.00, goes during this sale at, a pair **\$3.15**
LADIES' STORM RUBBERS, all sizes, at a pair **60c**
MEN'S RUBBERS, best quality, at a pair **90c**
LADIES' COLORED OVERGARTERS, high or low cut, value up to \$1.00, go at a pair **70c**
BARGAINS FOR EVERYBODY ON OUR BARGAIN TABLE